

promotiontradeexhibition.it



promotiontrade exhibition

21-23 JANUARY 2026

Fiera Milano, Rho

Simultaneously with

MILANO
HOME
your way of living



FIERA MILANO



pte

WHERE THE PROMOTIONAL WORLD MEETS

PTE - Promotiontrade Exhibition is Italy's leading event for professionals in the promotional products supply chain. It brings together manufacturers, importers, and distributors of textiles, gift items, and seasonal merchandise, offering them the opportunity to showcase the latest innovations to a select audience of intermediaries, including promotional product agencies, sales promotion experts, and marketing and communication professionals. More than just a B2B event, PTE is a true community that shares core values such as:

SUSTAINABILITY · UNIQUENESS · DURABILITY

The next edition will take place from January 21 to 23, 2026, at Fiera Milano, partially coinciding with:

MILANO
HOME
your way of living



Brand
Power LOYALTY
INCENTIVE
PROMOTION
GIFT

pte promotiontrade
exhibition



**WEAR
CHANGE**

GIFT & TEXTILE

The exhibition area dedicated to **TEXTILES** and **PROMOTIONAL ITEMS**

WHO EXHIBITS

- Corporate gift items for PR and special occasions
- Personalized promotional items (PTO)
- Products for catalogs and incentive programs
- Promotional clothing and accessories
- Technical, professional, and safety workwear
- Food & wine products

WHO VISITS

- Promotional product agencies
- Sales promotion, communication, and marketing agencies
- Catalog production specialists
- E-commerce specialists
- Printing and processing professionals



CUSTOM X

CustomX is the dedicated area for **personalization technologies**, offering a space for networking and industry updates. At its core, the **CustomX ARENA** features live demonstrations of cutting-edge printing solutions and a multifunctional workstation for gadget creation. CustomX is open not only to PTE's **targeted audience**—printers and customizers—but also to visitors from the three concurrent events: **Milano Home**, **Brand Power**, and **Quick&More**, fostering cross-fertilization and new business connections.

WHO EXHIBITS

- Printing technologies for gifts, home décor, and loyalty programs
- Digital, screen, pad, and sublimation printing machines
- Embroidery technologies
- Consumables (inks, threads, etc.)
- Printing accessories

WHO VISITS

- Printers
- Customization professionals
- Independent retailers
- Large-scale distribution networks
- Distributors and industry professionals in home and lifestyle

At the **2025 edition**, the **CustomX ARENA** featured participants such as:
AW SERVICE SRL, GI AN — SRL, T-SHIRT MAKERS,
MARKET SCREENTYPOGRAPHIC SRL, EMBROIDERY SERVICE SRL



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WHERE THE PROMOTIONAL WORLD MEETS

PTE is a hub for networking, new business opportunities, and professional development. A space for **experimentation and cross-industry exchange**, designed for professionals looking to understand and anticipate market trends. Talks, seminars, and workshops take center stage at **PTE TALKS**, offering a rich program of training sessions, market insights, growth forecasts, and deep dives into personalization technologies.

TOPICS COVERED AT THE 2025 EDITION:

- Streamline workflows and take your services online
- Screen printing in the digital transformation era
- Presentation of the promotional market survey
- Strategies and tools to navigate the evolving personalization market
- Selling promotional products in an increasingly online-driven market
- DFT UV: The new frontier of digital personalization





PTE FASHION SHOW

PTE Fashion Show is a runway event featuring some of the leading promotional apparel brands showcased at PTE.



EXHIBITORS

133 Companies
30% of which were international
13 Exhibitors from different 13 countries

TOP COUNTRIES

POLAND		FRANCE	
SPAIN		AUSTRIA	

NUMBERS FROM THE LAST EDITION

VISITORS

32.000 Industry professionals*
4.250 Attendees at PTE
46 Countries of origin

TOP COUNTRIES (95% from Italy, 5% international)

	SWITZERLAND		POLAND
	BELGIUM		SLOVAKIA
	GERMANY		

COMMUNICATION OPPORTUNITIES

Choosing **PTE** means gaining access to year-round **promotion and visibility**. A comprehensive **online and offline marketing strategy** ensures that both PTE and its exhibitors maintain a strong presence in the market, engaging with visitors, media, and key national and international stakeholders **before, during, and after the event**.



WEBSITE



**DIGITAL
PLATFORM**



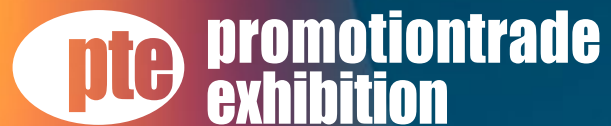
**MONTHLY
NEWSLETTERS &
EMAIL MARKETING
(DEM)**



SOCIAL MEDIA
Instagram, Facebook,
LinkedIn



MOBILE APP



FOR INFORMATION

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