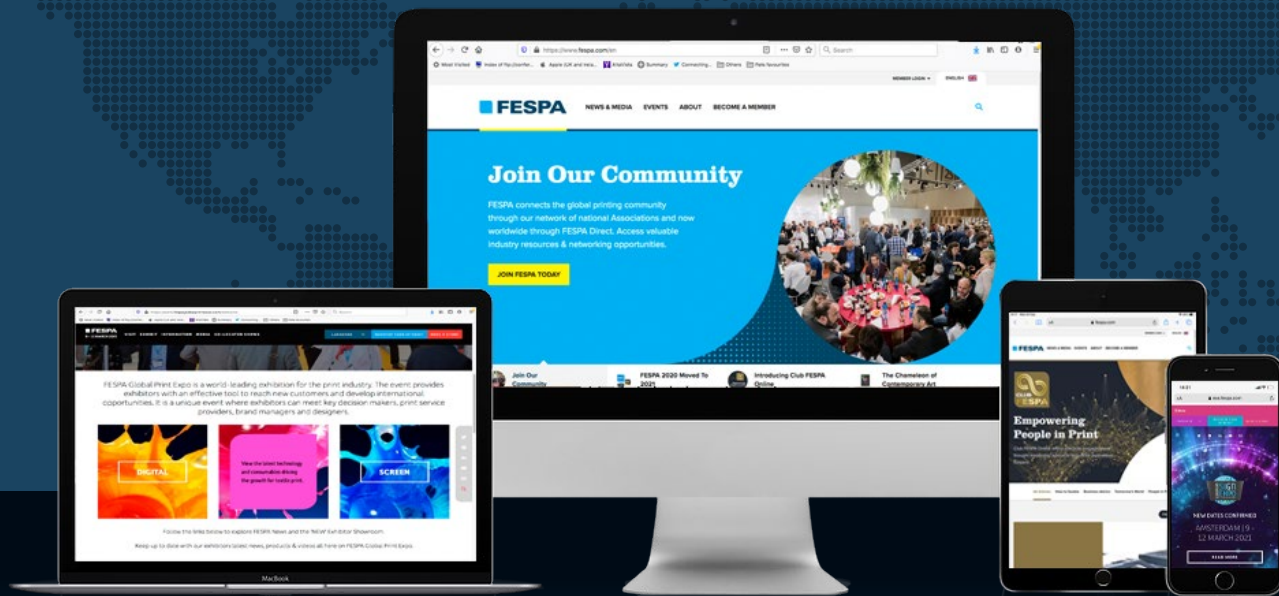


# FESPA Online Advertising Opportunities

## ENGAGE WITH OUR GLOBAL COMMUNITY



**FESPA**  
profit for purpose

**FESPA**  
GLOBAL  
PRINT  
EXPO

EUROPEAN  
SIGN  
EXPO

**FESPA**  
.COM

**FESPA**  
COFFEE  
BREAK

**CLUB**  
FESPA

**WORLD**  
WRAP  
MASTERS

**FESPA**  
WORLD

# Empowering People in Print

## 6 WORLD LEADING TRADE SHOWS

- **1,300+** innovative exhibitors displaying the latest solutions/innovations
- **77,000+** visitors worldwide
- **Exhibitor Showroom:** online platform for over 500+ Exhibitors



## SUPPORTING OVER 200 ASSOCIATION ACTIVITIES

over the last 5 years



## INVESTING OVER 6 MILLION EUROS

back into the print industry over the last 5 years



## POWERFUL EXPERTISE

- **Global Awards:** **700+** entries from 27 countries over the last 4 years
- **Printeriors:** in partnership with print experts and interior decor technology specialists, Printeriors showcases 100s of stunning designs and products at Global Print Expo
- **FESPA Global Summit:** an exclusive event connecting leaders of the global print community
- **World Wrap Masters:** the only global series of wrapping competitions that connects and celebrates the best wrap installers in the world



