



POST SHOW REPORT 2025

feirafutureprint.com.br



16-19 JUL
DISTRITO ANHEMBI
São Paulo-Brazil
2025

FUTUREPRINT 2025

Innovating now to conquer the Future

The FuturePrint 2025 celebrated **35 years** of the trade show, a new venue, and was marked by great success! **From July 16 to 19**, we experienced a historic edition that brought together over **45,000 visitors** seeking innovations, trends, and opportunities in the visual communication, screen printing, and digital textile printing markets. With more than **600 exhibiting brands** and visitors from **34 countries**, the trade show became a true showcase of innovation, technology, and knowledge for these sectors.

Over the course of four days, more than **120 hours of free content**, insights, and high-level networking were offered, creating connections and generating business that drive the entire creative and technological industry.

FuturePrint 2025 established itself as the largest and most comprehensive meeting point for innovation, where business, knowledge, and opportunities come together to transform the market.



FUTUREPRINT 2025 IN NUMBERS



+45.000
visitors



+600
exhibiting
brands



+30.000 M²
of exhibition space



34
visiting
countries



90
speakers



+120
hours of free content



+200
radio inserts



31
digital influencers /
ambassadors



43
media partners and
industry supporters



12
ESG content

INSTITUTIONAL SUPPORTERS



MEDIA PARTNERS



DIGITAL AMBASSADORS

FuturePrint 2025 had the partnership of 31 digital ambassadors!



