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# POST SHOW REPORT 2023

**12-15  
JULY  
2023**

**EXPO CENTER NORTE  
SÃO PAULO**



# FUTUREPRINT 2023: THE BIGGEST AND BEST!

The 31<sup>st</sup> edition of FuturePrint had a large number and diversity of brands and products.

There were more than **40,000 visitors** looking for new products and trends in the **visual communication, silk screen and digital textile printing** markets, in addition to **more than 120 hours of free content!**





# AN EDITION THAT BROKE RECORDS!



**40,000+**  
visitors



**30.000+<sup>M²</sup>**  
of exhibition  
space



**600+**  
exhibiting  
brands



**15**  
visiting  
countries



**120+**  
hours of free  
content



**52**  
speakers



**20+**  
institutional  
supporters



**40+**  
media partners  
and digital ambassadors



**200+**  
radio  
insertions



**100+**  
press professionals  
covering the event



# INSTITUTIONAL SUPPORTERS

**ABEDESIGN**  
ASSOCIAÇÃO BRASILEIRA DE EMPRESAS DE DESIGN

**ABIGRAF**  
NACIONAL

**ABIGRAF-PR**

**ABIGRAF-SP**

**ABIMAQ**  
Associação Brasileira da Indústria de Máquinas e Equipamentos

**ABIMFI**  
Associação Brasileira da Indústria de Material Fotográfico e de Imagem

**Abit**  
têxtil e confecção

**abramaco**  
Associação Brasileira de Máquinas e Equipamentos para Confeção

**ABRINDE**  
Associação Brasileira de Brindes

**ABTT**

**abvtex**  
associação brasileira do varejo têxtil

**ANDIGRAF**  
ASSOCIAÇÃO NACIONAL DAS INDÚSTRIAS GRÁFICAS E DA COMUNICAÇÃO

**ASSINTECAL**

**CENTRAL DE OUTDOOR**

**FIESP**  
Federação das Indústrias do Estado de São Paulo

**icone**  
Instituto de Coordenação e Estudos da Publicidade Exterior

**ILAC**  
INSTITUTO LATINO-AMERICANO DO ACRÍLICO

**POPAL**  
PART OF THE **shop** GLOBAL NETWORK  
BRASIL

**PRO COR**  
Associação Pró-Cor do Brasil

**SEBRAE**  
SP

**SIGEP**

**SINDIGRAF**  
SÃO PAULO

**SINTEX**  
SÍNDICO DAS INDÚSTRIAS DE FIAÇÃO, TECELAGEM E DO VESTUÁRIO DE BLUMENAU