## OUR GLOBAL PRINT COMMUNITY

- **37 NATIONAL ASSOCIATIONS**
- **16,000+** members worldwide
- **FESPA Direct:** an annual membership subscription offering a range of benefits, including access to the Club FESPA hospitality stand at our exhibitions and unrivalled expert multi-language content
- **Club FESPA Online:** offers expert content in 30+ languages, covering a full spectrum of topics for the global print and visual communications community



## FESPA SOCIAL MEDIA

- **Twitter:** 18,800 followers
- **Facebook:** 15,900 followers
- **LinkedIn:** 5,400 followers
- **Instagram:** 3,900 members
- **FESPA TV:** 49,000 subscribers, 2 million non-subscriber viewers



## FESPA.COM

73,000+ page views per month



## FESPA WORLD NEWSLETTER

3 languages, **55,000** readers



## THOUGHT LEADERSHIP

- **45 Technical Guides**
- **16 Industry Whitepapers and Planet Friendly Guides**
- **Print Census:** a global research project to understand the speciality print community



# FESPA Online

## Why Advertise with FESPA?

Discover the available advertising opportunities across FESPA Online including the main FESPA.com website, event websites, FESPA Coffee Break and FESPA World newsletters. All FESPA online content is optimised for desktop, tablet and mobile devices, ensuring that you can target your audience at any time.

By advertising with FESPA, you're aligning your brand with a widely respected business support organisation with a 50-year track record of helping print businesses thrive all over the world.

### NEW PRODUCT?

If you are launching a new product, FESPA can bring it to the attention of thousands of print decision-makers.

### EXHIBITING AT FESPA'S SHOWS?

Drive quality leads and potential customers to visit your stand and discover your products. Take advantage of FESPA's online opportunities to enhance your presence at FESPA's exhibitions. Bring buyers to your stand and accelerate sales.



# 20% DISCOUNT

on all prices for all  
FESPA Global Print  
Expo and European  
Sign Expo 2021  
exhibitors.

# FESPA's Corporate Website

## FESPA.com

Whether you want to build your brand's visibility, gain new customers or expand your international presence, FESPA Online offers packages to suit every budget. FESPA.com receives an average 73,000 page views per month from a qualified audience of business decision-makers.



FESPA.COM			
Position	Size	Monthly Price (Euro)	Monthly Exclusivity
News Articles (Approx 25+) Banner	760px x 400px	€3,000	€7,200
New Product Launch News Article	1500 words & 171 x 171 tile on FESPA World	€1,999	n/a
Home Page	Desktop (970px x 250px) Mobile (600px x 500px)	€1,349	€3,299
News Home Page	Desktop (970px x 250px) Mobile (600px x 500px)	€1,099	€2,699
Events Home Page	Desktop (970px x 250px) Mobile (600px x 500px)	€1,099	€2,699
Events Page Banner	760px x 400px	€775	€1,899
Events Partner Listing	n/a	€775	n/a

## FESPA COFFEE BREAK WEBINARS

To complement our exhibitions, FESPA Coffee Break webinars provide virtual panel discussions with industry experts via webinars with a focus on key, topical themes such as production automation, quality assurance and sustainability. Sponsors will have equivalent branding to FESPA throughout the session and will have a relevant speaker on the panel. The webinars will be promoted via our FESPA.com, social media, email newsletters and will be hosted on our "FESPA TV" YouTube page.



## FESPA COFFEE BREAK - EXCLUSIVE SPONSORSHIP

Unit Price (Euro)

€3,999



sales@fespa.com T: +44 (0)1737 240788

# FESPA Exhibitions Online

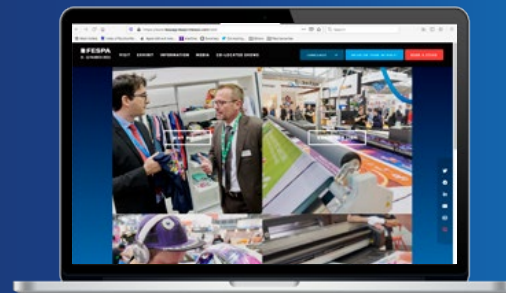
## Advertise directly to FESPA exhibition visitors

Averaging over 580,000-page views per event campaign, FESPA's exhibitions' microsites are the perfect opportunity to enhance your show presence as well as outline your brand as number one in your industry.

