

# DIVE DEEPER INTO DIGITAL

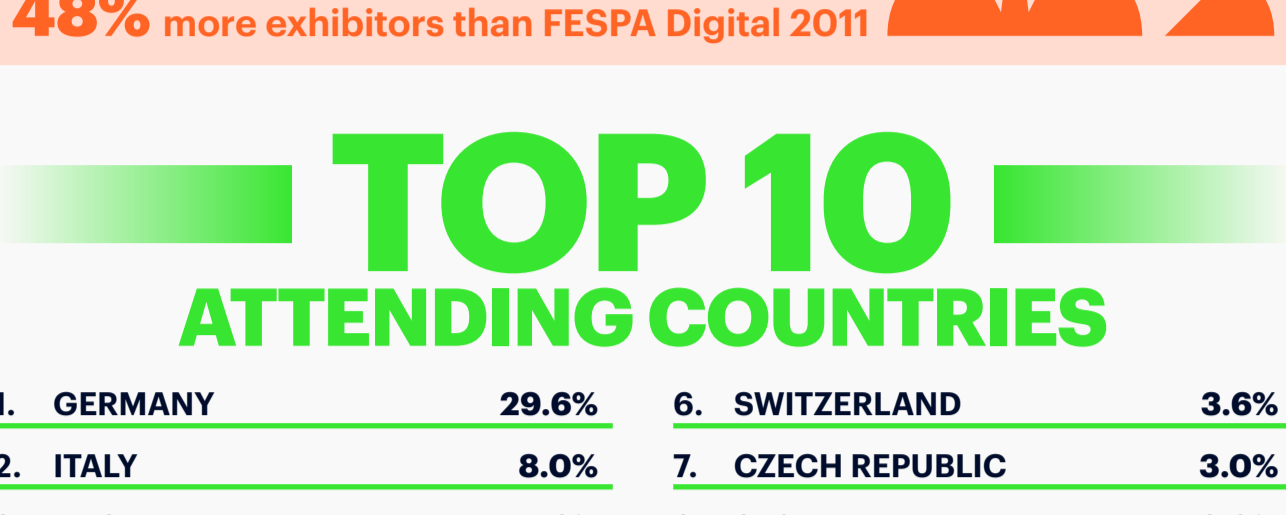
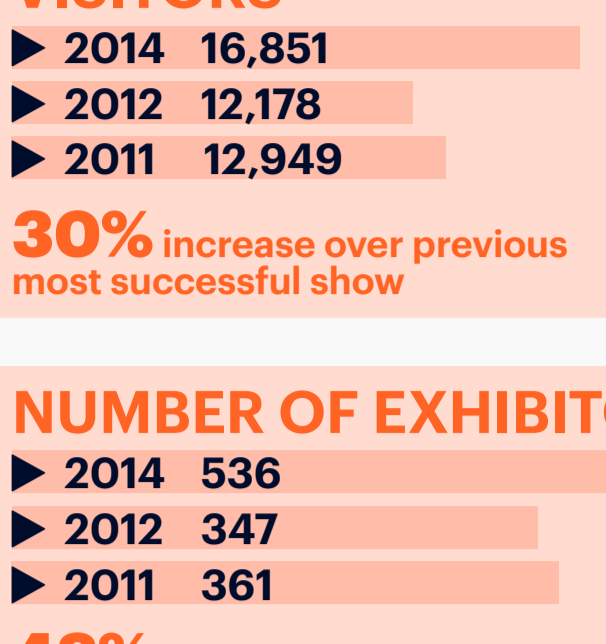
FESPA profit for purpose

FESPA DIGITAL 2014 Munich 20-23 May 2014

FESPA FABRIC 2014 Munich 20-23 May 2014

## FESPA DIGITAL 2014 POST SHOW REPORT

MUNICH, GERMANY | 20-23 MAY 2014



## TOP 10 ATTENDING COUNTRIES

1. GERMANY	29.6%	6. SWITZERLAND	3.6%
2. ITALY	8.0%	7. CZECH REPUBLIC	3.0%
3. AUSTRIA	5.6%	8. SLOVENIA	3.0%
4. UNITED KINGDOM	4.5%	9. NETHERLANDS	2.7%
5. SPAIN	3.7%	10. POLAND	2.5%



## REGIONS VISITORS ATTENDED FROM

EUROPE	15,253	88%
MIDDLE EAST & NORTH AFRICA	545	3.5%
SOUTH EAST ASIA	312	2.2%
NORTH AMERICA	221	2.0%
CENTRAL & SOUTH AMERICA	181	1.9%
AFRICA	108	1.2%
ASIA	105	0.8%
AUSTRALASIA & THE PACIFIC	94	0.6%

## DECISION MAKERS



## TOP VISITORS AREA OF INTEREST



## PLAN TO INVEST



## BUDGET TO INVEST



## FIRST TIME VISITORS TO FESPA DIGITAL 2014 39%



## MOST VISITED PAGES

Homepage	110,231
Exhibitor list	84,379
When & Where	10,916
Floorplans	10,580

## ADVERTISING WITH TRADE PUBLICATIONS



## VISITOR TESTIMONIALS

- “FESPA isn't just a print show; below the surface FESPA covers more content than any other exhibition in it's market”  
MIKE FREELY, OCTINK, UK
- “The FESPA Digital show in Munich was not only a great exposition on what is going on in printing, but it also shows the potential for trade shows themselves to be so much more than what we typically see in the US of A.”  
THE INK KITCHEN BLOG, USA
- “Looking for new business opportunities. Best FESPA I've been to! The future of my business is here.”  
AL WAEL, PRINTING PAPER TECHNOLOGIES, SAUDI ARABIA
- “Interesting to see so many new technologies in one place”  
MARC RAUCH, GERMANY
- “The sign and display industry's premier exhibition FESPA has come and gone for another year and what a show it was. In a time when the industry exhibitions seem threatened, FESPA continues to shine on through.”  
STAN KILPIN, PUBLISHER, IMAGE MAGAZINE

## EXHIBITOR TESTIMONIALS

- D.GEN**  
d.gen is extremely happy with the results achieved during FESPA Digital 2014. It was a great show, well organised and great attendance. All our new products got a super interest and we closed several deals during the show; we collected many contact as well, now it is our turn to transform the show leads in to orders.  
ANDREA NEGRETTI, WW BUSINESS MANAGER, D.GEN
- EFI**  
Our most successful FESPA to date! The EFI stand was crowded from the show opening to close and we were very pleased with our results. FESPA once again continued to deliver a world-class platform for EFI to highlight new technologies that we are bringing to market.  
PAUL CRIPPS, EFI VP SALES EMEA, EFI
- MIMAKI**  
FESPA is a very international show, we're an international company, there are a lot of visitors coming worldwide. It is absolutely a big family!  
MIKE HORSTEN, GENERAL MARKETING MANAGER, EMEA
- KIIAN DIGITAL**  
It has also been a fantastic opportunity to connect with our existing customers and start to engage with new ones. We've met with a broad spectrum of companies in different sectors, many of whom now recognise Kiiian for its quality products and reliable service.  
ALESSANDRA BORGHI, SALES DIRECTOR, KIIAN DIGITAL

CORPORATE PARTNER

