



**promotiontrade
exhibition**

**30.31 JANUARY
01 FEBRUARY 2024**

fieramilano (Rho)

f @ in



FIERA MILANO

WITH THE PATRONAGE OF



promotiontradeexhibition.it



PTE - the international Exhibition of advertising specialities, promotional garments and personalization technologies - is the event of reference in Italy and one of the most important in Europe for production and distribution professionals operating in the promotional industry. A varied offer but united by clear guidelines: **sustainability**, **durability** and **uniqueness**.

PTE is:

- The place where companies present novelties to trade operators, who have to plan their investments and purchases.
- A moment of exchange and training for professionals and personalization experts.
- A unique platform at the disposal of manufacturers, importers and distributors to meet the entire Italian market of professional trade operators in the promotional industry.
- A b2b event, open exclusively to professional trade operators: promotional products agencies, communication and marketing agencies, printing service professionals.

WHO PARTICIPATES

Exhibitors

PTE gift & textile

Manufacturers, importers and sole distributors of:

- Business and celebrations gifts
- Advertising specialities (PTO)
- Premium for catalogues and incentives
- Promotional garments and accessories
- Technical, professional and safety workwear
- Household linen
- Food and wine products



PTE Tech

Suppliers of printing and personalization equipment and services:

- Digital printing
- Silkscreen printing
- Pad printing
- Sublimationprinting
- Laser cutting, engraving and marking
- Embroidery
- Thermopress and transfer presses
- Consumables (looms, inks, yarns, pads, transfer papers, etc.)

Visitors

- Promotional products agencies
- Communication and marketing agencies
- Promotional catalogues specialists
- E-commerce specialists
- Printing service professionals (own and third party processing)

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Exhibition District Layout

pte promotiontrade exhibition

30.31 JANUARY
1 FEBRUARY 2024
fieramilano



Exhibitors

112

Exhibitors
including companies and
represented brands

66,5%

ITALY

33,5%

ABROAD

Countries of origin **12**

The most represented:

Austria, Bulgaria, France, Germany,
Netherlands, Poland.

Professional trade visitor

4,218

95%

ITALY

5%

ABROAD

Countries of origin **47**

The most represented:

Switzerland, France, Belgium, Croatia,
Germany, Slovenia, United Kingdom,
Poland, Turkey.

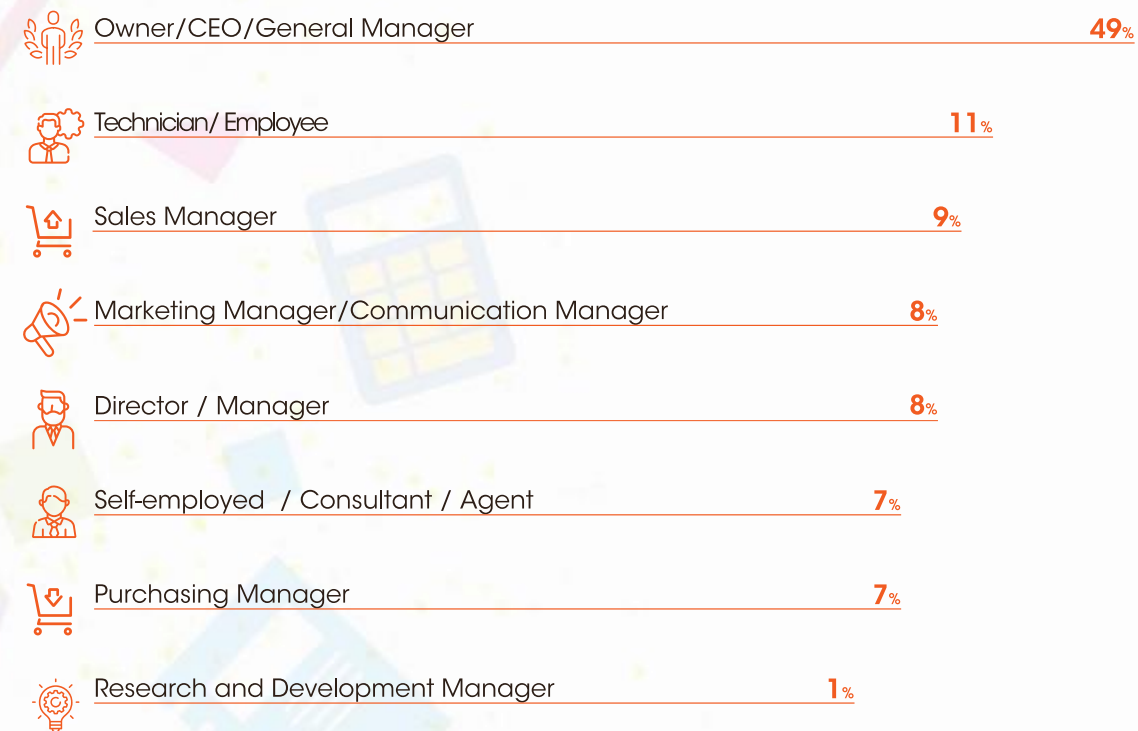


Visitors' profile

Activities



Job position



Exhibitors - The key words from the last edition

CONTACTS **INTERNATIONALITY** **PROFESSIONALISM** **PARTNERSHIP** **PROMOTION** **UNIQUENESS** **ORGANIZATION** **ATTENDANCE** **LOYALTY** **VISIBILITY** **CUSTOMER CARE** **QUALITY** **OPPORTUNITIES**

