

# FESPA DIGITAL 2016 POST SHOW REPORT

8-11 MARCH 2016 | AMSTERDAM | THE NETHERLANDS

**FESPA**  
**DIGITAL**  
**2016**

Amsterdam  
8-11 March 2016



CORPORATE PARTNER



PLATINUM PARTNER



PLATINUM PARTNER



GOLD PARTNER



GOLD PARTNER



WRAP PARTNER



DIGITAL TEXTILE PARTNER



ORGANISED BY



## VISITOR

“

“FESPA EVENTS ARE THE BEST PLACES TO MEET WITH THE LEADING BRANDS IN THE INDUSTRY AND NETWORK WITH NEW CONTACTS IN ORDER TO INVEST IN NEW EQUIPMENT AND BUILD NEW BUSINESS CONTACTS.”

**ANNA HURBANIC,**  
BUSINESS DEVELOPMENT MANAGER, PROMOTIVE

”

## EXHIBITOR

“

“FOR MANY YEARS, FESPA HAS BEEN THE BEST PLATFORM IN EUROPE TO SHOW OUR INNOVATIONS AND PRODUCTS. NOWHERE ELSE CAN YOU MEET EVERYONE FROM THE BUSINESS, ESPECIALLY THIS YEAR IN AMSTERDAM WE WERE REALLY BUSY AND HAD A GOOD TIME.”

**MICHAEL KIRK,**  
DIRECTOR OF SALES, HEYTEX BRAMSCHE GMBH

”

# TESTIMONIALS

## VISITOR

“

“OUR FIRST VISIT TO FESPA. THERE WAS SO MUCH TO SEE. WE LEFT WITH TWO NEW MACHINES SO FESPA SERVED A GREAT PURPOSE TO HAVE VISITED.”

**HAMID OMAR,**  
MANAGING DIRECTOR, SYNTECH FIBRES

”

## EXHIBITOR

“

“ONCE AGAIN FESPA DIGITAL SEEMED TO BE ONE OF THE MOST IMPORTANT, IF NOT THE MAIN EVENT IN THE DISPLAY GRAPHICS INDUSTRY THIS YEAR. THE SHOW HAS PROVEN THAT IT'S RIGHT PLACE TO BE TO CATCH ALL CURRENT TRENDS, INNOVATIVE PRODUCTS, TECHNOLOGY AND TO STAY CONNECTED WITH CUSTOMERS, RESELLERS AND MEDIA. AS USUAL WORKING WITH THE FESPA TEAM IN TERMS OF PREPARATION AND ORGANISATION IS NOTHING BUT PLEASURABLE. THE SHOW WAS AMAZING. THE RESULTS AND THE QUALITY OF VISITORS WERE BEYOND OUR EXPECTATIONS.”

**ANDREA NEGRETTI,**  
WORLDWIDE BUSINESS MANAGER,  
D.GEN

”

# EVENT OVERVIEW



FESPA Digital is one of the most creative and inspirational platforms for innovations in the wide format digital printing industry. FESPA's commitment to digital print is stronger than ever, as we continue to reinvest back into the market, with over €1 million invested in the community in 2015.

The opportunities presented by digital print are endless and FESPA Digital showcased this through its leading industry exhibitors, seminars and networking opportunities.

FESPA Digital 2016 returned to Amsterdam for its 10 year anniversary event. The show delivered a truly international audience with 16,309 visitors attending from 121 countries from the 8-11 March 2016.



**4** SHOW DAYS

**54%** OF VISITORS ATTENDED  
FESPA FOR MORE THAN ONE DAY

**16,309** UNIQUE VISITORS

**477** EXHIBITORS



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# VISITOR PROFILE



FESPA Digital increased its footfall by 34% since the last Digital show held during a similar time period. With a total of 23,650 visits over the four day exhibition, this highlights the strategic importance and continual growth of this event.

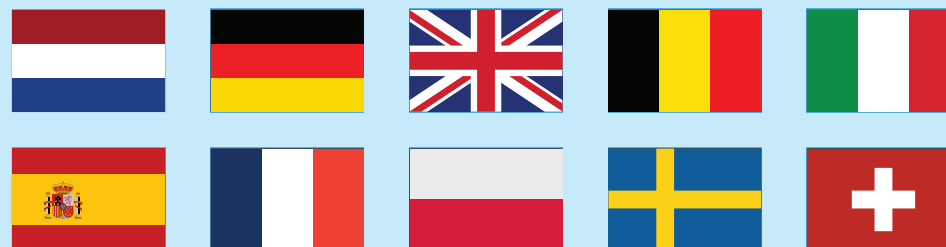
16,309 VISITORS



23,650 VISITS



## VISITORS ATTENDED FROM 121 COUNTRIES. A TRULY INTERNATIONAL EVENT.



## TOP 10 ATTENDING COUNTRIES

1	Netherlands	36%	6	Spain	3%
2	Germany	8%	7	France	3%
3	United Kingdom	8%	8	Poland	3%
4	Belgium	7%	9	Sweden	2%
5	Italy	5%	10	Switzerland	2%

