

**Future
Print**

POST SHOW REPORT 2019



www.feirafutureprint.com.br

FuturePrint is the trade show for the screen printing, sign and textile markets.

Connect technologies, businesses and people.

This is the value proposition of **FuturePrint**, the most complete fair for the generation and transformation of businesses, which stimulates technical and professional knowledge and supports the evolution of the screen-printing, sign and textile markets.

With a high volume and diversification of brands and products, its **29th edition** attracted more than **40,000 qualified visitors seeking** news and trends and provided more than **100 hours of free content**.



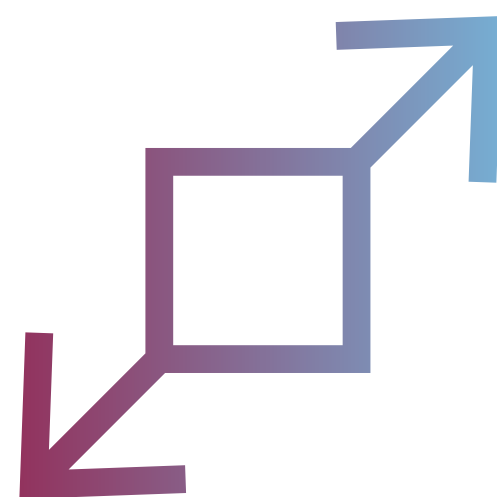
2019 NUMBERS



+40.000
qualified visitors



+650
exhibiting
brands



30.000
SQM of exhibition area



PUBLIC

WHO EXHIBITS

Manufacturers and distributors of equipments and products for:

- Finishing and accessories
- Promotional material
- Sign and signage
- Cutting and Recording
- Packaging
- 3d Printing
- Digital Signage
- Textile Digital Printing
- Silkscreen
- Digital Signage
- Software
- Sublimation

WHO VISITS

- Advertising agencies
- Printing / Graphics Offices
- Visual Communication
- Prints
- Textile industry
- Promotional materials
- Resellers
- Serigraphy
- Resale/Distribution

COUNTRIES PRESENT:

THE FAIR RECEIVED VISITORS FROM ALL STATES FROM BRASIL AND MORE THAN 15 COUNTRIES



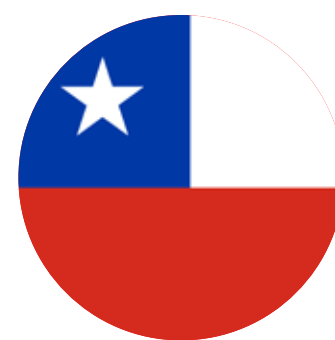
GERMANY



ARGENTINA



BOLIVIA



CHILE



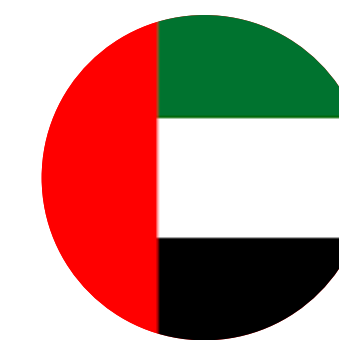
CHINA



COLOMBIA



**SOUTH
KOREA**



**UNITED ARAB
EMIRATES**



SPAIN



**UNITED
STATES**



ITALY



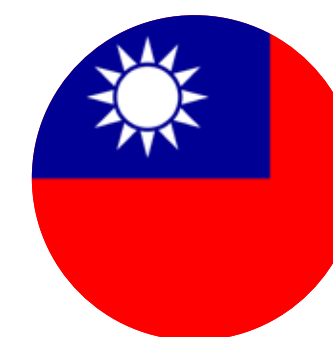
MEXICO



PARAGUAY



PERU



TAIWAN

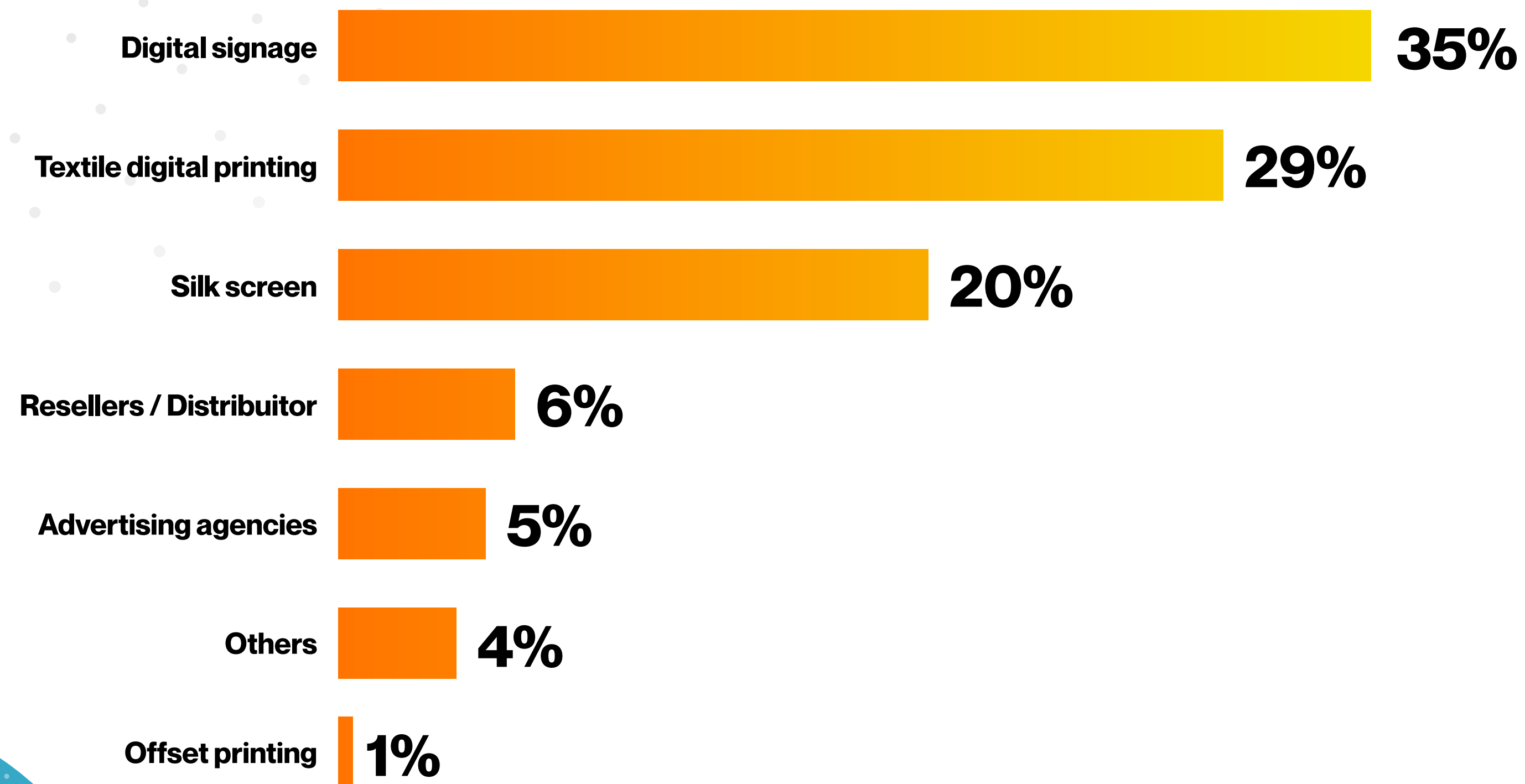


URUGUAY

VISITOR PROFILE

Branch of activity

BUSINESS AREA FROM THE VISITORS



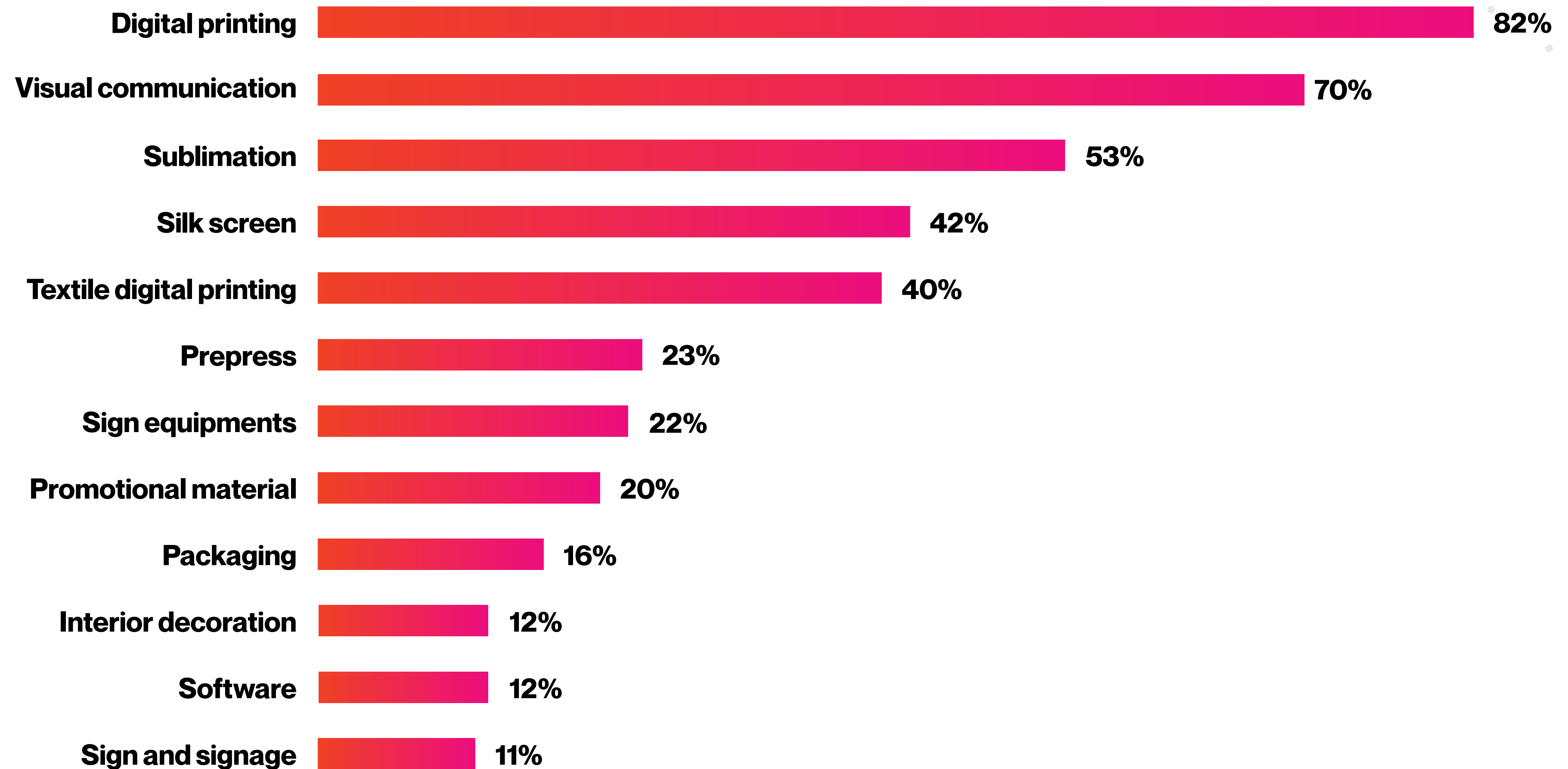
92%

**ARE INVOLVED IN
THE PURCHASE
DECISION**

WHO VISITS

Interest

WHAT THE VISITORS SEARCH AT THE FAIR?



WHO VISITS

COMPANIES THAT WERE PRESENT AT FUTUREPRINT 2019:

Alpargatas • Alphagraphics • AMC Textil (Colcci) • ARTFIX • Banestes (Banco do Estado Espírito Santo)
• Bosch • Bradesco • Buddmeyer • C&A • Camera Press • Canon • Casa da Moeda • Cásio Relógio • Cia Hering
• Copel (Companhia paranaense de energia) • Coteminas • Di Grecco Textil • EMS (ind. Farmaceutica) • ETNA
• Fusão • Gol Linhas aéreas • Guararapes • Habib's • Icone Sports • Neoband • Textil Vingi • Unicamp
• Universe • Utilpratik • Van Gogh • Vicunha • Vigor

WHY VISIT?

"I've always thought that this is the best fair in the market, but this year, it's a lot bigger, with some different stands. I suggest visit FuturePrint because there's a lot of news, so if anyone doesn't know the current state of the market, will be surprised with the current options available for machines and supplies."

- Emerson Nascimento – Sign Digital

"The fair met our expectations, because we saw many options to attend from small productions to expanding to the production we have today. With so many diverse exhibitors and such a wide range of products, we can also think of new ideas to apply"

- Fabio Silva – Latitude Roupas Esportiva

"Attending an event like this gives us a boost, because we enter with a vision and we are renewed. I am very excited about the innovations that I encounter here and the possibility of applying them to my business, with the certainty that my clients will love them. For next year's edition, I want to bring my friends and industry partners to know the news and take them to our region"

- Bianor Teles – Iluarte Metal

WHY EXHIBIT?