# MEDIA PARTNERS





# DIGITAL AMBASSADORS



**Fabiana Rodrigues**  
@abacaxisublimatico



**Flavio Santos**  
@flavio.skp



**Janaina Zermiani**  
@janainazermianioficial



**Judah Adonai**  
@judahadonai



**Kleber Eccher**  
@klebereccher



**Luana Dias**  
@donadegrafica



**Marksuel Carlos**  
@cvdicasbrasil



**Matheus Cosso**  
@marioemarias



**Mayara Calderone**  
@mayaracalderone



**Márcio Strama**  
@doutorestampacursos



**Mila Sanchez**  
@studiomilasanchez



**Moacir Ferreira**  
@estampariadofuturo  
@genesistintas



**Nascimento Rocha**  
@nascimentorocha10



**Nilson Tsuji**  
@nilsontsuji



**PH**  
@escolaphdoficial



**Poli Freire**  
@poli\_freire



**Rafael Ahmann**  
@rafaelahmann



**Rodrigo Machado**  
@futuraestamparia



**Rufus Gozzolli**  
@sprock.estamparia



**Rafael e Taís**  
@casa\_estamparia



**Thais Cruz**  
@thaisdahelp



# VISITOR PROFILE

Visitors by region



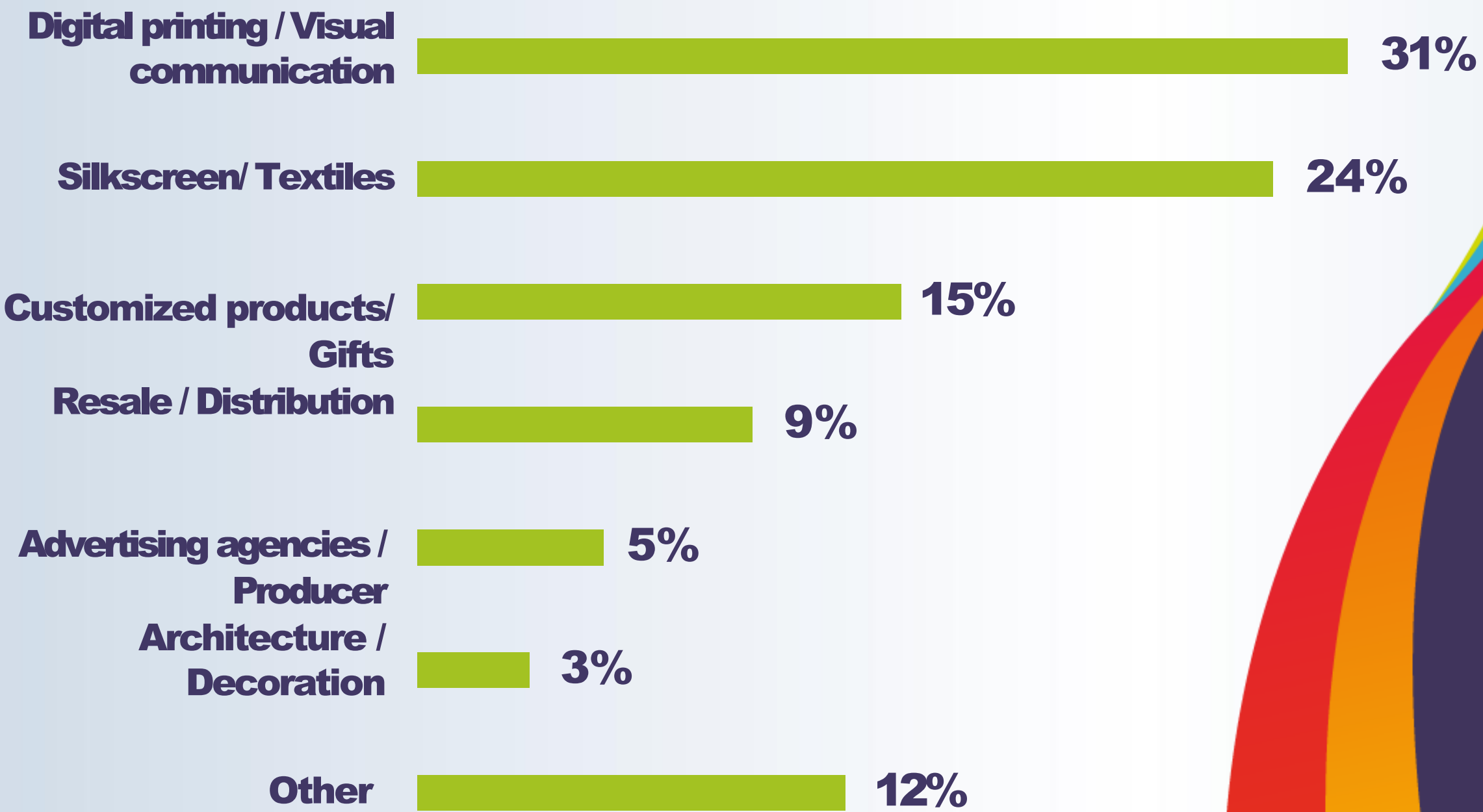
# COUNTRIES PRESENT





# VISITOR PROFILE

## AREA OF ACTIVITY



## DECISION LEVEL

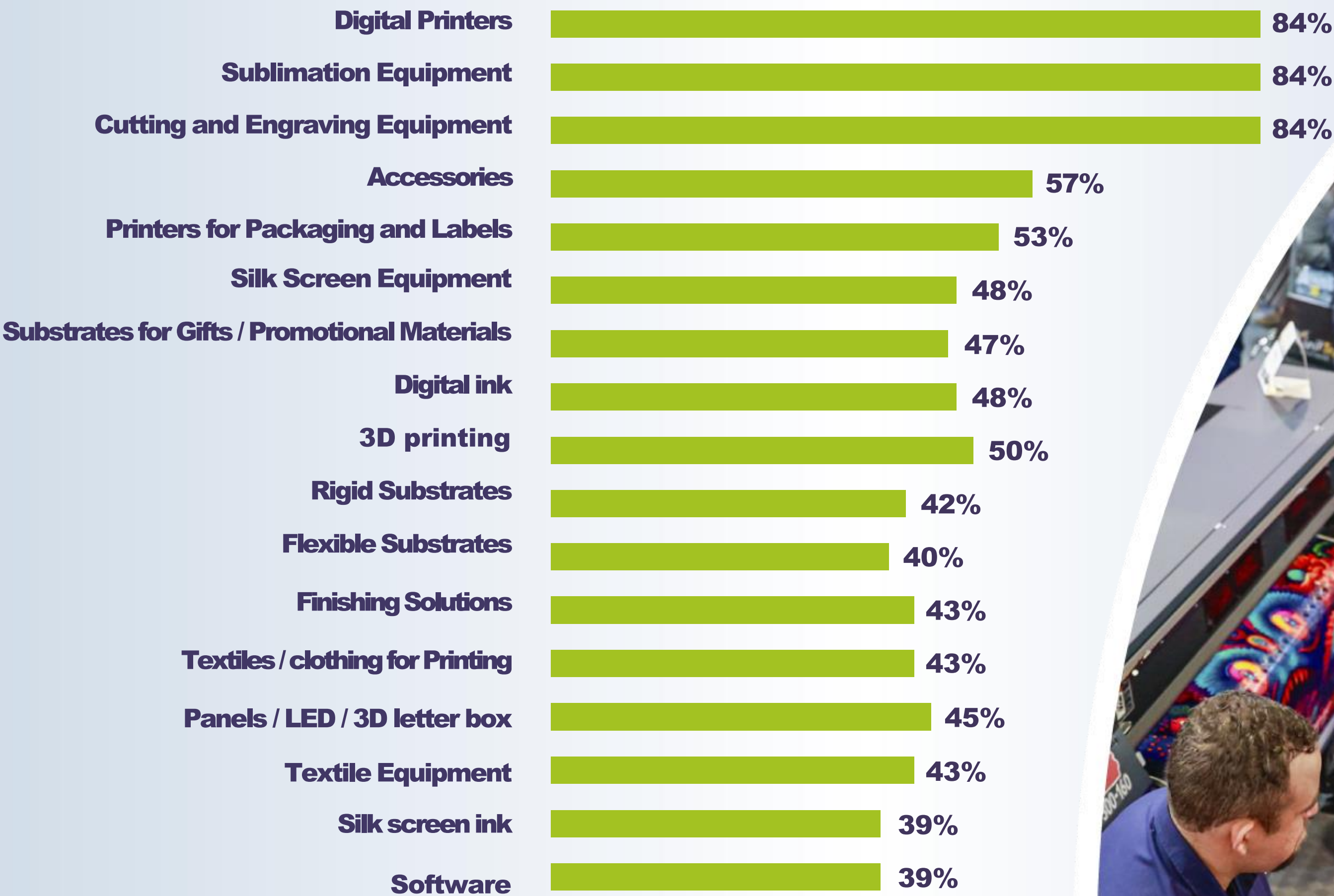


90%



# VISITOR PROFILE

## BY INTEREST





# FAIR ATTRACTIONS



Future**Print**  
**FORUM**



**FUTURETÊXTIL**  
**TALKS**



TEXTILE DIGITAL  
PRINTING  
**CIRCUIT**



**SUBLIMATION**  
**IN ACTION**



**SILK**  
**SCREEN**  
**IN ACTION**



**CREDIT**  
**ROOM**



**SEBRAE**  
**MÓVEL**



**AMBASSADORS'**  
**LOUNGE**





## FuturePrint **FORUM**

Four days of intense content, with renowned speakers addressing topics in visual communication, digital printing, OOH media, POS printing, 3D printing, personalized products and business management, in addition to inspiring talks by fair ambassadors!