## Global Print Expo

GLOBAL PRINT EXPO WEBSITE			
Position	Size	Monthly Price (Euro)	Monthly Exclusivity
Home Page - Mid Banner	970px x 90px	€1,149	€2,799
Home Page - Footer Banner	970px x 90px	€749	€1,799
Why Visit - Mid Banner	970px x 90px	€949	€2,299
Why Visit - Footer Banner	970px x 90px	€599	€1,499
News Hub - Mid Banner	970px x 90px	€849	€2,099
News Hub - Footer Banner	970px x 90px	€549	€1,399
Exhibitor Showroom - Mid Banner	970px x 90px	€799	€1,999
Exhibitor Showroom - Footer Banner	970px x 90px	€549	€1,399
Social Media mention	n/a	€699	n/a

**FESPA**  
**GLOBAL**  
**PRINT**  
**EXPO**



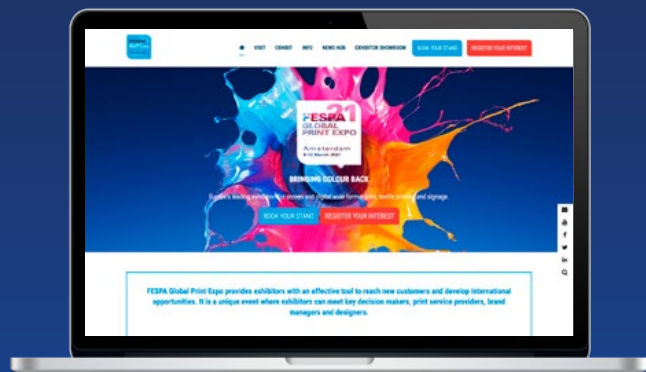


# The New Exhibitor Showroom

For over 50 years FESPA has been the leader in introductory products to an ever evolving market. Visitors to our shows are at the forefront of adopting new technologies.

This highly dynamic platform is designed for forward-looking decision makers to keep up-to-date with what is new in the industry.

**FOR 2021 ONLY** - FESPA IS OFFERING THIS UNIQUE OPPORTUNITY TO **ALL SUPPLIERS**.



## STANDARD PACKAGE

- Select up to 3 industry categories
- Ability to tag your content for visitors
- Upload 1 press release
- Upload 1 PDF/white paper
- Upload up to 3 videos
- Upload up to 3 products

**NON-EXHIBITORS €2,050**

**EXHIBITORS €850**

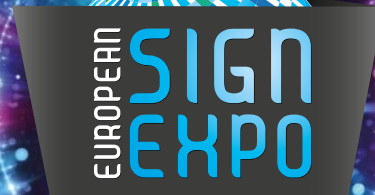
## PREMIUM PACKAGE

- Select up to 6 industry categories
- Ability to tag your content for visitors
- Upload 3 press releases
- Upload 3 PDF/white papers
- Upload up to 6 videos
- Upload up to 6 products
- Featured library entries on Showroom
- Featured profile on exhibitor list
- Rapport function messaging enabled for lead generation

**NON-EXHIBITORS €2,850**

**EXHIBITORS €1,650**

# European Sign Expo



EUROPEAN SIGN EXPO WEBSITE			
Position	Size	Monthly Price (Euro)	Monthly Exclusivity
Home Page - Mid Banner	970px x 90px	€549	€1,399
Home Page - Footer Banner	970px x 90px	€349	€899
Why Visit – Mid Banner	970px x 90px	€349	€799
Why Visit – Footer Banner	970px x 90px	€199	€399
News Hub - Mid Banner	970px x 90px	€349	€799
News Hub - Footer Banner	970px x 90px	€199	€399
Exhibitor Showroom - Mid Banner	970px x 90px	€349	€799
Exhibitor Showroom - Footer Banner	970px x 90px	€199	€399
Social Media mention	n/a	€349	n/a