PH Oliveira
@escolaphdoficial



Judah Adonai
@judahadonai



Leonel Caminha
@leonel3d



Wagner Camargo
@wagnercamargo.treinamentos



Kleber Echer
@klebermacher



Bruna Molina
@brunamolina



Matheus Pivatti
@letracabadozero



Janaina Zermiani
@janainazermianioficial



Nazir Martins
@zoomexperiencia



Rodrigo Cardoso
@meitredolaser



Nascimento Rocha
@nascimento.rocha10



Fabiana Rodrigues
@fabiana.sblimacao



Rufus Gozzoli
@sprock.estamparia



Nilson Tsuji
@nilsontsuji



Márcio Strama
@drestampoficial



Tais e Rafael
@casal_estamparia



Rafael Ahmann
@rafaelahmann



Rodrigo Machado
@rodrigomachadosfk



Malkon Murillo
@vivendodsublimacao



Paolla Crestani
@ecruida



Thiago Macedo
@artefinal_brasil



Luana Dias
@luana.diasoficial



Sergio Andrei
@sergiadublimacao



Polé Freire
@polefreire



Flávio Santos
@flavio.skp



Mila Sanchez
@estudiofilasanchez



Diomedes Souza
@diomedes.souza



Mayara Calderone
@mayaracalderone



Maurício Bonin
@sublimas_digital



Rebeca Moura
@rebecamourapao



Nicolás Gerez
@bad_habit_clothing

VISITOR PROFILE

Visitors by location



TOP 10 COUNTRIES PRESENT



ARGENTINA



BOLIVIA



CHILE



CHINA



COLOMBIA



UNITED STATES



MAURITANIA



PARAGUAY



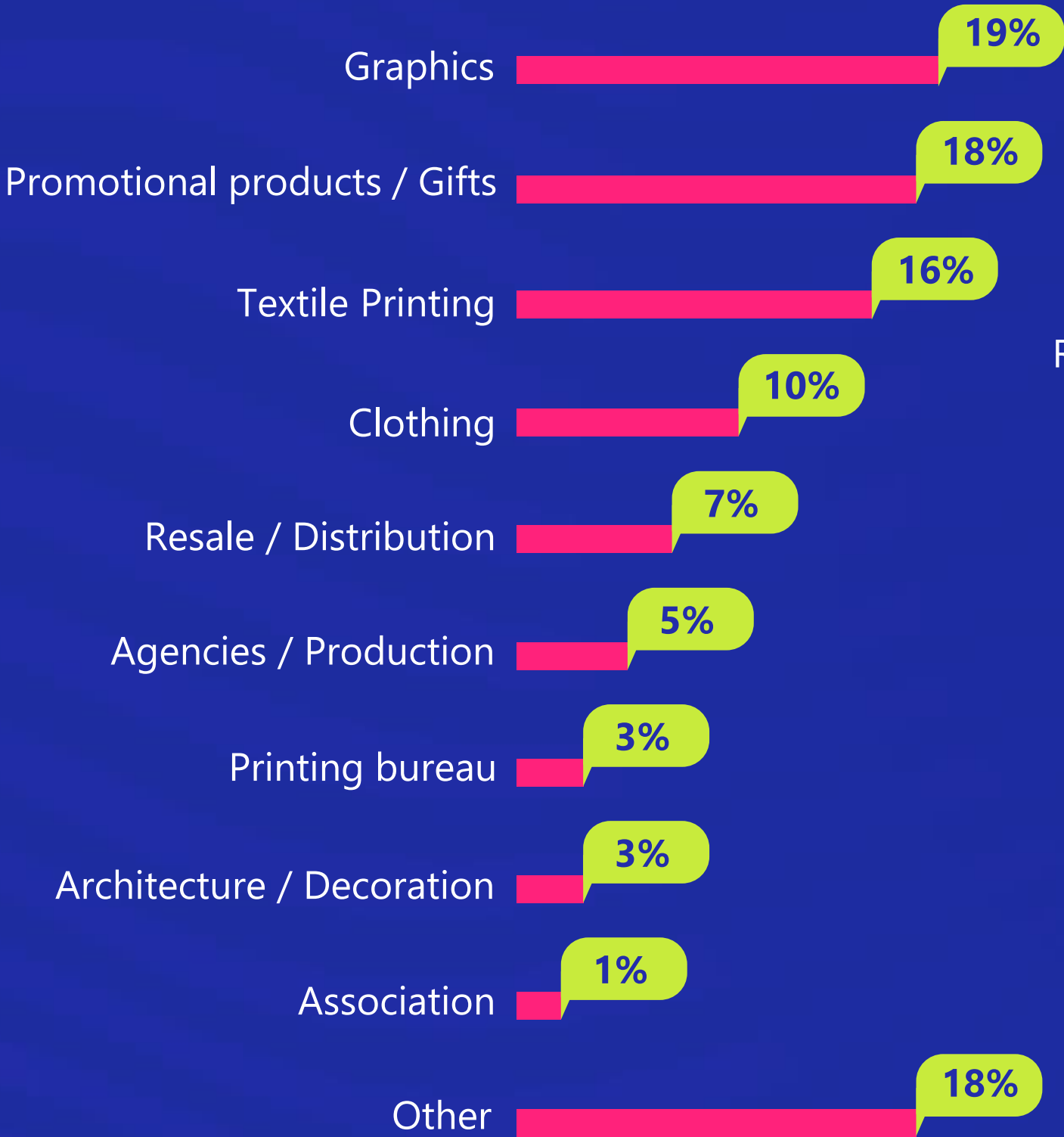
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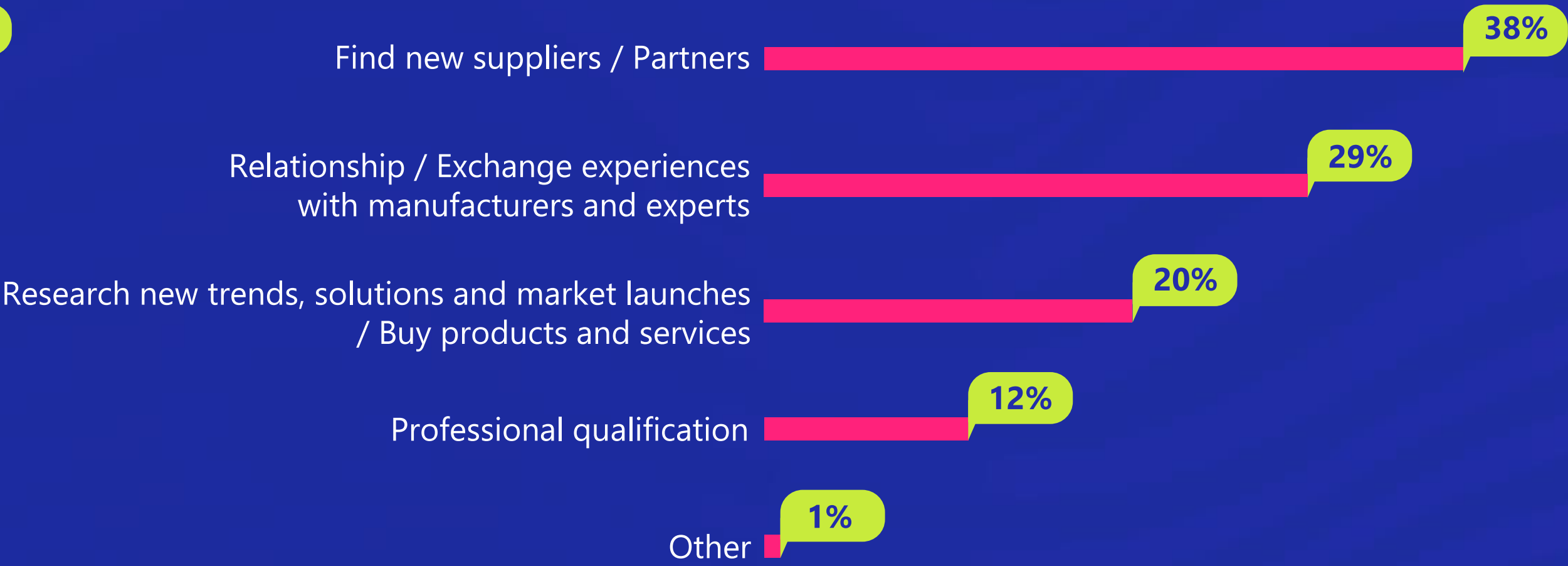
URUGUAY