INDUSTRY PROFESSIONALS **INNOVATION**

Visitors - The key words from the last edition



#PTEpeople the community designed for you and dedicated to the promotional industry

One community: yesterday, today and tomorrow.
A stage to engage with trade operators all year round
thanks to the exhibition's digital channels.

An exhibition has always been considered
a **physical community** of companies,
visitors and stakeholders: a group that works
unrelentingly for **business**, which passionately
interacts and tells the story of its industry, made
up of **innovation**, **style**, **design** and **creativity**.



#PTEpeople is a digital space that allows operators and
buyers to join the PTE virtual community.
An opportunity to show yourself to the world,
a **digital showcase** that hosts products and ideas online to
inspire, pre-empt trends, launch new projects and make
companies the focus of the industry and the centre of
change.

Events: opportunities for training and discussion

PTE is a meeting point, a place for new opportunities and training for trade operators. A space for experimentation and creative interaction for all the professionals. A place to understand and preview the evolution of the market.



PTE MEET

An area that offers a busy calendar of meetings and opportunities of training, presentations about market status and growth forecast, seminars to discuss technologies of personalization.

PTE LAB

A unique opportunity to discover in a practical and direct way new techniques, new ideas and exchange opinions.
A production lab in the exhibition area, where new realities will produce live thanks to different technologies of customization.

Integrated and widespread communication

Choosing PTE means benefiting from plenty of opportunities for promotion and visibility all year round.

An on and offline media and promotion plan allows PTE to be always present on the market and interact with companies, visitors, press and national and international stakeholders.

