

All change for Sign & Digital UK 2020

Sign & Digital UK (SDUK), the leading signmaking, display solutions and digital printing show, is returning to Birmingham's NEC from 28 to 30 April with an all new show in a new hall.

Delivered by new event director Jenny Matthew, working alongside Rudi Blackett as key account director and a new marketing team, SDUK 2020 promises visitors and exhibitors a fresh show with a new website, new layout, new features and new stand options.

The show also has a new look for 2020. Completing the trilogy of its 'building business face-to-face' creative focus but with a fresh, contemporary design-led influence.

The event organisers undertook a series of questionnaires and interviews with SDUK's core audience to adapt the show's features to reflect visitor and industry demand. Not only will the carefully curated new plan build upon SDUK's existing markets, it will also expand the show's appeal beyond its core audience to reach more visitors from textile production to end users in the creative, retail, lifestyle, education and local government sectors.

One brand new feature for 2020 is TextileTech, a new learning zone focused on the expanding growth market of textile print and finishing. It will feature applications and demonstrations, skills workshops, industry speakers, market leading specialist exhibitors and a 'textile trail'.

There will also be two brand new areas introduced at the 2020 show. First is Sign Making Essentials, a zone dedicated to showcasing the essential equipment and tools for signmaking, featuring specialist suppliers of fixings, fittings, tools, squeegees, cutters and much more. Second is the Applications Gallery, where visitors can see a wide range of materials and substrates being used in a variety of creative application settings.

Industry presentations, seminars and live demonstrations will grow further for 2020, to enable visitors to build their skills and knowledge and support innovation all year round, with many new features being revealed in the leadup to the show. Keep an eye on the new Sign & Digital UK website for news.

Jenny Matthew, event director at SDUK commented: "We're investing strongly in our long-standing and much loved Sign & Digital UK event, to help us deliver more for both visitors and exhibitors in 2020. With a new marketing and sales team to help grow the show, we're also taking a fresh look at the show to help elevate it to the next level. We have some exciting plans in place and believe 2020 will be the best year yet."