

FESPA
EURASIA
2024
Istanbul
11-14 September 2024

HASTEN THE TRANSFORMATION WITH FESPA EURASIA

11th International Wide Format Printing and
Signage Exhibition
11-14 SEPTEMBER 2024
ISTANBUL EXPO CENTER
HALL 9-10-11

ABOUT THE SHOW

EXPERIENCE PRINT & SIGNAGE REVOLUTION: **FESPA EURASIA 2024**

Step into the dynamic world of print and signage industries with **FESPA Eurasia**, the foremost trade fair that sets the stage for innovation and collaboration. In partnership with the prestigious FESPA federation, boasting a rich legacy of over 55 years in the global print industry, and in collaboration with the Sign Association of Turkey (ARED), the singular voice representing Turkey's outdoor and signage sector, **FESPA Eurasia** brings you the perfect blend of international expertise and local influence.

With FESPA's expansive global network merging seamlessly with ARED's grassroots power, **FESPA Eurasia** emerges as the ultimate nexus for industry professionals like you! Each year, Istanbul hosts this dynamic event, where **FESPA Eurasia**'s international trade exhibition showcases over 500 brands to a discerning audience exceeding 11,000 visitors.

From wide-format digital printing to cutting-edge advancements in screen printing, textile printing, and beyond, **FESPA Eurasia** boasts a diverse array of products and solutions under one roof. Whether you're seeking textile decoration techniques, exploring the latest in vehicle wrapping, or delving into the realms of 3D printing and LED technologies, **FESPA Eurasia** is your comprehensive destination.

This year, **FESPA Eurasia** embraces the spirit of transformation with our theme "**Hasten the Transformation,**" reflecting the dynamic shifts occurring in the digital landscape of print and signage industries. Join us between September 11th and 14th, 2024, at the Istanbul Expo Center (IFM) halls 9-10-11, where you'll uncover not just new technologies and equipment, but also innovative solutions, materials, and insights driving the evolution of our sectors.

**HASTEN THE
TRANSFORMATION
WITH FESPA EURASIA**

WHY EXHIBIT?

FESPA Eurasia is the right address to get in touch with new clients, get into the new markets, find business partners, and create sales opportunities!

- Leading the trends,
- Discovering new business opportunities,
- Getting into new markets,
- Creating sales opportunities,

If you want to expand your network, you should definitely attend FESPA Eurasia.



WHAT IS ON DISPLAY?



WHY VISIT?



VISITOR PROFILE

- Outdoor and Industrial Advertising
Producers and Importers
- Brand/Product and Purchasing Managers,
- Marketing, Corporate Communications
Representatives
- Organization Companies
- Direct Marketing Communications,
- Wholesalers, Agencies
- Digital Marketing Companies
- Industrial Designers, Engineers, and Architects
- Advertising and Public Relations Agencies
- Public Institutions and Organizations
- Related Associations and Unions
- Other



2023 POST-SHOW REPORT

FESPA Eurasia's Audience



OVER
65% OF VISITORS
PLANNED TO MAKE A
PURCHASE DURING THE
FAIR OR WITHIN A YEAR



TOTAL BUYING
BUDGET OF VISITORS
€ **1.1 billion**



80% OF ATTENDEES
WERE DECISION MAKERS OR
INVOLVED IN THE PROCESS

18% of the visitors consisted
of international professionals
for 78 countries.



Top 20 countries in terms of international visitors

Albania	China	Iran	N. Macedonia
Algeria	Egypt	Iraq	Romania
Austria	Germany	Italy	Russia
Azerbaijan	Greece	Kosovo	Serbia
Bulgaria	India	Morocco	Tunisia

Top Reasons to Attend FESPA Eurasia

51% TO PURCHASE
TECHNOLOGY & EQUIPMENT

14% TO FIND OUT MORE
ABOUT THE PRODUCTS

23% TO LEARN MORE
ABOUT THE MARKET

12% TO MEET PRODUCERS
AND SUPPLIERS



11,226

Total number
of unique visitors

EVENTS OF THE SHOW

10TH ARED AWARDS

In its tenth edition, the competition initiated by ARED to honour the most innovative signage applications promises excitement and recognition. The culmination of this prestigious event will take place at FESPA Eurasia 2024, where the 3 finalists and honourable mention recipients, selected through rigorous pre-selection, will be unveiled to exhibitors and visitors alike. Winners will be decided through a voting process, with participants also standing a chance to win exciting prizes.



PRINT MAKE WEAR

The latest t-shirt printing with vibrant screen printing application techniques will be showcased and visitors will be given the chance to experience printing their self-made t-shirts.



SIGNAGE DEMO

In the Signage Demo Events organized by ARED, both traditional and modern industrial advertising application techniques such as 3D CNC works, neon, and LED sign production will be exhibited.



ACCESS TO THE ISTANBUL EXPO CENTER



Istanbul Expo Center, one of the largest exhibition centers in Eurasia, has easy transportation and communication facilities, which is one of the world's leading exhibition centers in terms of indoor/outdoor area.

FESPA Eurasia takes place at the Istanbul Expo Center (IFM), Hall 9-10-11.

You can contact our team via info@fespaeurasia.com.tr to book your stand and ask about the show.



VENUE:
Yesilkoy Mahallesi
Ataturk Caddesi No: 5/5,
Bakirkoy, 34149 Istanbul

Supported By:

Location:

In Partnership With:

Organised By: