**News Release**

18 December 2017

**EUROPEAN SIGN EXPO 2018 SET TO BE LARGEST EVENT TO DATE**

European Sign Expo, the dedicated non-printed signage event, will return from 15th to 18th May 2018 at Messe Berlin in Germany, alongside FESPA Global Print Expo 2018.

Set to be the largest event in its six-year history, with a record number of exhibitors gracing the floor plan, European Sign Expo 2018 will be an unmissable event for sign-makers. The 2018 event is expected to host up to 100 exhibitors covering channel lettering, neon, LED, illuminated display, dimensional signage, etching and engraving, and dimensional signage.

To date there is a 38 percent increase in the size of the event compared to 2017, making it the biggest yet in terms of exhibition space. Following the success of previous editions, European Sign Expo 2018 is already set to welcome 23 percent more exhibitors than 2017, including both first-time and returning suppliers. Exhibitors confirmed to date include: Arcadia LED, Cosign, Domino Sign, Easy Screen Display Stands, Herz GmbH, Sanders Group, SloanLED Europe B.V. and Yellotools Ltd.

Trudy Kersten, Marketing – Office Manager Europe, Sloan LED comments: “European Sign Expo is the biggest signage exhibition for us that provides the opportunity to meet with our existing customers as well as new customers from across the world. It is a great platform to showcase our new products.”

Michael Althoff, CEO and Founder, YelloTools comments: European Sign Expo is a must attend event for anyone serious about sign-making and interested in the future of this market. The event brings together both regional and international exhibitors all under one roof. We are looking forward once again to taking our demobus to the next show in Berlin where we will show a couple of new products for the first time.”

The strapline for European Sign Expo 2018 is ‘Where Signage Takes Off’, highlighting the role the exhibition plays as the platform where sign-makers can observe the latest trends, applications and products within the non-printed signage industry. Visitors to the event will find the latest products and services to help take their businesses further either through new revenue streams or by improving and upgrading their existing offering.

Roz Guarnori, Divisional Director at FESPA comments: “Over the last six years European Sign Expo has gone from strength to strength, growing both its exhibitor and visitor audiences. In Hamburg last year we saw increased visitor attendance since 2016 and with the larger floor space we have for 2018, we hope to replicate this growth. Berlin is proving to be a popular location for European Sign Expo exhibitors and we’re delighted to welcome some exhibitors back who did not participate in the 2017 edition.”

Visitors to European Sign Expo 2018 will also benefit from free entry into [FESPA Global Print Expo 2018](http://www.fespaglobalprintexpo.com) where they can explore the latest applications and solutions across digital, textile and screen printing and see how these areas could become viable business diversification routes. Roz continues: “We know from visitor data that approximately one third of all visitors to FESPA Global Print Expo will cross over into European Sign Expo to explore the latest developments in non-printed signage. This gives visitors to both events an array of applications and technology to explore.”

While at FESPA 2018, sign-makers looking for inspiration can also check out the shortlisted entries for the non-printed signage category – as well as the other 13 categories – to the FESPA Awards that will be on display in the main entrance of the event at Messe Berlin. Sign-makers who would like to showcase a piece of outstanding work still have time to enter the FESPA Awards 2018. More information can be found here: [www.fespaawards.com](http://www.fespaawards.com)

For all the latest information on European Sign Expo 2018, including an exhibitor list, travel information and highlights from the 2017 event, sign-makers should check out European Sign Expo’s new website, [www.europeansignexpo.com](http://www.europeansignexpo.com). Visitors can also register their interest in attending via the website.

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**About FESPA**

Founded in 1962, FESPA is a global federation for the screen printing, digital printing and textile printing community. FESPA’s dual aim is to promote screen printing and digital imaging and to share knowledge about screen and digital printing with its members across the world, helping them to grow their businesses and learn about the latest developments in their fast growing industries.

**FESPA Profit for Purpose**   
FESPA shareholders are the industry. FESPA has invested millions of Euros into the global printing community over the last seven years, supporting the growth of the market. For more information visit [www.fespa.com](http://www.fespa.com)

**FESPA Print Census**

The FESPA Print Census is a global research project to understand the wide format, screen and digital print community. It is the largest data gathering project of its kind. The survey is published in several languages and can be completed online: [www.fespa.com/completemycensus](http://www.fespa.com/completemycensus).

**Forthcoming FESPA events include:**

* FESPA Asia, 22-24 February 2018, BITEC, Bangkok, Thailand
* FESPA Global Print Expo, 15-18 May 2018, Messe Berlin, Berlin, Germany
* European Sign Expo, 15-18 May 2018, Messe Berlin, Berlin, Germany
* FESPA Awards, 16 May 2018, Berlin, Germany
* FESPA Africa, 12-14 September 2018, Gallagher Convention Centre, Johannesburg, South Africa
* FESPA Mexico, 19-21 September 2018, Centro Citibanamex, Mexico City, Mexico
* FESPA Eurasia, 6-9 December 2018, CNR Expo, Istanbul, Turkey
* FESPA Brasil, 20 – 23 March 2019, Expo Center Norte, São Paulo, Brazil

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