



**Personalisation
Experience**

**06-09
MAY/25
BERLIN**

**PRINT AND PRODUCT
PERSONALISATION**

www.personalisationexperience.com



FESPA



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Now in it's 3rd year FESPA is excited to dive into all things **'Personalisation' at The Messe Berlin, 6 - 9 May 2025**. Print and product personalisation is the next revolution for our industry. The ability and technologies to deliver personalisation are already here - as is the consumer want. FESPA's **Personalisation Experience is focused on demonstrating the art of the possible with print personalisation in the form of thought-leadership conferences, an interactive exhibition, and an experiential showcase of possibilities.**



**14,000
VISITORS**



**134+
COUNTRIES**

The event appeals to high-quality decision-makers from across the industry.

Co-located with



You get to see many opinions about where the future is going to be. I think anybody running a business or looking to start a business needs to know what the future looks like, and you can learn all of that in this sort of form."

Steve Donegal
Regional Sales Manager | LANDA DIGITAL PRINTING UK



We are super excited and we're super happy with the result. We see that huge demand for our solution and we see that printing companies, they are looking for a reliable solution that can help them embrace the personalisation."

Waclaw Mostowski
CRO & Co-founder | Antigro Designer

PERSONALISATION EXPERIENCE 2025

CONFERENCE TRACKS & EXHIBITION FOCUS AREAS:



Sportswear



Packaging



Interiors



Loyalty



Fashion



WATCH NOW

Personalisation Experience 2023 Highlights



WHY PERSONALISATION IS ALREADY THE NEXT BIG THING?

Consumers everywhere now expect experiences that are personalised, instant, and augmented, in every facet of life. That expectation means that any brand owner not fast-tracking personalisation across their product lines and throughout their touch points with their customers is losing ground rapidly. And as brand loyalty becomes harder to win, the demand for personalisation, across loyalty programmes becomes essential.



Companies that get personalisation right have the potential to **+40% REVENUE** than average*
McKinsey



3 OUT OF 4 business leaders believe that personalisation is critical to success*
Twilio Segment



43% of executives list personalisation as a top reason for investing in hybrid experiences*
Deloitte



The global personalisation software market is expected to hit **\$943M**
360i Research



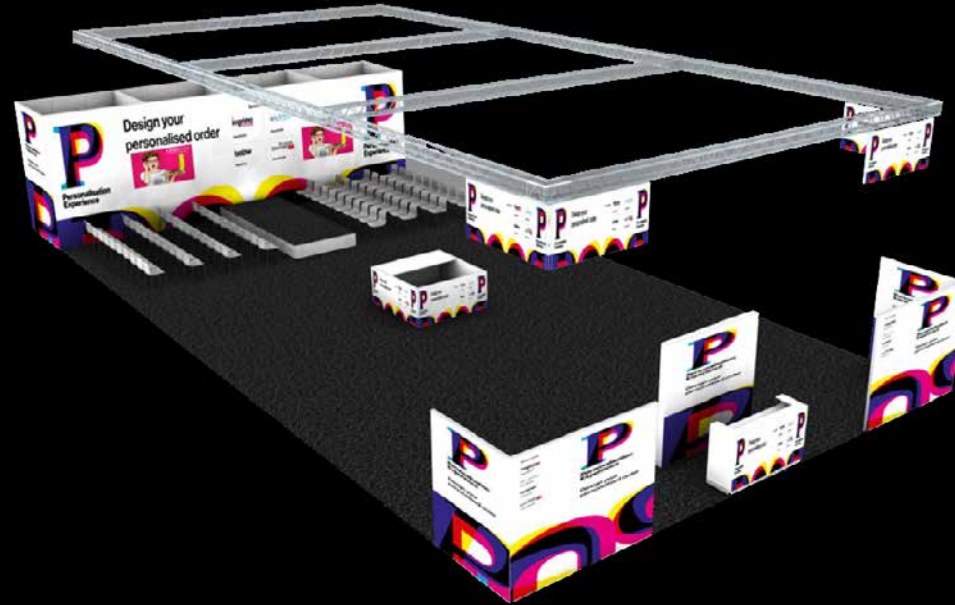
74% of e-commerce companies have a website personalisation programme*
Yieldify



60% consumers say they'll become repeat customers after a personalised shopping experience*
Twilio Segment



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PERSONALISE MAKE WEAR

Partner with FESPA to showcase the latest technologies in the production of sportswear and sports-related merchandise to **more than 3,500 buyers** that will engage with Personalise Make Wear (PMW) in Berlin during Personalisation Experience.

Personalise Make Wear will deliver an enlightening experience for buyers that visit to discover how to realise the possibilities of sustainable, just-in-time, demand-led manufacturing, incorporating personalisation, with a packed programme comprising:

- Expert-guided tours of the full end-to-end production workflow from online design personalisation/ordering to material selection preparation, printing, finishing and fulfilment.
- Catwalk shows bringing the produced garments and items to life.
- Fireside chats on the catwalk stage.



Design/Software step

€4,995 Exhibiting company

€6,995 Non-exhibiting company

Hardware/Machinery

€5,995 Exhibiting company

€7,995 Non-exhibiting company



Consumables

(blank garments/bottles/towels and rolls of textiles)

€4,995 Exhibiting company

€6,995 Non-exhibiting company

SPONSORS PACKAGE



PRE-SHOW

- Inclusion in PR
- Branding on PMW web pages
- Branding on PMW campaign emails
- Branding on PMW stand listing in event app
- Coverage of your product/service in the PMW campaign

AT SHOW

Placement of your technology/product in PMW with:

- Space, carpet, power, dedicated totem sign (if required, internet and screen)
- Inclusion of your technology/product in expert-guided tours
- Branding on all stand graphics
- Branding and acknowledgement in show catalogue PMW pages
- Your technology's output showcased in catwalk shows
- Opportunity to participate in 'fireside discussion'

POST-SHOW

- Product placement and branding in PMW production tour video
- First refusal on participation in next edition



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SPONSORSHIP OPPORTUNITIES

Sponsoring Personalisation Experience gives you a range of digital, onsite and promotional opportunities that can **put your brand in front of relevant decision-makers' minds both at the exhibition and all year round.** These will help separate your company from your competitors and lift your status.



