**PRESS RELEASE**

29 February 2024

 **EUROPEAN SIGN EXPO 2024 SET TO BE LARGEST EVENT TO DATE, ILLUMINATING COUNTLESS OPPORTUNITIES IN SIGNAGE AND VISUAL COMMUNICATIONS**

European Sign Expo 2024 (19 – 22 March, RAI Amsterdam, The Netherlands) is just weeks away and exhibitors are preparing to showcase their latest products and solutions for signage and visual communications. With 115 exhibitors already confirmed for the event, the 2024 floorspace will increase by over 1,000sqm, representing a 56% growth compared with European Sign Expo 2023.

Cosign, Domino Sign, Harmuth CNC-Frästechnik, LucoLED, Buth, Roffelsen, ROSEN-Lichtwerbung GmbH, X-Module, Baltled, 1Vision and NSELED are amongst the brands present at this year’s event. 20% of the confirmed exhibitors are new to European Sign Expo this year, including SignAgent, Navori Labs and Pro-Media PLus.

Textile frame partner, EFKA (stand 5, E-30) will return as a partner for the fourth consecutive year, showcasing its comprehensive range of 3D, LED, curved and textile frames.

Across the whole exhibition, visitors will also be able to explore the latest innovations in channel lettering, dimensional signage, digital signage, display systems, engraving and etching, illuminated displays, LED, neon, out-of-home media and sign tools, including cutting plotters, laser engraving and cutting machines.

To view the full exhibitor list, visit: <https://ese.fespa.com/visit/exhibitor-list-amsterdam-2024>.

**Digital Signage Lounge**

This year’s event will also be host to the new Digital Signage Lounge. The lounge, delivered in partnership with Navori Labs (software partner) and APA Metal (hardware partner), will highlight the latest innovations in digital signage and explore how it can be aligned with print. It will also comprise a demo area and fireside chats, which will feature educational and inspiring discussions delivered by industry experts, and offer a prime networking opportunity enabling attendees to exchange ideas with fellow professionals.

Navori Labs will join European Sign Expo for the first time as digital signage software partners, located in the Digital Signage Lounge. The company will demonstrate and educate visitors on how digital signage can easily be integrated with and complement print, using Navori Labs software for targeted advertising and viewer engagement.

Xavier Carreras Sanchez, Strategic BDM Europe, Navori Labs comments: “We're thrilled to participate in the European Sign Expo exhibition as a forward-thinking digital signage company, allowing us to highlight the complementary power of digital in enhancing traditional print communications. We look forward to showcasing our digital signage and audience analytics solutions, forming new partnerships, and gaining insights from the print industry.”

Head of FESPA Global Print Expo and European Sign Expo, Michael Ryan, comments: “Our European Sign Expo event welcomes thousands of visitors every year to explore countless opportunities in signage and visual communications, and we’re excited to grow on that this year. It is the perfect platform to network with fellow and forward-thinking signage professionals and discover the latest trends and developments in signage technology, software, consumables, and applications. Set to be the biggest European Sign Expo to date and with the introduction of a brand new feature, we cannot wait to see what this year’s event has in store.”

For more information on European Sign Expo 2024 and to register, visit [www.europeansignexpo.com](https://eur02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.europeansignexpo.com%2F&data=05%7C01%7Ciwoods%40adcomms.co.uk%7C6eb741cec0884dcc48ad08db55200879%7C4ed3e69fbff14a35b4253801f8045f3f%7C0%7C0%7C638197368305308329%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=xNx1W0SRGKZO2hPSUFIpeBb2yL1UT%2B0z%2F4BiUBa9seo%3D&reserved=0). Entry to all exhibition areas is free for members of a FESPA National Association or FESPA Direct. The ticket price is €80.00 for non-members. An entry ticket also grants visitors free access to the co-located FESPA Global Print Expo, Personalisation Experience and Sportswear Pro.

**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**
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 Brasil 2024, 11 – 14 March 2024, Expo Center Norte, São Paulo, Brazil
* 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
* FESPA Eurasia 2024, 11 – 14 September 2024, Istanbul Fair Center, Istanbul, Turkey
* FESPA Africa 2024, 13 – 15 September 2024, Gallagher Convention Centre, Midrand, South Africa
* FESPA Mexico 2024, 26 – 28 September 2024, Centro Citibanamex, Mexico City
* WrapFest 2024, 3 – 4 October 2024, Silverstone Race Circuit, UK
* FESPA Middle East 2025, 20 – 22 January 2025, Dubai Exhibition Centre, Dubai

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

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