VISITOR PROFILE

BUSINESS AREA



VISITOR OBJECTIVES



DECISION LEVEL

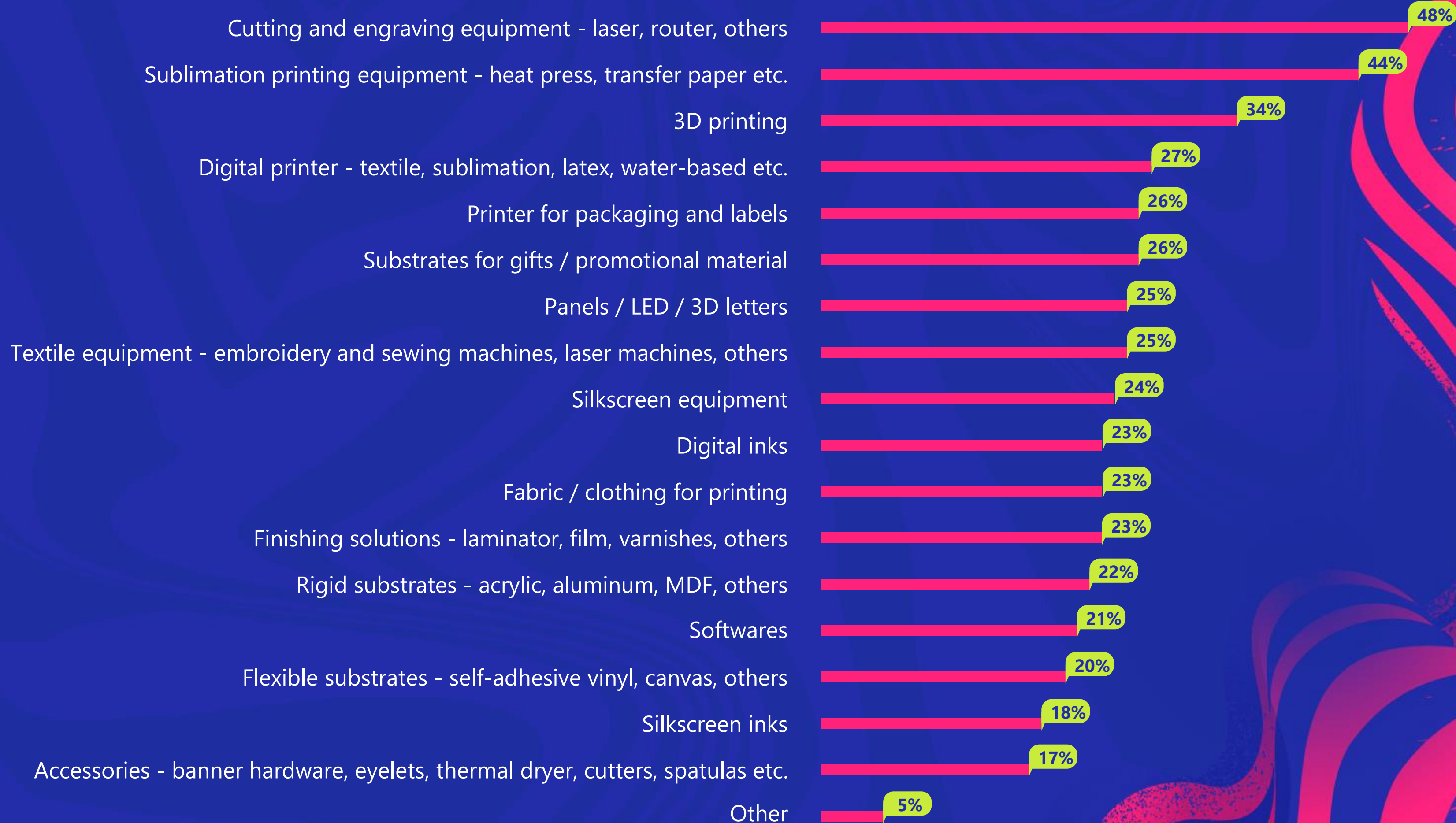


91%

of the visitors are involved in the purchase process.

VISITOR PROFILE

BY INTEREST



WHO PARTICIPATES RECOMMENDS! VISITORS



The fair is an expansion of our market! Here, you have access to all the possibilities. It's enchanting! It's definitely worth being here!

Juliana Andrade

Rio de Janeiro - RJ



We've already focused on a specific type of product, and we've even closed deals! No matter the size of your company, whether you're a student or not, this is the right place to come and open your mind, because we have access to something new every time!

Adilson Alves

Rio Claro - SP



Every year I come to see the changes in my market and new technologies, as well as to update my professional skills, as the fair offers several free courses and content.

Murilo Pinheiro

Ourinhos - SP



Here you can exchange experiences with your supplier and get hands-on with the raw materials and machinery! We're eagerly awaiting the fair to see the new products and launches.

Fernando Ambrósio

Anita Garibaldi - SC



When it comes to innovation to bring more quality to our customers, this is the place to be! Here, you'll find a vast array of machines that will transform your company and your business.

Maviane Alemeida

Aracajú - SE

VISITORS IN CARAVANS

The FuturePrint received caravans
from various cities in Brasil: Franca,
Londrina, Uberlândia, among others.



ATTRACTIONS 2025



FÓRUM
FuturePrint



TALKS
FUTURETÊXTIL



CIRCUITO
DE IMPRESSÃO
DIGITAL TÊXTIL



SERIGRAFIA
EM AÇÃO



SUBLIMAÇÃO
EM AÇÃO



SALA DE
CRÉDITO



LOUNGE DOS
EMBAIXADORES



FACHADA
MAKERS

NEW
ATTRACTION



LED
Pavilion

NEW
ATTRACTION

(RE)**ESTAMPA**



Four days of content, with renowned speakers addressing topics on visual communication, color management, digital printing, OOH media, printing for POS, 3D printing, personalized products, and business management, as well as inspiring lectures with the fair's ambassadors!





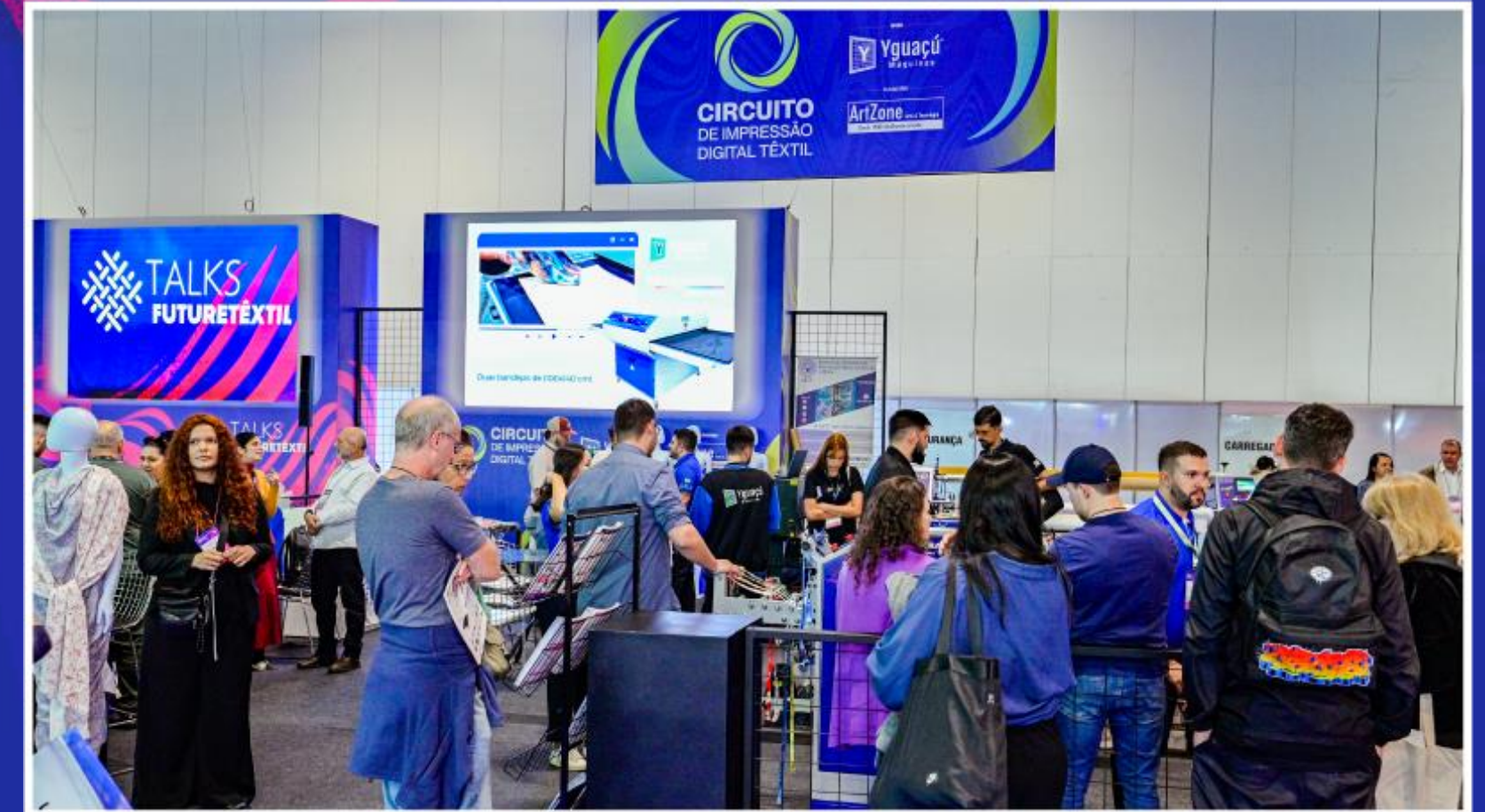
Relaxed space dedicated to spreading knowledge and best practices in the field of digital textile printing, with four days of lectures by print designers, entrepreneurs, and specialists, addressing different topics such as: alignment between production and creative processes in printing, color management, practical cases in digital textile printing, color management and ink economy in textile printing, and much more.





CIRCUITO
DE IMPRESSÃO
DIGITAL TÊXTEL

A space dedicated to presenting visitors with the available textile printing options, showcasing the challenges and solutions for each stage of the process, as well as the types of existing technologies. Visitors have direct access to specialists to address questions about possible applications for starting or expanding their digital textile printing.





SERIGRAFIA EM AÇÃO

Lectures and workshops on screen printing, technical presentations, printing processes, and market opportunities, featuring the expertise of companies, print shops, and retailers, highlighting the versatility of the sector.

One of the major innovations this year was the Rodo de Ouro tournament, a screen printing championship held within the attraction. The event took place over two days and was a great success among competitors and the audience. With the participation of 12 teams competing in real-time, the tournament rewarded and celebrated the talent and skill of the participants.

SPONSORSHIP



Gênesis

TUCANO
A TECNOLOGIA DA IMPRESSÃO





Lectures and workshops about the world of sublimation, as well as marketing, finance, and sales strategies for those who intend to or are already part of the segment. Based on the experience of teachers, influencers, and speakers, this attraction brings a wealth of information and knowledge about the art of sublimation, ranging from fashion to personalized gifts.



SPONSORSHIP



Gênesis



SUPPORT



CURATORY





SALA DE CRÉDITO

A space dedicated to consultancy, where visitors have the opportunity to connect with partner financial institutions and learn about financing options that best suit their needs.

PARTNER FINANCIAL INSTITUTIONS



REALIZATION





An exclusive space for Digital Ambassadors to welcome and interact with fair attendees, providing a perfect opportunity for networking and experience sharing. The 2025 edition featured 31 Digital Ambassadors, all involved in the event's key areas of operation.



