

## Top Promotional Products Shows in Europe

Trade shows are still one of the most intensively implemented marketing tools in the promotional products industry. They offer the visitors the opportunity to examine the products first hand and to network and establish contacts while on-site. Almost every country has its own promotional products trade fair. The following two tables indicate which of them are particularly successful – measured in terms of their official attendance figures.

**Name**                      **Location**                      **Last Venue Date**                      **Exhibitors**                      **Visitors**

### Top 10 Distributor Shows in Europe

1	PSI	Düsseldorf, Germany	January 11–13, 2012	993	16,167
2	CTICO	Lyon, France	February 7–9, 2012	285	7,558
3	Expo Reclam	Madrid, Spain	February 14–16, 2012	200	5,727
4	Promotion Trade Exhibition	Milan, Italy	January 18–20, 2012	168	4,282
5	Trade Only National Show	Coventry, Great Britain	January 25–26, 2012	333	3,835
6	PRomotion Expo	Jönköping, Sweden	January 18–20, 2012	196	3,149
7	RemaDays Europe	Nuremberg, Germany	January 9–11, 2012	167	3,011
8	Premium Sourcing	Paris, France	September 7–8, 2011	100	1,424
9	bwg-Trend	Neuss, Germany	September 16–17, 2011	100	650
10	NBR Suppliers Fair	Oslo, Norway	January 25–27, 2012	35 (2011)	290 (2011)

### Top 10 Industry Shows in Europe

1	Promotion World	Hanover, Germany	April 23–27, 2012	101	13,900
2	SuisseEMEX	Zurich, Switzerland	August 23–25, 2011	360	12,850
3	RemaDays Warsaw	Warsaw, Poland	February 1–3, 2012	570	12,000
4	Promoturk	Istanbul, Turkey	September 22–25, 2011	150	10,000
5	Reklama Polygraf	Prague, Czech Republic	March 20–23, 2012	200 (2011)	9,728 (2011)
6	Promotion Expo	Milan, Italy	March 21–23, 2012	200	7,912
7	PromZ	Utrecht, Netherlands	April 3–5, 2012	200	6,735
8	BWL Newsweek	Germany	May 7–15, 2012	91 (2011)	3,117 (2011)
9	RemaDays	Kiev, Ukraine	February 29–March 2, 2012	102	3,000
10	marke[ding]	Wels/Vienna, Austria	September 6, 2011 (Wels) September 8, 2011 (Vienna)	100	2,200

All of the exhibitor and visitor figures are based on the official figures released by the organisers for the most recently organised event. Trade shows, whose visitor and exhibitor figures were not available at the time of going to press, are not listed. All of the data provided is without guarantee.

### Accompanying Programme

### Organisers

Press Conference, PSI Club Night, PSI Campaign of the Year, "The Wall" novelty show, cooperation with the inventor trade show, iENA, association receptions, numerous evening events	Reed Exhibitions Germany
Workshop and seminar programme, Green Goodies Award	656 Editions
	Reed Exhibitions Spain
	O.P.S.
BPMA Awards, BPMA Annual Awards Dinner	Trade Only
	Elmia Fairs
Gifts of the Year Award, evening events	GJC Inter Media
	656 Editions
Bwg get-together	bwg
	NBR

Promotional Gift Award prize-giving ceremony and special exhibition, Marketing Forum	Deutsche Messe Hannover
Congress programme	EMEX Management GmbH
Conference and seminar programme	GJC Inter Media
	Promoturk, EUF
Discussions, lectures and workshops	M.I.P. Group
Lecture and seminar programme	O.P.S.
Seminar programme, Products of the Year Award	Het Portaal Uitgevers
	BWL
	GJC Inter Media
marke[ding] Award	Forum Werbegeschenke, Ebets Promotion, Nowak Werbeartikel, Schrecks Goodies, HSW Werbemittel, Bürohandel

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