“We noticed a fair with high quality visitors, who came to the stand knowing what they wanted, understanding the processes, products, applications and especially knowing that not necessarily the cheapest products are here, but the most important ones in the market. The best players and solutions are here.”

Danilo Ribeiro – Marketing and Product Manager at Mimaki Brasil

“Customers already know that the fair takes place in July, so they plan to come to São Paulo and learn the news. It is very important to be part of this event, because this is where the industry knows the trends and has the possibility to understand where the market is going.”

Marcelo Souss – Director Alltak

“FuturePrint is currently the main fair in the national market and, therefore, we are increasingly confident that we need to be here. For the first time at Epson, the company brought products that haven’t yet been introduced to the world, but that are in FuturePrint, such is the importance of the fair. We chose to launch the product first in Brazil and then to the world.”

Fábio Tolosa – Product Specialist at Epson

2019 ATTRACTIONS

In 4 days of intense content, more than **40,000 thousand visitors** had the opportunity to follow the attractions promoted in parallel to the fair, which offered a program of conferences, debates and workshops that contribute to the professional update of the participants.



2019 ATTRACTIONS



SERIGRAFIA EM AÇÃO

Silkscreen in Action brought visitors practical demonstrations of the screen-printing process, from the preparation of the final art, the photolithic, the revelation, the matrix engraving and the printing of different effects on textile screen-printing and visual communication. Among the public that participated in the attraction were professionals who are already active in the area and who are looking for updating and knowledge of new application techniques for various niche markets, as well as people interested in joining the segment.

Partners:



Fremplast
tintas



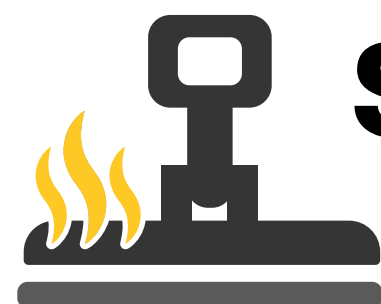
global
Química & Moda

global
tecidos técnicos

TUCANO
A TECNOLOGIA DA IMPRESSÃO



2019 ATTRACTIONS



SUBLIMAÇÃO EM AÇÃO

Sublimation in Action took place for the first time at FuturePrint and presented conferences and workshops on the world of serigraphy, from fashion to personalized gifts, to the public that wants or is already in the segment.

Partners:

Barato Máquinas

Gênesis

LIVE SUB

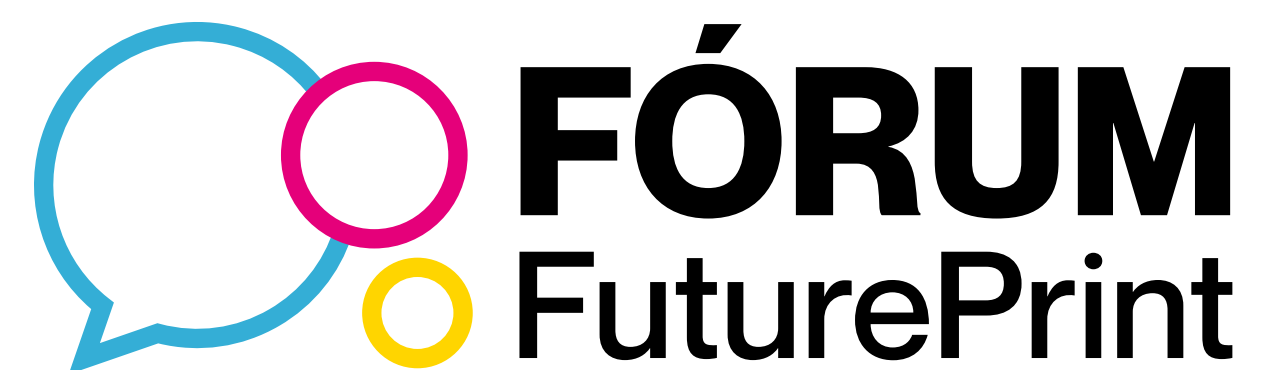
MECOLOUR

PhD SUBLIMAÇÃO

SFCT



2019 ATTRACTIONS



Forum FuturePrint is a free conference agenda specially designed to provide visitors with the knowledge and information to strengthen their printing business. In this space, recognized professionals gathered and shared their experiences, market knowledge and successful strategies.