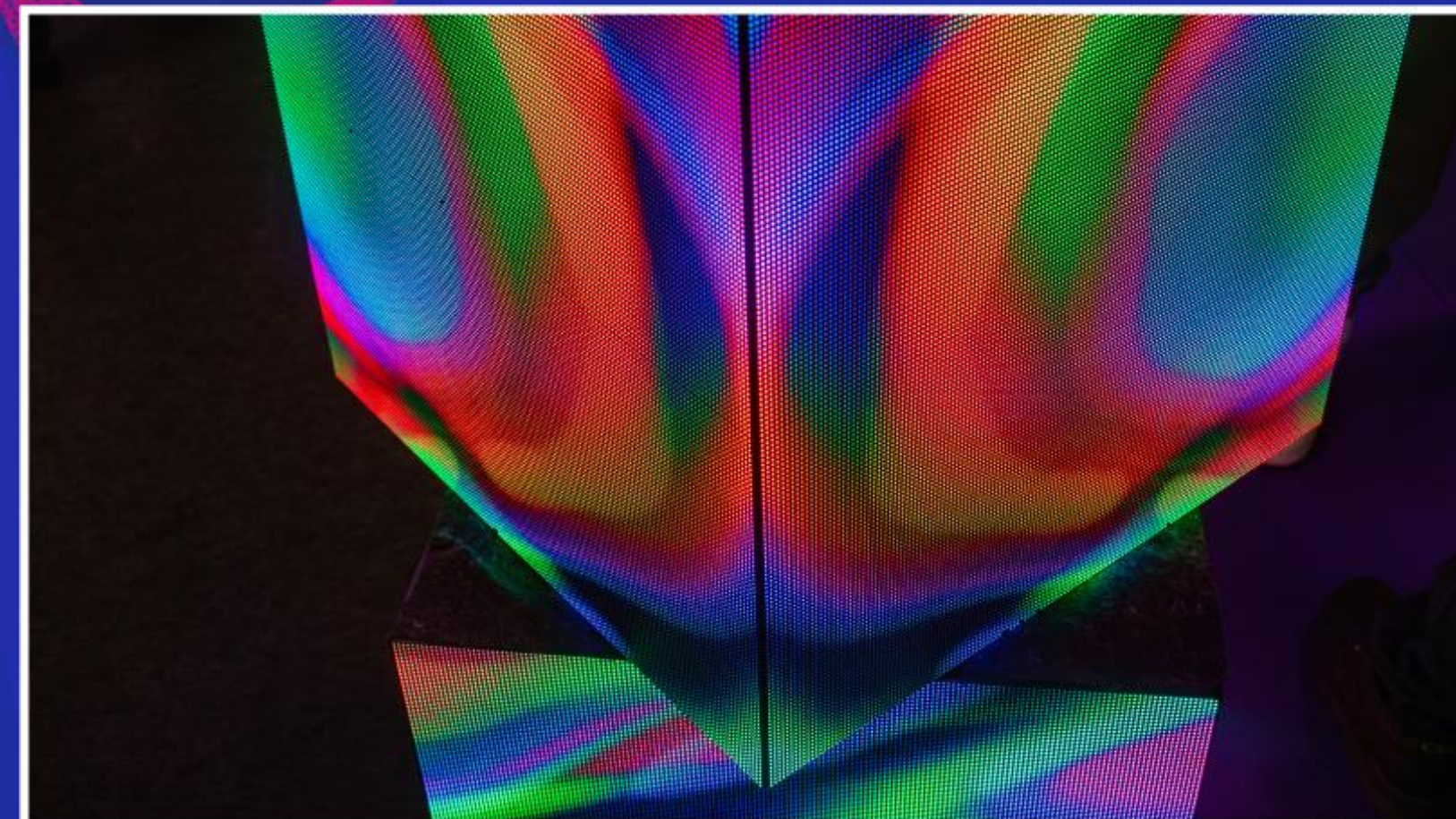


New attraction for 2025, offering visitors the unique opportunity to experience, live, the process of creating a facade from scratch, accompanied by some of the greatest visual communication specialists in Brazil.





A new attraction launched in 2025, the LED Pavilion is dedicated to the audience interested in working with electronic panels in Visual Communication, OOH, and Digital Signage.



(RE) ESTAMPA

FuturePrint supports the Focus Têxtil Institute, which, together with Brother, a Japanese multinational and exhibitor at the fair, offers an unprecedented training program in print design and modeling.

The program is aimed at adults predominantly from classes C, D, and E, as well as various minority groups. During FuturePrint 2025, a special lab took place at the fair where students finalized their creations live, using existing prints as a base.