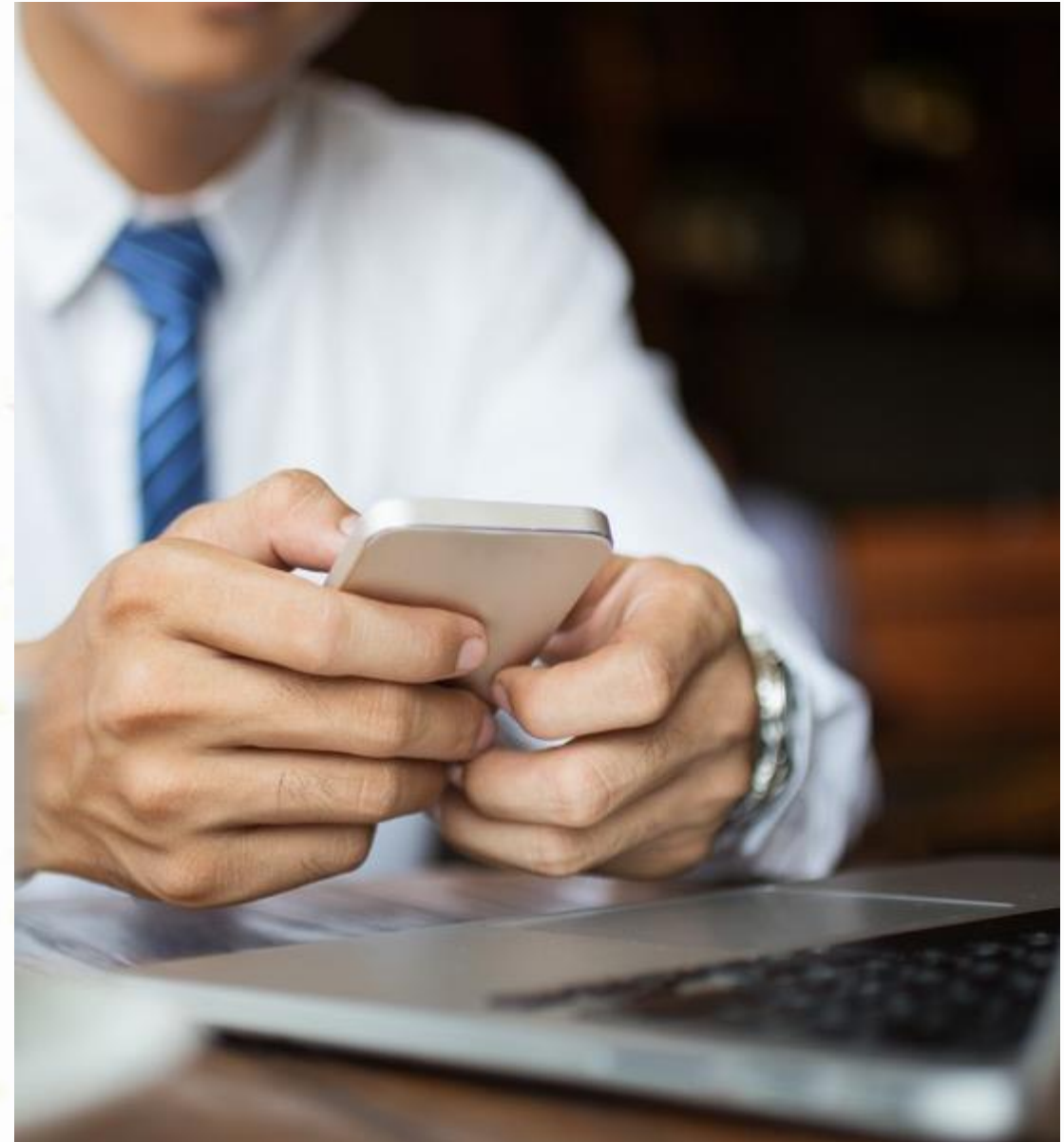
Newsletter

Social Network

Website

Events

Online Catalogue



LEAD GENERATION OPPORTUNITIES ALL YEAR ROUND**Solutions for exhibitors****Community
#PTEpeople**

Opportunity to enhance your participation to the community all year round. News of your company featured

**PTE
website**

Visibility spaces at your disposal: banners published in the sections of the site and promotion of your company on newsletters and advertorials

**Customized
dems**

We can organize digital events on innovative platforms for you, or you can sponsor one of ours throughout the year

**Communication on
Social media**

All our social channels are available to give your company maximum visibility and interaction with the market

INCREASE YOUR VISIBILITY AT THE FAIR AND CREATE VALUABLE RELATIONSHIPS WITH YOUR CUSTOMERS

Solutions for exhibitors



Events

We will help you organise your event at the fair and in the city and your soirees



Sponsorships

Visitors bags, pens at the reception, lanyards, special areas



Promotional activities

Advertising on the on the exhibition app

AGREEMENTS FOR TRAVEL, ACCOMMODATION AND YOUR EVENTS

Solutions for exhibitors

We take care of everything... from the trip to the stay in Milan, to the organization of your events at the fair and in the city.

MiCodmc is at your disposal to help you organise every detail of your visit to Milan: travel, hotel bookings, transfers and any other service you may require, thanks to:



Agreements with hotels in Milan and in the immediate vicinity of the exhibition centre.



Partnerships with the leading airlines to ensure the best possible conditions.



Discounts for rail transport.



Support for the organisation of your events during the fair: MiCodmc is at your disposal if you would like to organise a private event or dinner for your guests. We will help you to organise everything in the best way possible, creating ad hoc proposals for any budget and number of guests.



Experience in the organisation of exclusive tours and excursions to enjoy the city and its surroundings in a unique and special way with traditional cultural visits, unusual itineraries and shopping tours.

DIGITAL SERVICES

The solutions for exhibitors

**FIERA ID AND
DEDICATED PORTALS**

The portals guide **exhibitors and stand builders** towards what they need to manage their trade fair participation. The portals provide direct access to digital services via the **Fiera ID**.

This makes setting up and managing your stand quick and easy, not least through the direct compilation of documents and administration procedures.

**ONLINE CATALOGUE**

Getting to know the exhibitors, the product showcase **Online Catalogue** is the solution that provides visitors and exhibitors with a digital presentation and meeting space.

Exhibitors can be contacted via the chat service and can customise their own page, creating content to share with visitors (event calendar, documents, information, videos, streaming, etc.).

Expo Plaza provides a premium package with expanded services.

DIGITAL SERVICES

Solutions for exhibitors and visitors



WEBSITE

The exhibition website is always **up-to-date** on industry trends and provides access to all useful information about the exhibition.

It is a showcase for exhibitors and events organised in the halls, as well as a place where you can purchase the tickets for the exhibitions.

DIGITAL
SIGNAGE

In addition to traditional signage, Fiera Milano provides **over 70 latest-generation LEDwalls** that project multimedia content: an advanced digital signage system that guides visitors along Corso Italia and Ponte dei Mari.

It is possible to customise the signage, thus allowing Exhibitors to highlight their position within the fair and advertise their brand to visitors in the best possible way.

EVENT APP
AND INFOTOTEM

The Exhibition App is designed to allow exhibitors and visitors **to customise and plan their trade fair experience**, allowing to navigate within the quarters consult the events calendar, stay up-to-date on all scheduled events and scheduled events and to schedule appointments appointments on-site or remotely.

Possibility of sponsoring the event APP and digital INFOTOTEMs located at the entrance to the halls.



For information

sales.ptefieramilano.it
promotiontradeexhibition.it

#PTEpeople



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