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# VISITOR PROFILE CONTINUED



## “A SENIOR AUDIENCE WITH PURCHASING POWER”

VISITORS HOLD A  
COLLECTIVE BUDGET OF  
**€1.3 Billion**



**83%**  
CAME WITH A BUYING BUDGET  
OF €50,000-€200,000:  
AVERAGE OF €117,000 PER VISITOR



**84%**  
INTEND TO INVEST IN  
A NEW PRODUCT OR  
SERVICE WITHIN THE NEXT  
6 MONTHS AS A DIRECT  
RESULT OF VISITING



**47%**  
OF VISITORS ARE OWNERS /  
DIRECTORS /  
GENERAL MANAGERS



## PLAN TO INVEST

0-6 MONTHS	54%
6-12 MONTHS	38%
12-18 MONTHS	8%



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# VISITOR PROFILE CONTINUED



## INDUSTRY SECTORS



DIGITAL PRINTING  
**43%**

**76%**

OF VISITORS STATED THAT  
FESPA IS THE LEADING  
WIDE FORMAT PRINT EVENT

**67%**

ATTEND TO DISCOVER INFORMATION  
ON NEW PRODUCTS AND BUY  
DIRECTLY FROM THE SUPPLIERS



DESIGNER/BUYER  
**6%**



SUPPLIER  
**18%**



SCREEN PRINTING  
**6%**



TEXTILE PRINTING  
**10%**



SIGNAGE  
**12%**

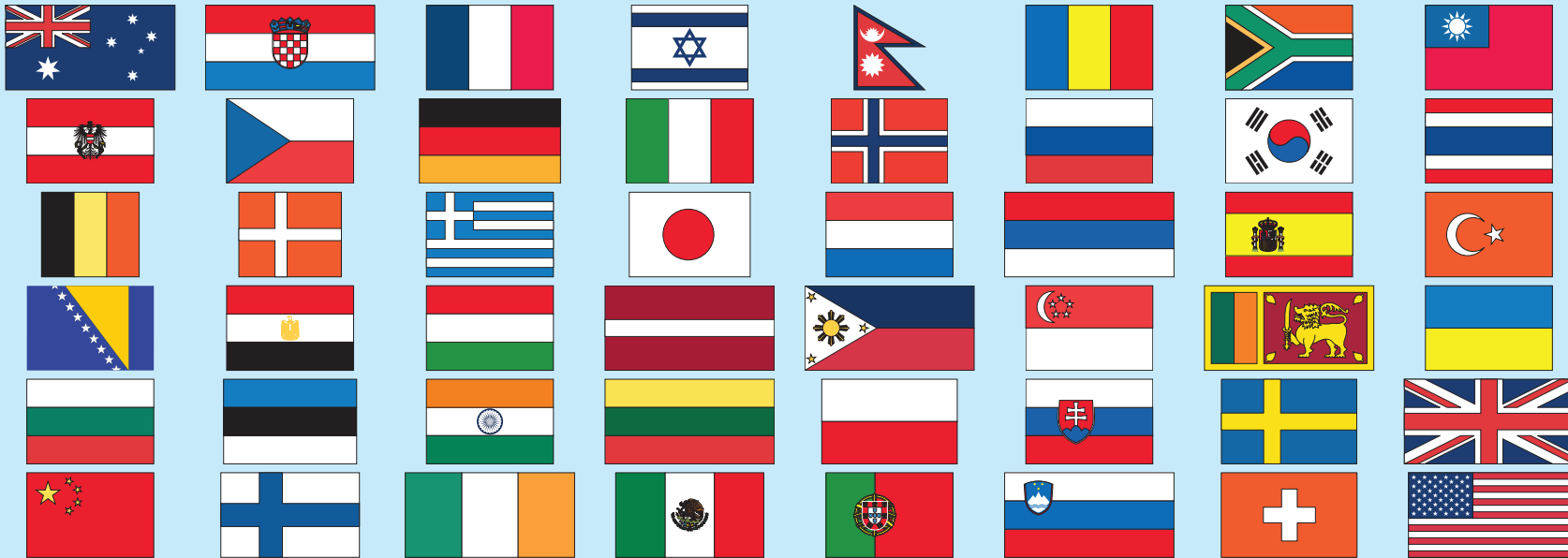


INTERIOR DÉCOR  
**5%**

# EXHIBITOR PROFILE



## FESPA DIGITAL 2016 REPRESENTED 48 COUNTRIES WORLD-WIDE



**477** EXHIBITORS

**5** EXHIBITION HALLS

**82%** OF EXHIBITORS USED FESPA  
DIGITAL TO LAUNCH NEW PRODUCTS OR MEET  
WITH EXISTING CLIENTS AND ESTABLISH NEW  
BUSINESS RELATIONSHIPS

# WHAT OUR EXHIBITORS SAY:



“

FESPA IS AN IMPORTANT PART OF OUR MARKETING STRATEGY

**98%**

”

“

**99%**

WOULD RECOMMEND EXHIBITING AT THE EVENT

”

“

FESPA IS ONE OF THE BEST EVENTS OF ITS KIND IN THE INDUSTRY

**96%**

”

“

**82%**

OF EXHIBITORS ATTENDED TO LAUNCH NEW  
PRODUCTS OR INCREASE SALES CONTACTS

”



# MULTICHANNEL CAMPAIGN



**WEBSITE VIEWS:** 134,718 | **UNIQUE** 71,758

**PRINTED:** 130 ADVERTS IN 70 MAGAZINES

**DIGITAL:** 40 WEB BANNERS IN 14 COUNTRIES

**42 E-SHOTS WITH 28 MAGAZINES**

**FESPA PROVIDE A RANGE OF GLOBAL EXHIBITIONS WHICH COVER DIGITAL PRINTING, TEXTILE, SCREEN PRINTING, SIGNAGE, GARMENT DECORATION FOR WORLDWIDE SOLUTION PROVIDERS.**

**IF YOU WOULD LIKE TO PARTICIPATE AT A FUTURE EVENT CONTACT THE FESPA SALES TEAM:**

 **T+44 (0)1737 240788**

 **E SALES@FESPA.COM**