## FUTURETÊXTIL TALKS

A space dedicated to disseminating knowledge and good practices in the area of digital textile printing, with presentations by print designers, entrepreneurs and specialists who addressed different topics, such as: alignment between productive and creative processes in printing, practical cases in digital textile printing, color management, ink saving in textile printing and much more.







TEXTILE DIGITAL  
PRINTING  
**CIRCUIT**

A dedicated space to present current textile printing options, showing the challenges and solutions for each stage of the process, as well as the different types of technologies. The visitor has direct access to specialists to discuss possible applications to start or expand their digital textile printing business.







## SILK SCREEN IN ACTION

Presentations and workshops on the world of silk screen, with practical presentations on the various techniques and possibilities of silk screen processes. Relying on the technical and marketing experience of companies, print shops and retailers in the market to demonstrate the versatility and opportunities in the silk screen market.







## SUBLIMATION IN ACTION

Presentations and workshops on the world of sublimation, as well as marketing, finance and sales strategies for people starting out or currently in the business. Based on the experiences of teachers, influencers and speakers, this attraction provides a lot of information and knowledge on the art of sublimation, ranging from fashion to personalized gifts.







**CREDIT  
ROOM**



**SEBRAE  
MÓVEL**

Spaces dedicated to consulting, where visitors have the opportunity to network with partner financial institutions and learn more about the types of financing that best suit them, and also where renowned professionals from Sebrae-SP offer a business check-up with an action plan to improve the company's business, in addition to offering guidelines for people looking for a new niche in the market.







## AMBASSADORS' LOUNGE

An exclusive space for Digital Ambassadors to welcome and interact with visitors at the trade fair. A perfect moment for networking and sharing experiences.