SPONSORSHIP

brother®

REALIZATION

IFT INSTITUTO
FOCUS TÊXTIL





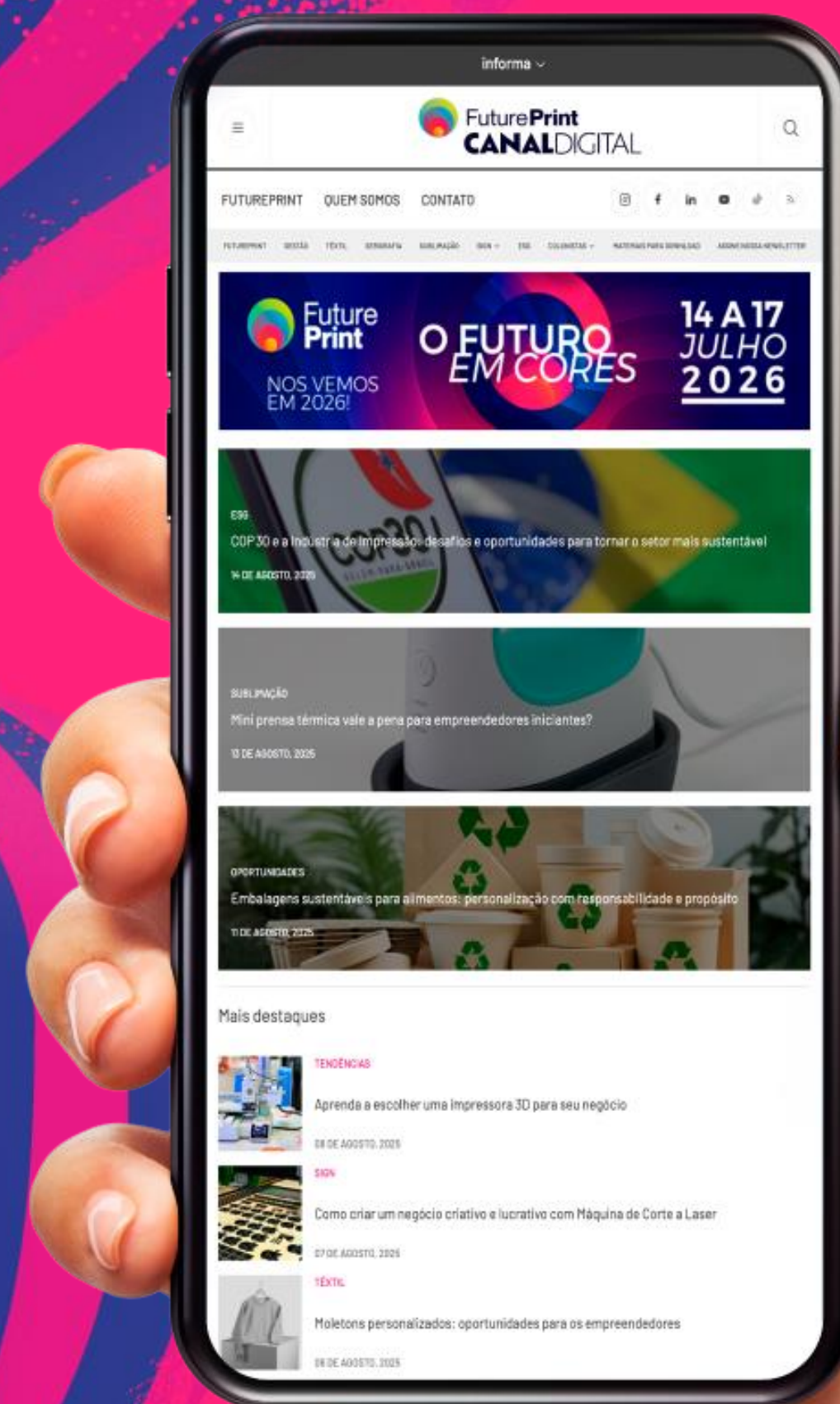
FUTUREPRINT DIGITAL

An exclusive channel filled with original content and essential information for those working in the visual communication, screen printing, and digital textile printing sectors.

Discover the most innovative trends and the technologies that are revolutionizing the market, all in one place!

Access now:

