**PRESS RELEASE**

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**FESPA ENHANCES VISITOR EXPERIENCE WITH NEW EVENT APP**

FESPA has invested in a new event app to help visitors maximise their time at FESPA Global Print Expo, European Sign Expo and Personalisation Experience (23-26 May 2023, Messe Munich, Germany). Downloadable from the App Store and Google Play, the FESPA app helps delegates plan their visit by giving a comprehensive overview of exhibitors and other attendees, as well as the event agenda. In addition, it features a scheduling and personalised diary function for meetings and conference sessions.

Visitors can use the FESPA app to:

* Access their digital entry badge and tickets for FESPA Party (if applicable)
* Explore the complete list of exhibitors and information about their stand, products, contact details, social channels and brochures
* Filter exhibitors by product and interests
* Bookmark suppliers and directly arrange meetings through the app
* View the full *Personalisation Experience* conference schedule and speaker details
* Create a personalised diary with meetings, conferences and events such as FESPA Party
* View the complete floorplan, plot routes and find directions

Michael Ryan, Head of FESPA Global Print Expo comments: “Our investment in this new app is geared towards making our visitors’ trip to Munich and their event experience as smooth and effective as possible. Not only does the app allow delegates to plan their visit ahead of the event, it also acts as a diary, ticket and way finder onsite. Visitors to a major international trade show typically have a very busy schedule and a lot of ground to cover. This new digital tool will optimise the value they get from their time at the show, and enhance their experience of the event after they leave, by giving them continued access to exhibitor information and contacts for three months after the show.”

Apple users can download the official “FESPA” app here: <https://apps.apple.com/gb/app/fespa/id1668878581> Android users can find the app here: <https://play.google.com/store/apps/details?id=com.swapcard.apps.android.fespa&hl=en&gl=US> on Google Play.

To register for FESPA Global Print Expo 2023 and the co-located European Sign Expo and Personalisation Experience, visit: <https://www.fespaglobalprintexpo.com/>. Entry to all three exhibition areas is free for members of a FESPA national Association or FESPA Direct. The ticket price is €80.00 for non-members.

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**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**
Profit for Purpose is FESPA’s international reinvestment programme, which uses revenue from FESPA events to support the global speciality print community to achieve sustainable and profitable growth through four key pillars - education, inspiration, expansion and connection. The programme delivers high quality products and services for printers worldwide, including market research, seminars, summits, congresses, educational guides and features, in addition to supporting grassroots projects in developing markets. For more information visit, [www.fespa.com/profit-for-purpose](http://www.fespa.com/profit-for-purpose)*.*

**Forthcoming FESPA events include:**

* FESPA Global Print Expo 2023, 23 – 26 May 2023, Messe Munich, Munich, Germany
* European Sign Expo 2023, 23 – 26 May 2023, Messe Munich, Munich, Germany
* Personalisation Experience, 23 – 26 May 2023, Messe Munich, Munich, Germany
* FESPA Mexico 2023, 17 – 19 August 2023, Centro Citibanamex, Mexico City
* FESPA Africa 2023, 13 – 15 September 2023, Gallagher Convention Centre, Johannesburg
* FESPA Eurasia 2023, 23 – 26 November 2023, IFM - Istanbul Expo Center, Istanbul, Turkey
* FESPA Middle East 2024, 29 – 31 January 2024, Dubai Exhibition Centre, United Arab Emirates
* FESPA Global Print Expo 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands
* European Sign Expo 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands
* Personalisation Experience 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands
* Sportswear Pro 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands

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