## VISITOR CARAVANS

FuturePrint received groups in caravans from several cities, including Franca, Uberlândia, Londrina, Uberaba and Marília, among others.





## WHY ATTEND?



It is a unique and incredible experience for anyone working in the area of visual communication, sublimation and other sectors. FuturePrint offers a lot and you will find high-end machines, the most up-to-date possible.”

**Natalya  
Camilla**  
Visitor |  
Amazonas



FuturePrint offers the latest in the market. The fair offers me a lot, providing knowledge and networking that allows me to access people I didn't have access to before here.”

**Josmam  
Almeida**  
Visitor |  
Bahia



As always, FuturePrint intermediating people who are interested: a good buyer with a good seller. This is a place where you can find a good table to negotiate, exceptional people who do excellent business. The first time I came to FuturePrint I didn't know how to buy a machine and, today, I managed to close more than half a million in deals.”

**Diego Paz**  
Visitor |  
Rio de Janeiro



## WHY EXHIBIT?



We are attending the fair with excellent negotiations, a lot of visits and we are very satisfied. For us, the fair is a moment to bring customers closer.”

**Celina  
Furtado**  
Roq Brasil



For us, attending this year was an assertive decision and one of the best we have ever made, mainly due to the quality of the public that came to our stand. We are already set up for next year and making plans, excited to be able to offer more and more.”

**Luciana  
Andrade**  
MegaGraphic



It is a pleasure to be back with the highly qualified public that FuturePrint brings. It's a time to see old customers, meet new ones, see partners, people from the sector and share ideas. It's a fair that brings together the ecosystem of visual communication, a meeting event.”

**Edissa  
Furlan**  
HP



# FUTUREPRINT XPERIENCE

Much more than a fair, FuturePrint provides a Business Platform that is available throughout the year on our digital channels.

You can access it every day for free and get exclusive content focused on visual communication, silk screen and digital textile printing, in addition to information on management, trends and new technologies!

FuturePrint: more than a fair, we are a community!



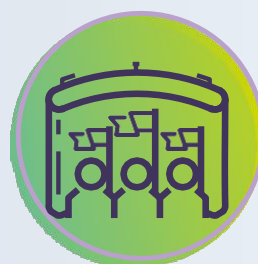
**40,000+**  
registered users



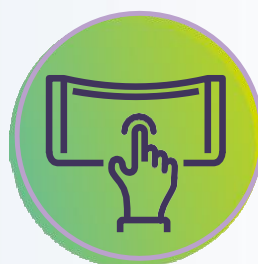
**120+**  
free videos



**130+**  
speakers



**600+**  
national and international brands



**700+**  
registered products and services



## FuturePrint XPERIENCE



**ACCESS NOW:**  
[futureprintxperience.com.br](https://futureprintxperience.com.br)



# OUR SOCIAL MEDIA



**64,261**  
followers



**43,953**  
followers



**2,650**  
followers



**1,285**  
followers

Last update: July/2023





## FUTUREPRINT DIGITAL CHANNEL

Every day, you can access exclusive content focused on the areas of visual communication, digital printing, silk screen, sublimation, digital textile printing, management, marketing and much more, in addition to staying on top of trends and new technologies.

**Page Views:** **229,000+**  
**Visits:** **154,000+**

Analysis period: August/2022 to July/2023.



**ACCESS NOW:**  
**[digital.feirafutureprint.com.br](https://digital.feirafutureprint.com.br)**



## VISITOR SURVEY

**92%**

of visitors will return  
in **2024**

**75%**

say FuturePrint is the  
best event in the  
industry

**75%**

intend on purchasing  
new technologies and  
products





# SUSTAINABILITY

As part of Informa Markets, committed to helping achieve the targets defined in the UN Sustainable Development Goals, FuturePrint has implemented a number of initiatives to consistently promote actions on the following fronts:



## Check out the actions carried out during FuturePrint 2023 :

- Free workshops and content
- Reuse of carpets
- Facilitated mobility
- Conscientious printing
- Reuse of bags
- Selective waste collection
- Credit room
- Sustainable Stand Award 2023
- Hiring of PNE professionals
- LED lighting for stands
- Inclusive food services
- Support for the Quebrada Alimentada project
- Comfort Space with massage and hydration area
- Free wifi







Future  
Print

[feirafutureprint.com.br](https://feirafutureprint.com.br)



/FeiraFuturePrint

*We look forward to seeing you*  
*in*

2024

*Contact  
our sales team:*



[comercial.futureprint@informa.com](mailto:comercial.futureprint@informa.com)

10 to 13  
July 2024

EXPO CENTER NORTE  
São Paulo-SP