digital.feirafutureprint.com.br

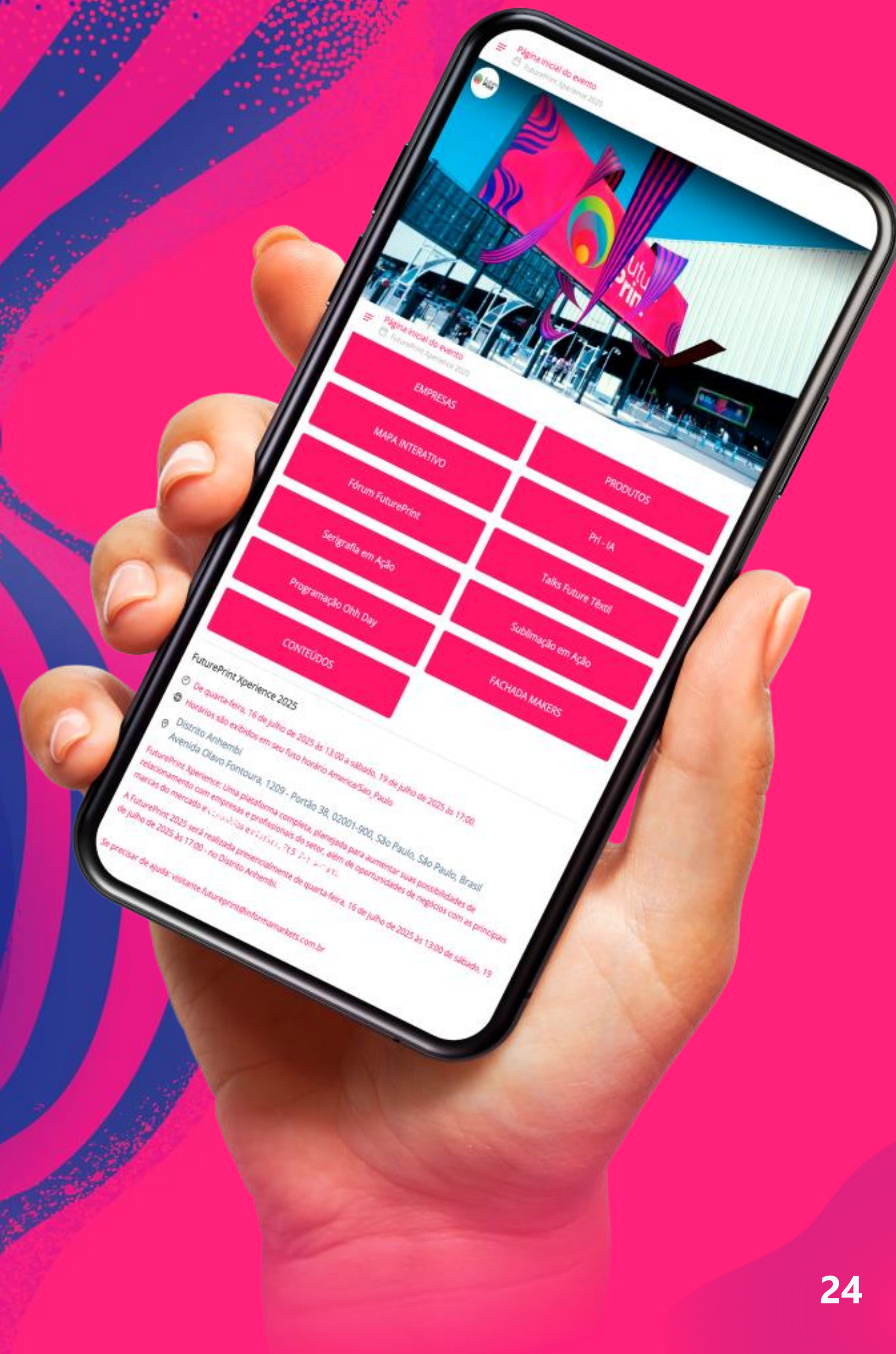




Platform FUTUREPRINT XPERIENCE

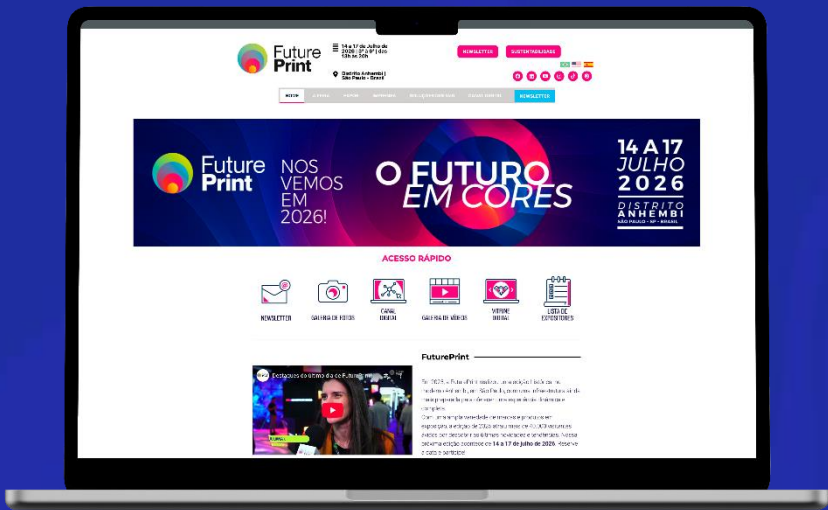
FuturePrint Xperience is a digital platform that connects professionals and companies in the screen printing, visual communication, and digital textile printing sectors, offering networking and business opportunities throughout the year.

