**PRESS RELEASE** 

19 May 2023

**INAUGURAL PERSONALISATION EXPERIENCE SET TO HELP VISITORS SEIZE CUSTOMISATION OPPORTUNITIES**

The first *Personalisation Experience* event from FESPA opens on 23rd May at Messe Munich, Germany, comprising an exhibition space, a comprehensive conference programme, and the *Personalisation Experience Zone.* The event is co-located with FESPA Global Print Expo and European Sign Expo 2023.

The event is primarily designed to connect brand owners, retailers, marketers, agencies, and membership and loyalty organisations seeking to enhance or differentiate themselves with personalisation and customisation, with printers, OEMs and software providers. Participants will gain valuable practical knowledge and insight on how to put personalisation at the heart of their offering.

In the **exhibition space,** delegates can see the latest products enabling personalisation from suppliers including Antigro Designer, Brother, Doogma, DreamScape, Infigo, photocenter3D, OKI, Optius, Print&Logistics, Printbox, Taopix, Zakeke and XMPie.

In the *Personalisation Experience Zone* (Hall A3, Stand 100) visitors will experience product personalisation first-hand as they use digital kiosks to select, design, personalise, order and collect an item of their choice from a range including tote bags, shoes, notepads and paper bags. The [digital personalisation environments](https://shop.personalisationexperience.com/) and kiosks are provided by PhotoCenter3D and Brother, with products supplied and printed onsite by Brother (Hall B1 Stand D11) and Imprimo (Hall B2 Stand B33). Finished items can be collected from the relevant sponsor’s stand.

Duncan MacOwan, FESPA’s Head of Marketing & Events comments: “*Personalisation Experience* was designed with our communities’ needs and the wider industry in mind. We’ve been talking about personalisation for a while but, in conversations with our members and suppliers, we realised that while a lot of people are aware of the personalisation potential, there was a need to share real-life success stories and actionable advice, and to showcase the software and technology solutions that make personalisation accessible.”

In conjunction with the exhibition, *Personalisation Experience* conference delegates will hear from an array of knowledgeable experts about the psychology and behavioural science that makes personalisation so appealing, the commercial value of personalisation to brand owners and the wider supply chain, and how digital transformation, technology and software solutions enable customisation.

Mike Horsten, Head of Textiles at AGFA NV; Guy Alroy, Co-Founder of Early Vision; Chris Schowalter, Global Sales Director at Fiery Display Graphics; Stuart Maclaren, CEO of YPP; Eray Basar, CEO of IMG.LY and Angelo Coletta, CEO of Zakeke have now joined the line-up of 25 confirmed speakers.

Moderated by FESPA Personalisation Ambassador, Richard Askam, the conference will also feature speakers from brands including Canon, Greetz, Infigo, Ipsos, ProQure, PRINTFUL, Landa Digital Printing, Printess and Tony’s Chocolonely, as well as independent consultants.

The full *Personalisation Experience* conference schedule can be found here: <https://www.personalisationexperience.com/2023-agenda>. There is no need to pre-book individual sessions.

A three-day pass for the Personalisation Experience conference area costs €495, giving unlimited access to the conference, the *Personalisation Experience* exhibition area, and the co-located FESPA Global Print Expo and European Sign Expo 2023 exhibitions. To receive a €100 discount, visitors can use code PERA600 up until the event. Tickets to the Personalisation Experience conference and exhibition will be subsidised for FESPA members.

For more information on Personalisation Experience 2023 and to register, visit: <https://www.personalisationexperience.com/>

**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 Brasil 2024, 11 – 14 March 2024, Expo Center Norte, São Paulo
* 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

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

**For further information, please contact:**

Imogen Woods Leighona Aris

AD Communications  FESPA

Tel: + 44 (0) 1372 464470        Tel: +44 (0) 1737 228 160

Email: iwoods@adcomms.co.uk Email: Leighona.Aris@Fespa.com

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