**News Release**

18 February 2020

**SEE NON-PRINTED SIGNAGE COME TO LIFE AT EUROPEAN SIGN EXPO 2020**

European Sign Expo will be returning in 2020 between 24 – 27 March at IFEMA in Madrid, Spain. The exhibition, which is co-located with FESPA Global Print Expo and Sportswear Pro, is Europe’s leading exhibition for non-printed signage and visual communications.

At this year’s event, which is taking place in hall 5 at IFEMA, visitors will have the opportunity to connect with exhibitors across the industry specialising in channel lettering, digital signage, dimensional signage, engraving and etching, illuminated displays, out-of-home media, LED and sign tools.

Under the strapline ‘Where Signage Comes Alive’, the event will be a platform for sign-makers to see how the non-printed signage sector is evolving, with the latest technology developments, application possibilities and trends being highlighted from a host of global market leaders and industry specialists. European Sign Expo is also an opportunity for visitors to network with exhibitors and industry peers to share knowledge and be inspired by the possibilities the industry has to offer.

In 2020, the event will see a host of returning exhibitors including LG Hausys, EFKA, YellowTools, Admiral Tapes, Adsystem and Vivalyte. In addition, European Sign Expo 2020 will see more than 25 new exhibitors, including: Kalisign, Kunstdünger and Grupo Herme and new Spanish exhibitors such as Don Letra, Apil Neon & Aiman GZ (Sanders Group).

European Sign Expo 2020 will once again be sponsored by EFKA, the textile frames and lightbox supplier. The Dutch company, which has been a sponsor since 2018, will be displaying aluminium textile frames, LED frames and dynamic lightboxes, as well as its new frames with sound absorbing materials.

Henk Lever, Director and Owner at EFKA comments: “Year-on-year, European Sign Expo continues to be the key exhibition for us now and for our future business. It enables us to connect with prospective and existing customers and distributors and showcase our latest products to the European market. We are excited to be returning to European Sign Expo 2020 to see the latest innovations and explore the key trends dominating the market space.”

You can access the full exhibitor list on the European Sign Expo website here: <https://ese.fespa.com/exhibitorlist>

Visitors to European Sign Expo 2020 will also be able to explore the latest innovations in wide format print by attending the co-located FESPA Global Print Expo 2020.

As part of each visitor’s entry ticket to the show, they will also have access to a wide range of educational and inspirational features throughout the halls of FESPA Global Print Expo 2020. The [Trend Theatre](https://www.fespaglobalprintexpo.com/features/trend-theatre) conference programme will be of particular interest to sign makers, with seminars covering sublimation trends in the sign and graphics sector, workflow, colour management, market trends, quality control and the future of the print and signage sectors.

Another feature of interest will be [Printeriors](https://www.fespaglobalprintexpo.com/features/printeriors), an interior décor showcase, to inspire visitors with the opportunities available in this market.

Neil Felton, CEO at FESPA comments: “Now in its eighth year, European Sign Expo has continued to grow and provide non-printed signage professionals with a place where they can explore the untapped potential beyond print. We are looking forward to welcoming back our existing exhibitors as well as meeting some new companies that will be at the event for the first time”.

For more information on European Sign Expo 2020, visit: <https://ese.fespa.com/>. For free entry, use code ESEM201 when registering, which also grants you access to [FESPA Global Print Expo 2020](http://www.fespaglobalprintexpo.com) and [Sportswear Pro 2020](http://www.sportswearpro.com).

ENDS

**About FESPA**

Founded in 1962, FESPA is a global federation of Associations 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**
The 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.

**Forthcoming FESPA events include:**

* FESPA Brasil, 18-20 March 2020, Expo Center Norte, São Paulo, Brasil
* FESPA Global Print Expo, 24-27 March 2020, IFEMA, Madrid, Spain
* European Sign Expo, 24-27 March 2020, IFEMA, Madrid, Spain
* Sportswear Pro, 24-27 March 2020, IFEMA, Madrid, Spain
* FESPA Global Print Expo, 18-21 May 2021, Messe München, Munich, Germany
* European Sign Expo, 18-21 May 2021, Messe München, Munich, Germany

**Issued on behalf of FESPA by AD Communications**

**For further information, please contact:**

Michael Grass Hannah Thomson

AD Communications FESPA

Tel: + 44 (0) 1372 464470 Tel: +44 (0) 1737 230788

Email: mgrass@adcomms.co.uk Email: hannah.thomson@fespa.com

Website: [www.adcomms.co.uk](http://www.adcomms.co.uk) Website: [www.fespa.com](http://www.fespa.com)