Access the platform:
futureprintxperience.com.br



REACH DIGITAL MEDIA

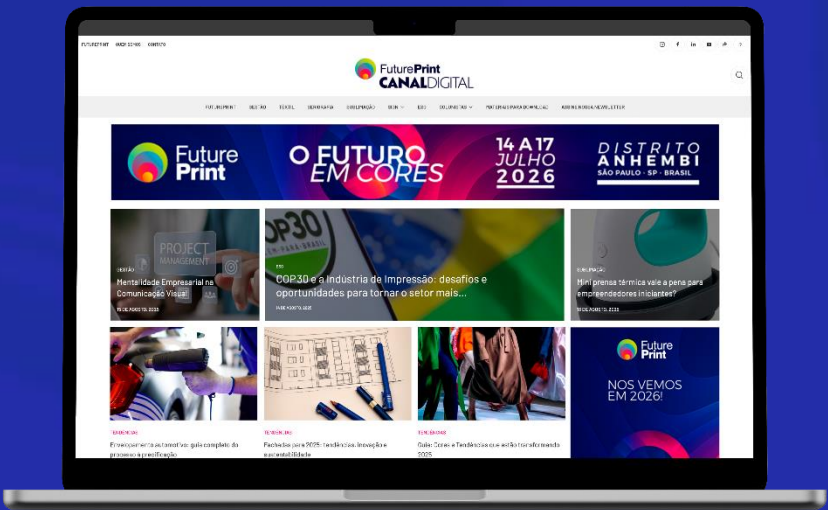
SITE



694.451
sessions

Period: August/2024 to July/2025

DIGITAL CHANNEL



225.230
sessions

Period: August/2024 to July/2025

OUR SOCIAL NETWORKS



103.867
Followers



45.233
Followers



3.407
Followers



1.874
Followers



6.659
Followers

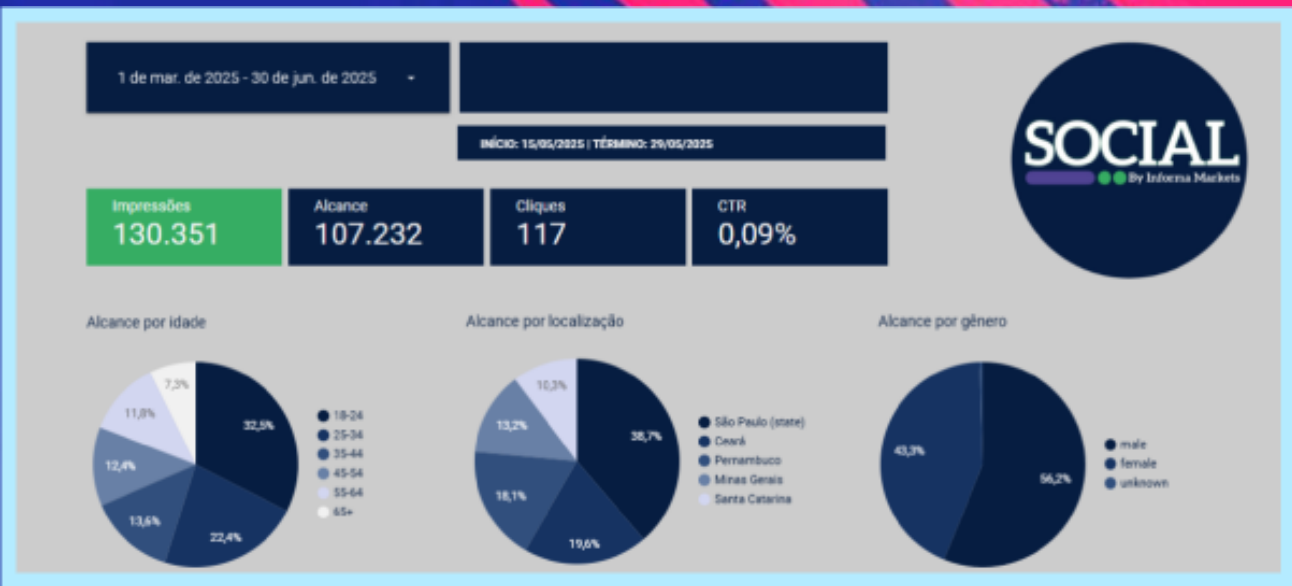
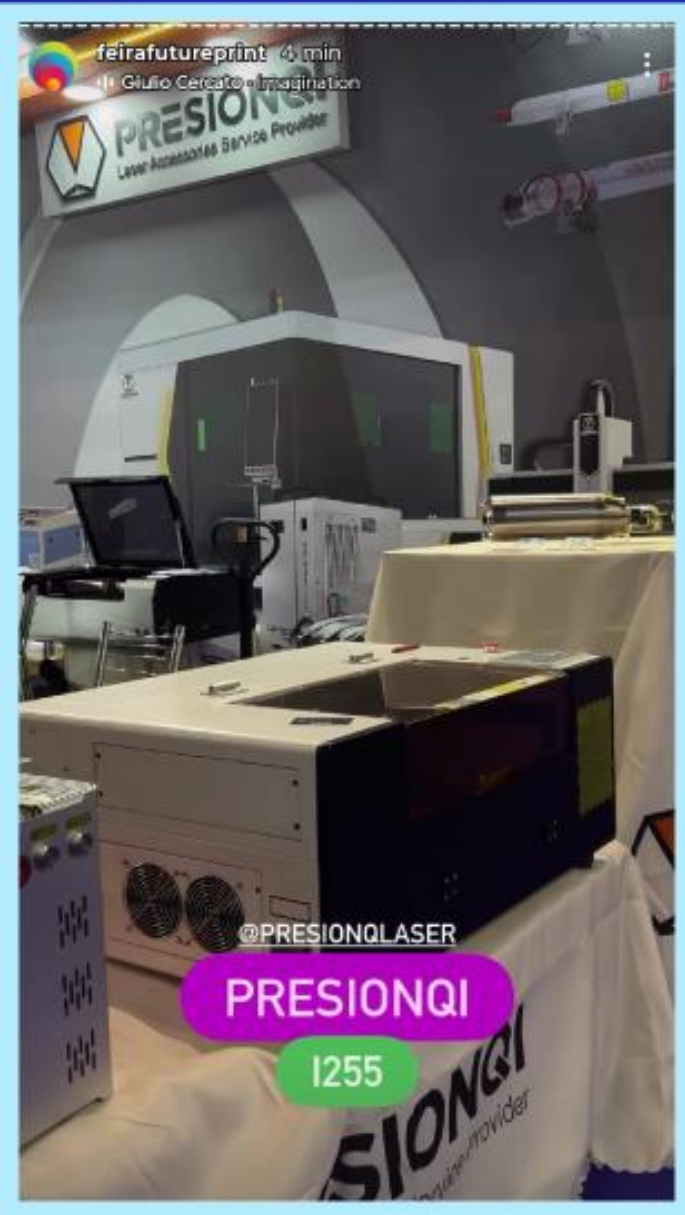
Last update: July/2025

FEATURED BRANDS AT FUTUREPRINT 2025

3.344.519

impressions

in 34 exhibitor social campaigns.



10.910 reproductions

of reels at exhibitor booths during the fair.

COMMITMENT TO SUSTAINABILITY

With over 35 years connecting people, FuturePrint recognizes its impact on the world and is a protagonist in various sustainability-focused actions.

| | | | | | |
|---|--|---|---|---|--|
|  FREE WORKSHOPS AND CONTENT |  EASY MOBILITY |  CARAVAN |  FREE SHIPPING |  CARPET REUSE |  PRINTED ON FSC PAPER |
|  REUSING BAGS |  SELECTIVE COLLECTIVE |  SALA DE CRÉDITO |  Better Stands <small>Moving away from disposable stands together</small> |  HIRING PNE PROFESSIONALS |  LED THROUGHOUT THE EVENT |
|  WELL-BEING SPACE |  INCLUSIVE FOOD |  FREE WIFI |  RENEWABLE ELECTRICITY |  QUEBRADA ALIMENTADA |  (RE) ESTAMPA |

| | |
|--|---|
|  4 QUALITY EDUCATION |  9 INDUSTRY, INNOVATION AND INFRASTRUCTURE |
|  11 SUSTAINABLE CITIES AND COMMUNITIES |  12 RESPONSIBLE CONSUMPTION AND PRODUCTION |

As part of Informa Markets, committed to contributing to the achievement of the goals defined by the UN Sustainable Development Goals, FuturePrint implements a series of initiatives aimed at consistently addressing the following areas:

Learn more about FuturePrint's SUSTAINABILITY actions.



Future Print

CONTACT OUR SALES TEAM
AND SECURE YOUR SPACE:

comercial.futureprint@informa.com

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