



GAIN ACCESS TO THE PRINTING COMMUNITY AT FESPA 2013!



The Promotional Product Business Academy (PPBA) at FESPA 2013 is being delivered in partnership between CTCO and FESPA. This feature will provide FESPA 2013 visitors with new business opportunities within the promotional products sector.

Providing visitors with a detailed market-entry experience, the PPBA offers case studies from successful companies and up to 20 suppliers showcasing a variety of value-added promotional products solutions through print and product personalisation.

For further information:

CTCO event (656 Editions)
BP 1072 - 21 rue Longue
69001 Lyon - FRANCE

Contact: Aurélie Lamandé
aurelie.lamande@656Editions.net
tel: +33 (0)4 78 30 41 73.

CTCO expertise...

- A promotional garment and gifts market expert and a personalisation specialist.
- An event organiser whose positioning is to create original concept helping visitors and exhibitors to seek further business opportunities!

www.salon-ctco.com

..and FESPA 's international reputation.

- Over 25,000 from the global printing community.
- A successful and established event with a focused and expert trade audience

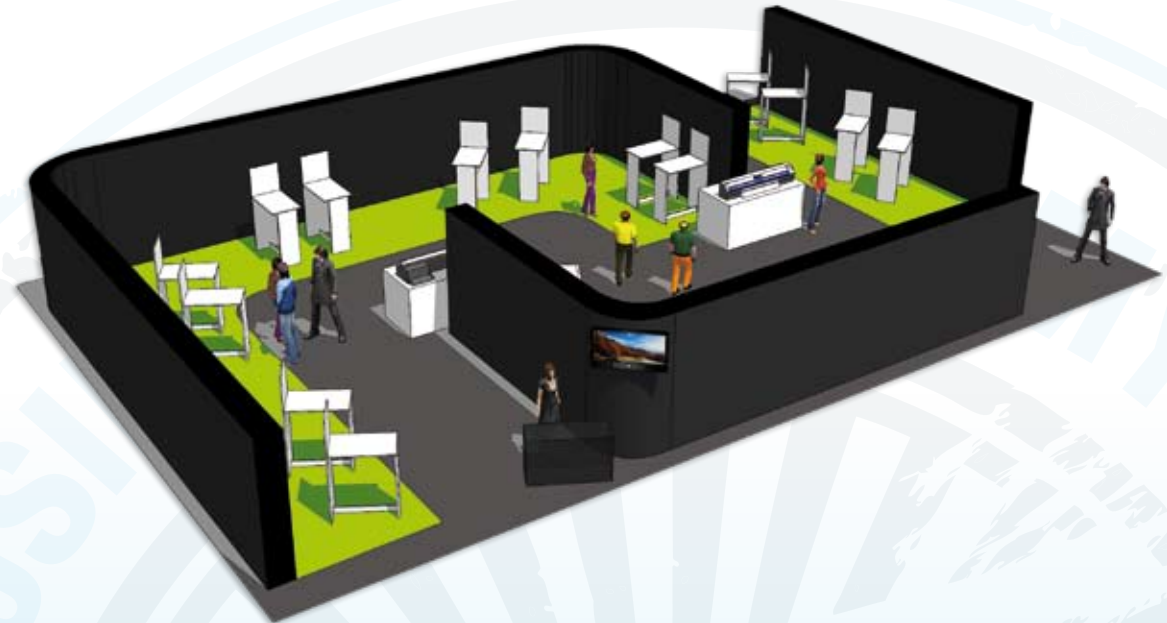
www.fespa.com

OVER 300M² PROMOTING PROMOTIONAL PRODUCTS TO THE PRINTING INDUSTRY

PPBA is dedicated to promotional products and is particularly designed for printing companies with up to 20 products and garment brands being exhibited.

The experience provides visitors with ALL the keys to develop a new offering to their existing product portfolio and discuss the following issues with European Promotional Product (PP) specialists from each product segment

- ***What is promotional product advertising?***
- ***How does the industry work?***
- ***How can PP represent a new business opportunities?***
- ***What advantages can printers expect?***
- ***What are the different product categories?***
- ***What are the main products and how can they be personalised?***
- ***Who are the European key players in each segment?***



MARKET SURVEY: WHAT PPBA OPPORTUNITIES EXIST FOR SPONSORS?

FESPA visitors	Audience	Observations	Solutions
PERSONALISATION SPECIALISTS 30% of FESPA visitors	Garment screen printers, pad printers, embroiderers, etc. Already active in the garment & PP industry	<ul style="list-style-type: none"> • A decrease in business in the actual PP market dynamics with a drop with a drop in sales and reduced profit margins • Reduced demand for personalisation as promotional products importers and manufacturers began to offer fully printed products 	<ul style="list-style-type: none"> • To offer the product in addition to the printing service
→ Opportunities for PPBA sponsors: To directly promote your brands and present your catalogue			
WIDE FORMAT PRINTERS 70% of FESPA visitors	Large format printers active in visual communication	<ul style="list-style-type: none"> • The One Stop Shop trend encourages printing companies to offer customers a global and complete service as a way of keeping customers loyalty 	<ul style="list-style-type: none"> • A chance to increase their sales with their existing customers. • Offer customers a global and complete service with promotional products to differentiate from competitors
→ Opportunities for PPBA sponsors: Source a new client base who are rapidly engaging with promotional products			

With PPBA, printing companies will be able to offer promotional products as well as signs, large format printing, POS, which can also be purchased by marketers in their communication campaign.

