

### INFORMATION NOTE

<b>EVENT:</b>	PROMOGIFT 2024 Salón Internacional del Regalo Promocional (International Promotional Gift Trade Fair)
<b>EDITION:</b>	16th
<b>TYPE OF EVENT:</b>	Professional
<b>VENUE:</b>	Hall 14 - Recinto Ferial IFEMA MADRID
<b>DATES:</b>	16 to 18 January 2024
<b>OPENING HOURS:</b>	Tuesday 16 and Wednesday 17 from 09.00 to 18.00 Thursday 18 from 09.00 to 15.00
<b>SECTOR:</b>	Promotional and Advertising Gifts
<b>DIRECT EXHIBITORS:</b>	<b>162 (+12.50% compared to the 2023 edition)</b>
<b>COUNTRIES REPRESENTED:</b>	eight  Belgium, Bulgaria, China, Spain, the Netherlands, Poland, Portugal and Turkey.
<b>NET EXHIBITION AREA:</b>	<b>5,215 m2 (+14.69% compared to the 2023 edition)</b>
<b>EXHIBITOR PROFILE:</b>	Manufacturers, distributors and importers of promotional and advertising gifts, machinery
<b>PROFESSIONAL VISITOR PROFILE:</b>	Promotional items sector: advertisers, advertising agencies, communication agencies, sign writers, graphic arts, souvenirs
<b>COLLABORATORS:</b>	<ul style="list-style-type: none"><li>- Association of Importers, Wholesalers and Manufacturers of Promotional Items, AIMFAP</li><li>- Association of Manufacturers and Sellers of Advertising and Promotional Items, FYVAR</li></ul>
<b>ORGANISER:</b>	IFEMA MADRID

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

## Press Release

### **PROMOGIFT 2024: more than 160 companies will participate in Europe's leading promotional gift fair from 16 to 18 January 2024**

**A 12.5% increase in exhibitors and a 14.69% larger exhibition area are clear signs of the recovery of the promotional gift sector.**

The promotional gift sector is gearing up for its largest commercial showcase in Southern Europe, PROMOGIFT 2024. Organised by IFEMA MADRID, the 16th edition is set to break its own participation records. According to sector associations AIMFAP and FYVAR, this is clear evidence of the healthy state of the Promotional Gift sector and its return to pre-pandemic levels.

With 12.5% growth compared to the 2023 edition, PROMOGIFT 2024 will showcase products from 162 companies from eight countries (Belgium, Bulgaria, China, Spain, Netherlands, Poland, Portugal and Turkey), which include the sector's leading firms, all housed on an exhibition area of 5,215 m<sup>2</sup>, that is 14.69% more than last year.

According to the industry associations at the event - the Association of Importers, Wholesalers and Manufacturers of Promotional Items, AIMFAP, and the Association of Manufacturers and Sellers of Advertising and Promotional Items, FYVAR - the high level of participation in this latest edition of PROMOGIFT reflects the recovery of the promotional and advertising gift sector. These organisations' ongoing support for their best commercial and business platform has been crucial to the progress made in this important sector of the economy.

We are talking about a turnover which, according to AIMFAP, topped 2.5 billion euros in 2023, of which 900 million corresponded to members of the association, and growth in manufacturers, importers and wholesalers of promotional gifts, estimated at around 29%.

For its part, FYVAR has highlighted the absorption process of family businesses in the promotional gift sector that was carried out by large international groups in the last year and the benefits of taking part in PROMOGIFT, particularly in the case of enterprises that have updated their business procedures and market presence.

PROMOGIFT is an opportunity for manufacturers, distributors and importers of promotional and advertising gifts and machinery to exhibit their innovations to a wide range of promotional gift sector professionals, namely advertisers, advertising agencies, communication agencies, signwriters, graphic artists and souvenir manufacturers.

Once again, PROMOGIFT will offer its digital Live Connect platform to streamline interactions between offer and demand, making this an international event that is live 365 days a year.

Lastly, the Association of Importers, Wholesalers and Manufacturers of Promotional Items, AIMFAP will hold its traditional AIMFAP 2024 awards ceremony on the first day of the fair (Tuesday, 16 January) at 18.00 on its stand (14G12).

#### **More information:**

**<https://www.ifema.es/promogift>**

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**[www.ifema.es/promogift](https://www.ifema.es/promogift)**  
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