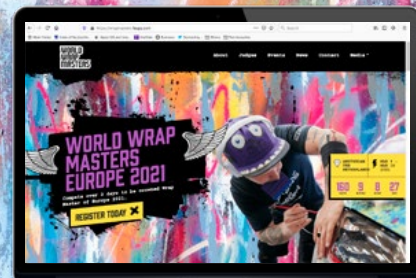
# World Wrap Masters

The World Wrap Masters connects and celebrates the best wrap installers in the world and is the only truly international series of wrapping competitions, with events in four continents and the winners of these regional and national events competing in the final for the title of World Wrap Master. Here's how you can reach this unique and interactive audience.



WORLD WRAP MASTERS WEBSITE BANNERS			
Position	Size	Monthly Price (Euro)	Monthly Exclusivity
News Page	Desktop (970px x 250px) Mobile (600px x 500px)	€549	€1,399
Events Page	760px x 440px	€549	€1,399
Judges Page	760px x 440px	€549	€1,399
Home Page	Desktop (970px x 250px) Mobile (600px x 500px)	€799	€1,999

# WORLD WRAP MASTERS





# FESPA World Newsletter


## Print's Leading Email Newsletter

With the print industry constantly developing, FESPA sends a monthly newsletter to its readership that offers the latest features, industry news, blogs and podcasts relevant to the print community. The content covers a wide range of sectors including screen printing, digital printing, textile printing and more.






FESPA World is sent out in English, Spanish and German and has over 55,000 readers, 80% of which are decision makers.


FESPA WORLD NEWSLETTER		
Position	Size	Monthly Price (Euro)
Wide Rectangle Banner (please specify - English, German or Spanish)	660px x 141px	€1,999
News Article Banner (please specify - English, German or Spanish)	200px x 114px	€1,599
Tile (please specify - English, German or Spanish)	171px x 171px	€449






profit for purpose






*Take a break and make it count!*  
Join FESPA's Coffee Break sessions where industry experts share their views and answer your questions on how specialty printers can get better, faster.



### FESPA introduces "Coffee Break" webinars


Graeme Richardson-Locke introduces FESPA Coffee Break, webinars that will feature industry experts who will share their knowledge, opinions and will answer questions on how specialty printers can get better, faster.

[READ MORE](#)




FESPA Awards 2020 winners announced

[Read more...](#) [PRESS RELEASE](#)




How to handle Total Appearance Capture

[Read more...](#) [FEATURES](#)




Benefits of desktop DTG printers

[Read more...](#) [FEATURES](#)




Brother releases GTXpro, the latest direct to garment printer

[Read more...](#) [INDUSTRY](#)




FESPA Mexico exhibition postponed to September 2021

[Read more...](#) [PRESS RELEASE](#)



VR Motorsport's female drivers in pole position with MediaCo's HP Latex wrap

[Read more...](#) [INDUSTRY](#)



### Empowering people in print

Expert content for our members covering the digital and screen printing communities provided in an exclusive online portal. Club FESPA offers practical, engaging and

[sales@fespa.com](mailto:sales@fespa.com) T: +44 (0)1737 240788

# Club FESPA Online

Club FESPA Online offers practical, engaging and thought provoking advice. It's an exclusive platform accessible only to FESPA's association and FESPA Direct members.



BUSINESS ADVICE

**Confronting the COVID-19 crisis**



TOMORROW'S WORLD

**Embracing the circular economy**



PEOPLE IN PRINT

**'Printed with light': RGB screens steal the show**

## CLUB FESPA ONLINE BANNERS

Position	Size	Monthly Price (Euro)	Monthly Exclusivity
Home Page	Desktop (970px x 250px) Mobile (600px x 500px)	€699	€1,699
News Article Body	760px x 400px	€399	€999

