

Ufficio stampa  
Fiera Milano  
Marco Penna  
Tel 02 4997 6088  
Cell 335 7941936  
marco.penna@fieramilano.it

Fiera Milano S.p.A.  
+39 02.4997.7134  
info@fieramilano.it  
fieramilano.it

## Ufficio stampa / Press office

### **WITH PTE, FIERA MILANO IS READY TO AMAZE ONCE AGAIN: GADGETS AND CUSTOMIZED MERCHANDISE FOR EVERY OCCASION RETURNING FROM JANUARY 21 TO 23, 2026**

*The event renews its image but maintains its successful format, featuring new product innovations, special areas, and major networking opportunities*

**Milan, April 3, 2025** – The organizational engine of **PTE – Promotion Trade Exhibition** is back in motion! This event, organized by **Fiera Milano**, is the key reference point for the **advertising and promotional merchandise, corporate gifts, promotional textiles, and customization technologies** industry.

From **January 21 to 23, 2026**, at **Fiera Milano**, PTE will offer a **comprehensive and unique showcase** of products and solutions designed to meet the needs of **promotional item agencies, communication and marketing experts, printers, and e-commerce specialists** looking to plan investments and purchases. The event will not only be a **vibrant business opportunity** but also a **crucial moment for industry updates, networking, catalog previews, and discovering new market trends**.

Further strengthening the **distinctiveness and innovation** of **PTE 2026** is a **new, dynamic, and eye-catching visual identity**, which will characterize the event's **website, social media channels, and below-the-line marketing initiatives**. This refreshed image will also be prominently featured in the event's signage, **guiding visitors from now until the big January gathering**.

### **PTE: WHERE CUSTOMIZATION KNOWS NO LIMITS**

From **banks to sports, healthcare to industry**, no sector today overlooks the **power of customization** as a tool for **promotion, branding, and customer loyalty**. Offering **useful, fun, and high-quality products** is a winning strategy across all industries.

For these and many other sectors, **companies specializing in promotional merchandise and customization** are constantly developing **original, sustainable, and highly recognizable** solutions. **PTE 2026** will serve as an exceptional stage for these innovations, providing **an ideal platform for industry growth** through **idea-sharing, networking, and special initiatives**.

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At the exhibition, **products and solutions will come to life** through two major **dedicated areas** shaping the event's layout: **The Promotional Items and Textile Area** and **CustomX – Technologies for Personalization**.

Following the success of previous editions, the **textile segment** will once again be showcased through **exclusive fashion shows**, featuring **the latest styles from leading brands**.

A **highly anticipated return** is also **CustomX – Technologies for Personalization**, a space dedicated to **the most advanced customization technologies** for textiles and objects.

This area will present a **full spectrum of cutting-edge machinery**, catering to the needs of **both textile printing and rigid material customization**—whether on flat surfaces or even **three-dimensional objects**.

**CustomX** will give visitors a **hands-on experience** of the **endless possibilities** offered by modern customization technology, including **on-demand production for small batches or even single pieces**. Attendees will be able to **see these machines in action firsthand** in the **CustomX Arena**. **Custom X** is also open to visitors of **Milano Home** and **Quick&More**, the two trade events taking place partially concurrently with PTE.

## **A RICH PROGRAM OF EVENTS AND INDUSTRY INSIGHTS**

Adding even more value to **PTE 2026** is an extensive lineup of **industry discussions and training sessions**. These events will be enriched by the expertise of **leading machine manufacturers and specialized trade media**.

Through **market research, technical insights, and interactive training sessions**, these professional development moments will provide a **valuable extra dimension** for industry professionals.

## **CONCURRENT EVENTS AND SPECIAL OPPORTUNITIES**

Once again, **PTE 2026** will partially coincide with **MILANO HOME**, the **annual meeting point for the independent retail sector** focused on **home decor, gifts, textiles, and fragrances**. Additionally, the event will run alongside **BRAND POWER @ MILANO HOME**, Italy's only event connecting **premium gift suppliers and brands with the marketing divisions of industry, retail, and service sectors** and **QUICK&MORE**, a trade fair dedicated to **homeware, holiday decorations, and giftware**, tailored for **retailers looking for mass-produced assortments at competitive prices**.



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[fieramilano.it](http://fieramilano.it)

All these events will be held at **Fiera Milano**, creating a **seamless visitor experience** and offering **unparalleled opportunities** for industry professionals. Last year, this **synergy proved to be a great success**.

**SAVE THE DATE: PTE - PROMOTION TRADE EXHIBITION, JANUARY 21-23, 2026, AT FIERA MILANO**