



Press Release

INFORMATIVE NOTE

EVENT:	PMG PROMOGIFT 2026
	Salón Internacional del Regalo Promocional (International Promotional Gift Trade Fair),
EDITION:	Eighteenth
TYPE OF EVENT:	Professional
VENUE:	Hall 12 - Recinto Ferial at IFEMA MADRID
DATES:	From Monday, 12 to Wednesday, 14 January 2026
TIMES:	Monday, 12 and Tuesday, 13, from 09:30 AM to 6:00 PM; Wednesday, 14, from 09:30 AM to 5:00 PM
SECTOR:	Promotional and Advertising Gifts

DIRECT EXHIBITORS: 161

NO. COUNTRIES REPRESENTED: 12 countries (9.09% growth)

LIST OF COUNTRIES REPRESENTED:

Germany, Belgium, Bulgaria, Spain, France, Hungary, Italy, the Netherlands, Pakistan, Poland, Portugal, and the United Kingdom

NET SURFACE AREA: 6,041 m² (7.29% compared to the 2025 edition)

EXHIBITOR PROFILE: Manufacturers, distributors and importers of promotional and advertising gifts, machinery

PROFESSIONAL VISITOR PROFILE: PPA Sector Professionals: Claimants, Advertising Agencies, Communication

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www.ifema.es/promogift
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Agencies, Sign Makers, Graphic Arts, Souvenirs

COLLABORATORS:

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

ORGANISED BY: IFEMA MADRID

COINCIDES WITH: the tenth edition of C!Print (Hall 14, from 13 to 15 January 2026)

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

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PMG Promogift 2026: a debate on the situation of the promotional gift sector

The PMG Forum will host a busy schedule of conferences in the Auditorium of Hall 12 at IFEMA MADRID from 12 to 14 January 2026

Madrid, 8 January 2026. For the second consecutive year, the **Salón Internacional del Regalo Promocional (International Promotional Gift Trade Fair)**, **PMG PROMOGIFT**, which will be held from **Monday 12 to Wednesday 14 January 2026** at **IFEMA MADRID**, will hold the **PMG Forum** in Hall 12. This space will bring together the leading experts in the **Promotional Product Advertising (PPA)** sector to analyse the current situation of the industry.

The **Association of Importers, Wholesalers, and Manufacturers of Promotional Items (AIMFAP)** and the **Association of Advertising and Promotional Goods Manufacturers and Vendors (FYVAR)** are once again collaborating this year in the planning of the conference agenda.

At the PMG Forum, matters of utmost relevance and interest for professionals in this important economic segment will be addressed, including **artificial intelligence in the PPA sector** and the **future of printing**; the new business opportunities presented by **tenders** (both conferences will take place on Monday, 12 January, in morning and afternoon sessions); "A New Era for the PPA Sector?"; the new challenges of **e-commerce** and **online sales** (the two presentations will occur on Tuesday, 13 January, in the morning and afternoon, respectively); concluding the programme on Wednesday, 14 January, in the morning, with discussions on "Selling Through Promotional Items in Europe and the Practical Case of **France**," along with a talk by FYVAR on **ERP (Enterprise Resource Planning)**.

This programme creates a high-level space for analysis and debate, complementing the commercial activity inherent to the fair, and is one of the most valued aspects by participants.

For its part, **AIMFAP** will once again take advantage of its presence at PMG PROMOGIFT to hold the traditional awards **ceremony for its Business Excellence Awards and the IDE Award for Innovation, Development, and Strategy**, on 12 January 2026, at 6:00 PM.



Press Release

Additionally, PMG PROMOGIFT will once again coincide –for two days, in separate spaces– with **C!PRINT Madrid**, the leading fair for professionals seeking the latest innovations in printing, visual communication solutions, and customisation. The latter will take place from 13 to 15 January 2026, in Hall 14 of IFEMA MADRID.

For more information, visit the [official website](#).

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PMG Promogift 2026 will gather more than 160 companies at Southern Europe's leading promotional gift fair

From 12 to 14 January, IFEMA MADRID will host the annual flagship event for the promotional gift sector, which is highly significant for the economy and has an annual turnover of nearly €2.5 billion.

Madrid, 9 January 2026. The **Promotional Product Advertising (PPA)** sector is returning for its annual event at the **Salón Internacional del Regalo Promocional (International Promotional Gift Trade Fair)**, **PMG PROMOGIFT**, organised by **IFEMA MADRID**, which will celebrate its eighteenth edition from **Monday 12 to Wednesday 14 January 2026**. An event where the latest offerings from **over 160 companies from 12 countries** (Germany, Belgium, Bulgaria, Spain, France, Hungary, Italy, the Netherlands, Pakistan, Poland, Portugal, and the United Kingdom) will be presented, **covering an area of 6,041 square metres**, which represents a **7.3% increase** compared to the previous event held in 2025.

These figures reflect the **strong position of the sector**, with a turnover for the last financial year of 2025 exceeding €2.5 billion, representing a 5% increase compared to 2024, according to data from the sector's trade association.

This association is represented by two business groups that once again support **PMG PROMOGIFT** as their largest business platform and best commercial showcase in Southern Europe, where they can give maximum visibility to their proposals, solutions, and innovations: **AIMFAP**, the **Association of Importers, Wholesalers and Manufacturers of Promotional Items**; and **FYVAR**, the **Association of Advertising and Promotional Goods Manufacturers and Vendors**.

PMG PROMOGIFT 2026 will once again provide a comprehensive overview of a booming sector, thanks to the complete exhibition of offerings presented by leading companies in this industry, including manufacturers, distributors, and importers of **promotional and advertising gifts, as well as machinery**. The fair will be a meeting point for the best supply and demand, represented by a wide range of professionals, including **promoters, advertising agencies, communication agencies, signage companies, and graphic arts**.

The PMG PROMOGIFT exhibition will be complemented by an **extensive agenda of talks and conferences** addressing the most current and relevant issues for the sector, in a specially

Press Release

designated area, the **PMG Forum**, given the great reception this initiative received at the previous edition. This programme is one of the main assets of the event and is highly valued by participants.

Additionally, **AIMFAP** will once again take advantage of its presence at PMG PROMOGIFT to hold the traditional awards ceremony for its **Business Excellence Awards** and the **IDE Award for Innovation, Development, and Strategy**, on 12 January at 6:00 PM.

Meanwhile, FYVAR will offer a talk on **ERP (Enterprise Resource Planning)** on Wednesday, 14 January.

The agenda for these days will cover some of the most pertinent topics for professionals, such as **artificial intelligence** in the PPA sector and the **future of printing**, new business opportunities presented by **tenders**, the challenges posed by **e-commerce and online sales**, and the **experience of France** in selling through promotional items.

On the other hand, PMG PROMOGIFT has reactivated its renewed **digital platform**, **liveconnect**, until 12 February 2026, featuring **new functionalities** that will facilitate the presence of participating companies and visitors at the fair. Exhibitors already have invitations available to access this platform in the Expo Zone.

PMG PROMOGIFT 2026 will once again coincide –for two days, in separate spaces– with **C!PRINT Madrid**, the leading fair for professionals seeking the latest innovations in printing, visual communication solutions, and customisation. The latter will take place from 13 to 15 January 2026, in Hall 14 of IFEMA MADRID.

For more information, visit the [website](#).