Partners:



2019 ATTRACTIONS

CIRCUITO DE IMPRESSÃO DIGITAL TÊXTIL

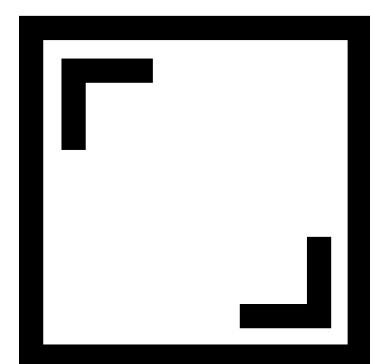
The **Digital Textile Printing Circuit** is an interactive space for all those who wish to learn more about how the textile products manufacturing process works through digital printing. Through a guided tour, visitors had access to the knowledge and tools used in the different digital technologies available for textile printing and their applications.

Parallel to the Circuit was the Future Textile Forum, a 100% free lecture series that addressed four important topics: Design of production-oriented patterns, trends and technologies of the textile industry, digital printing and diversification of textile companies.

Partners:



2019 ATTRACTIONS



DECOR PRINT

Decor Print has demonstrated the infinite possibilities offered by digital printing and its substrates for interior decoration. This year we present a boulevard with three commercial facades, using various materials and printing techniques.



Partners:



2019 ATTRACTIONS



FÓRUM
ACRÍLICO

The **Acrylic Forum** presented content directly related to the visual communication sector in acrylic and its technological advances.

Partners:



2019 ATTRACTIONS

confecção 4.0 senai-sp

SENAI-SP offered a virtual tour of its fully automated pilot manufacturing plant, which covered the concepts of Industry 4.0.

Partners:

INSTITUTO SENAI
DE TECNOLOGIA TÊXTEL, MODA E CONFECÇÃO

SENAI
SÃO PAULO



2019 ATTRACTIONS



SALA DE
CRÉDITO



SEBRAE
MÓVEL

The **credit room** was coordinated by FIESP, SINDIGRAF and ABIGRAF, which together invited visitors to connect with banks, cooperatives, fintechs and development agents in a single space so that companies could build the best financing strategy. Together with SEBRAE, these entities organized the Cycle of Thematic Conferences, which included key issues such as management, marketing, human resources, finance, sales, printing, innovation and Industry 4.0.

Sebrae Mobile daily provided services for those interested in conducting a free business diagnosis, with an action plan to improve the business.

Partners:



ABIGRAF-SP



FIESP



TrustHub
Receba antes



EVENT PROMOTION



Retargeting and
programmatic means



40.235 seguidores



+23.000 seguidores



WhatsApp messages for
potential visitors



E-mail marketing



Association with the
main entities and media
of the industry



134 insertions in SP and
Campinas radios



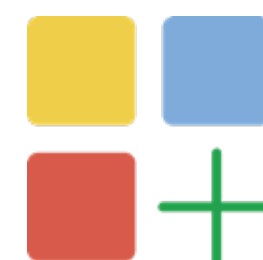
Online banner on several
websites



More than 32 industry
magazine ads



Press Office with 92
journalists presenting
425 published articles



App FuturePrint 2019 1418
downloads available on
Android and IOS



Influencers digitais



+ 20,000 SMS sent to
pre-accredited

NATIONAL AND INTERNATIONAL MEDIA



INSTITUTIONAL SUPPORTERS

ABEDESIGN
ASSOCIAÇÃO BRASILEIRA DE EMPRESAS DE DESIGN



SITES AND SOCIAL NETWORK

Stay on top of everything that happens in our FuturePrint community, either through the site or on social media throughout the year.

Number of followers on social networks: **64.595**

Unique visitors: **138.755***

Page Views: **713.126***

**period from July 2018 to July 2019*



VISITOR RESEARCH

WHAT ARE THE REASONS FOR ATTENDING FUTUREPRINT 2019?

79% of the public visited the fair to get new technologies and products.

85% OF VISITORS
WANT TO
RETURN BY **2020**





Future Print

THE FAIR FOR THE SILKSCREEN,
SIGN AND TEXTILE MARKETS

FuturePrint is

CONNECTION

TREND

TECHNOLOGY

CREATIVITY

SEE YOU IN
2020!

24 - 27
november
São Paulo • Brazil
2020



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/FeiraFuturePrint

www.feirafutureprint.com.br

30 anos