WHY BECOME A SPONSOR?

1 Access to over 25,000 trade visitors FESPA 2013.

PPBA will deliver a quality global trade audience with over 25,000 visitors from 130 countries. At FESPA 2010, 63% of visitors were senior level management and 64% decision makers

The PPBA will benefit from promotion to over 150,000 print professionals within the FESPA global database

2 Cost effective opportunity to participate

- No staff required
- No complex logistics required
- A small investment to reach potential customers
- Several tools to promote your brand

3 To position your brand as a representative leader in one of the 11 following segments of market:

GARMENT

Promo' clothing	Garments for promotional campaign
Techni-Class	Technical, sportswear or outdoor garment
At work!	Corporate wear and workwear
Green spirit	Ethical or eco-friendly garment
Fashion Soul	Promo Garment that follows the latest fashion trends
Accessorized!	Bags and umbrellas
Headwear	Hats, caps, scarfs, etc.

GIFT

Pen & Corporate	Writing and Office products
Electronics	From gadgets to computer and Audio Visual products
Home and leisure	Homeware, hobbies and crafts
Other gift and Premium	Clocks, gadgets, etc.

Exhibit your leading products in the segment in which you are the strongest!

4 To seek potential new customer from across Europe

FESPA 2013 will invite to discover the PPBA:

- Garment Decorators
- Event Branding Specialists
- Trade Press
- Screen printers
- Embroidery companies
- Online T-shirt Designers
- Sign Companies
- Graphic Designers
- Distributors from across the world for garment and promotional products !

PPBA MARKETING CAMPAIGN

FESPA's dedicated communication promoting PPBA...

- Targeted emails sent to global print professionals
- PPBA referenced on the FESPA Fabric website, and in the wider FESPA marketing campaign (emails, flyers, newsletters, some telemarketing)
- Sponsor logos in the PPBA feature pages on the show websites
- Feature articles on the promotional product printing market on fespa.com, and in the FESPA World email newsletter
- PPBA feature in the visitor brochure
- Mixed media channels (adverts, web banners, advertorial) in trade publications across the world

...and CTCO's promotional products expertise to make PPBA an original concept!



FESPA 2013 in figures:

25,000 visitors expected

Over 20 targeted e-mailing campaigns

400,000 visitor leaflets

4,516,114 pageview on FESPA website (over the last 3 years)

130 targeted countries

Over 100 partnerships with trade magazines

Size of FESPA's social network: **9,276**

A strong visibility guaranteed to PPBA sponsors!

THE PPBA OFFER

A dedicated corner per brand in one market segment (Maximum 3 representative brands per segment)

- Presentation racks for products: selection of 10 products per supplier
- Display stands for catalogue distribution
- Brand corner signage

Select your best products!

- The most innovative
- The basics
- The most eco-friendly

Marketing tools to optimize your exhibition:

- Distribution of the PPBA visitor guide at the entrance
- Distribution of catalogues
- Inclusion on the European Sourcing website for 3 months and distribution of access to the site by means of a USB key
- Provision of PPBA's visitors' contact details for each sponsor after the show to optimise your participation.
- Distribution of samples – Option



A free access to the European Sourcing promotional products database Offered on a USB key to each visitors!

- The largest European database for business gifts and promotional products.
- A limited version only with the sponsors of PPBA: on this special version, only PPBA sponsors will resgitered!
- A 1-month free access for visitors.

Find out more about this website: www.europeansourcing.com



AN ALL-INCLUSIVE PACKAGE!

BASIC PACKAGE

1 brand corner:

- Presentation of 10 products:
 - 1 clothing rack + 1 chest mannequin
or
 - 1 high display unit + 1 medium display unit
- Personalised display
- Leaflets rack

€8,000 (excl. VAT)

PREMIUM PACKAGE

1 brand corner:

- Presentation of 10 products
 - 1 clothing rack + 1 chest mannequin
or
 - 1 high display unit + 1 medium display unit
- Personalised display
- Catalogues rack
- LCD screen to play a brand clip (to be provided)
- Leaflets insertion in the feature bag

€10,000 (excl. VAT)

Additional Options:

« PPBA » bag sponsoring

€1,000 (excl. VAT)

Flyers or commercial brochures distribution by hostess

€1,500 (excl. VAT)

1 full advert page in EPPI magazine + product presentation

€1,800 (excl. VAT)

www.eppi-magazine.com



Logistical aspects supported 100% by our services.

- You send your products and catalogues and we will promote them
- No physical presence is needed, we take charge of everything!
- Perfect timing to boost your business and reach a new target!



At the end of FESPA 2013, visitors have the keys to launch their own promotional products department!

- Introduction to the promotional gift and garment market with representative products selection.
- Catalogues and samples
- Free access to European Sourcing database during 3 months
- Contact details of the promotional zone exhibitors.