Brother at Personalisation Experience 2023.

| | HEADLINE PARTNER | PARTNER |
|---|------------------|---------------|
| SPONSORS BENEFITS | €15,795 | €9,495 |
| Lead branding on all campaign assets (web pages, email, press adverts) | ● | |
| Prominent branding on all campaign assets (web pages, email, press adverts) | | ● |
| Recognised as sponsor in Show Preview | ● | ● |
| Promoted as sponsor on social media post | ● | ● |
| Opportunity to provide guest blog on Personalisation Experience | 2 | 1 |
| Opportunity to feature in Up Close and Personal interview (vid/podcast) | ● | ● |
| Branding within Up Close and Personal vid/podcast series | ● | |
| Marketing and PR support | ● | ● |
| Show app premium access | ● | ● |
| Logo on footer of show website, including sponsor/partner page | ● | ● |
| Logo to appear on HTML visitors email template | ● | ● |
| Personalised registration page for your customers | ● | ● |
| Listing in Personalisation Experience Pro exhibitor list | ● | ● |
| Visibility for all visitors to request meetings with you | ● | ● |
| Logo on all PE signage | ● | |
| Logo on special 'thank you to our sponsors' graphics | ● | ● |
| Stand highlighted with company logo on all onsite printed floorplans | ● | ● |
| How-To Interview onsite with FESPA TV | ● | |
| Promoted as sponsor on social media post | ● | ● |
| Headline branding | ● | |
| POST-SHOW | | |
| Logo included in post-show report | ● | ● |
| Priority stand option on next event | ● | ● |
| First refusal of your partnership renewal | ● | ● |
| Logo included in post-show highlights video | ● | |



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CONFERENCE OPPORTUNITIES



CONFERENCE
€7,750

SPONSORS BENEFITS

| | |
|---|----------|
| Prominent branding on all campaign assets (web pages, email, press adverts) | |
| Recognised as sponsor in Show Preview | ● |
| Promoted as sponsor on social media post | ● |
| Marketing and PR support | ● |
| Exhibitor showroom premium feature | ● |
| Logo on footer of show website | ● |
| Logo on sponsors/partners page | ● |
| Logo to appear on conference HTML visitors email template | ● |
| Listing in Personalisation Experience exhibitor list | ● |
| Visibility for Personalisation visitors to request meetings with you | ● |
| Company Name highlighted on pocket floorplan listing, with PE next to it | ● |
| Your stand highlighted on You Are Here boards by PE logo | ● |
| Stand highlighted with company logo on all onsite printed floorplans | ● |
| Promoted as sponsor on social media post | ● |
| Delegate places to PE Conference (staff) Including lunch networking | 3 |
| Delegate places to PE Conference (customers) including lunch networking | 5 |
| Branding in conference signage | ● |
| Branding in conference delegate materials | ● |
| Branding in conference AV | ● |
| Recognition from conference chair | ● |
| Logo included in post-show report | ● |
| Priority stand option on next event | ● |
| First refusal of your partnership renewal | ● |
| Logo included in post-show highlights video | ● |

FESPA

EMPOWERING PEOPLE IN PRINT

FESPA World Newsletter

3 languages, 40,975 readers



Powerful Expertise

- **Global Awards:**
700+ entries from 27 countries over the last 4 years
- **Sustainability Spotlight:**
provides useful, informative and actionable advice for speciality printers looking to make their businesses more sustainable
- **World Wrap Masters:**
the only global series of wrapping competitions that connects and celebrates the best wrap installers in the world



Supporting over 200+ associations

activities since 2015



Investing over 7 million euros

back into the print industry over the last 5 years



6 World leading trade shows

- **1,300+ innovative exhibitors** displaying the latest solutions/innovation
- **77,000+ visitors worldwide**
- **FESPA's online event & app:** A platform where over 500+ exhibitors, sharing content, launching products, and connecting all year.



FESPA.COM

148,811 page views per month



Useful Industry Advice

- **Club FESPA Online**
- **Print Census**
- **45 introductory technical guides**
- **16 industry Whitepapers and Planet Friendly Guide**



FESPA Social Media

X 18,500 followers

f 19,000 followers

in 9,497 followers

ig 6,106 followers

yt 61,000 subscribers,
over 11 million views



Our global print community

A Federation of National Associations

- **14,000+ members worldwide**
- **FESPA Direct:** an annual membership subscription providing essential research, peer-to-peer networking and attractive discounts that will enable printers to go further, faster.
- **Club FESPA Online:** offers expert content in 30+ languages, covering a full spectrum of topics for the global print and visual communications community.



CO-LOCATED EVENT RUNNING WITH FESPA

The Personalisation Experience 2025 will be held alongside FESPA Global Print Expo and European Sign Expo – Europe's leading exhibitions for print and signage. With over 14,000 visitors attending the event, exhibitors at Personalisation Experience can enjoy the benefits of visiting the co-located shows.

Key exhibitor profiles at FESPA, such as digital printing, sublimation printing, screen printing, direct to garment, and transfers applications are essential branding and decoration processes used daily and could add real value to your business.

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Part of FESPA's portfolio of industry-leading events and activities

