



SALÓN INTERNACIONAL DEL REGALO PROMOCIONAL
Y MAQUINARIA PARA PERSONALIZACIÓN

ORGANIZA
ORGANISED BY



PRESS RELEASE

EVENT:	PROMOGIFT 2020 The International Trade Fair for Promotional Gifts and Personalisation Equipment
EDITION:	12 th
TYPE:	Trade only
VENUE:	Hall 12 - FERIA DE MADRID
DATES:	14 to 16 January 2020
SCHEDULE:	Tuesday 14 and Wednesday 15 January from 09:30 to 18:30 Thursday 16 January from 09:30 to 16:00
SURFACE AREA:	13,500 m ²
SECTOR:	Promotional and Advertising Gifts
DIRECT EXHIBITORS, REPRESENTED COMPANIES AND BRANDS:	486
COUNTRIES REPRESENTED:	26
	Brazil, Belgium, Canada, Czech Republic, China, Denmark, France, Germany, Italy, Japan, Lithuania, Luxembourg, Morocco, Nepal, Netherlands, Pakistan, Poland, Portugal, Romania, Slovenia, Spain, Sweden, Switzerland, Taiwan, United Kingdom and United States of America.
EXHIBITOR PROFILE:	Manufacturers, distributors and importers of promotional and advertising gifts, machinery
PROFESSIONAL VISITOR PROFILE:	Professionals in the promotional products sector: Marketing and Advertising Agencies, Communication Agencies, Sign Makers, Graphic Arts, Souvenirs

More information:

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COLLABORATORS:

- The Promotional Items Importers, Wholesalers and Manufacturers Association, AIMFAP
- The Advertising and Promotional Items Manufacturers and Sellers Association, FYVAR

ORGANISERS: IFEMA

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PROMOGIFT 2020 exhibits the latest in promotional gifts, with 486 companies and brands

The event expects to exceed 6,500 professional visitors

The twelfth International Trade Fair for Promotional Gifts and Personalisation Equipment, PROMOGIFT 2020, organised by IFEMA from 14 to 16 January 2020, will present the latest in this sector with the help of 486 exhibiting companies and brands from 26 countries, which will occupy a gross area of 13,500 m² in Hall 12 of the Feria de Madrid Exhibition Centre. The exhibition hopes to exceed 6,500 professional visitors. With these figures, the event is, once again, confirmed as the largest commercial platform for the promotional products sector on the Iberian Peninsula and the leading fair for this industry in southern Europe.

This positioning is also due to the event's growing international dimension as it hosts firms from 26 countries this year: Brazil, Belgium, Canada, Czech Republic, China, Denmark, France, Germany, Italy, Japan, Lithuania, Luxembourg, Morocco, Nepal, Netherlands, Pakistan, Poland, Portugal, Romania, Slovenia, Spain, Sweden, Switzerland, Taiwan, United Kingdom and United States of America.

The fair will also once again count on the support of the sector's two trade associations who are promoting the exhibition: AIMFAP (Promotional Item Importers, Wholesalers and Manufacturers Association) and FYVAR (Advertising and Promotional Items Manufacturers and Sellers Association).

PROMOGIFT 2020 is being held at an opportune moment. In fact, the president of FYVAR, Gabriel Moese, is optimistic about the sector's recovery to pre-crisis turnover levels, as was seen last year in 2019. This association, which has 500 associates, will use its participation at the fair as the opportunity to hold its 67th Annual General Assembly on 15 January, and it will also have an exclusive VIP space, the FYVAR Meeting Point.

In addition, the sector's other major trade association, AIMFAP, which has been representing the sector for over 20 years and includes the main promotional items importers, wholesalers and manufacturers, will carry out an intense schedule of activities at PROMOGIFT 2020.

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PROMOGIFT 2020 will once again become a meeting point for parties on both the supply and demand side, providing both with a top-level business scenario and high profitability. During three days of intense commercial activity, the main manufacturers, distributors and importers and intermediaries of promotional and advertising gifts will meet at the Feria de Madrid exhibition centre, making the Fair the ideal place to give maximum visibility to their brand image through innovative proposals.

The products and services presented by the companies participating in PROMOGIFT 2020 will have the greatest interest for all the professionals who visit the event, from the promotional products sector to marketing, advertising and communication agencies, sign makers and graphic arts and souvenirs companies.

More information: <https://www.ifema.es/promogift>

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