

# Sign, Print & Promotion 2026

Sign, Print & Promotion Finland is now being held for the fifth time. Particularly wonderful is the fact that the number of the visitors has increased each time. The number of exhibitors has also been steadily increasing. We believe that the trend will continue.

The target group of Sign, Print & Promotion covers the entire value chain of visual, graphic and packaging communication, from production houses to designers and end customers, i.e. brands. At the following trade fairs we want to serve different target groups even bet-

ter. First time we will have special Visual area in hall 1 where designers and brands can admire visual end products.

### Strong synergy

At the same location and dates with Sign, Print & Promotion will be held PacTec, FoodTec, PlastExpo Nordic and Gastro fairs. In addition new Click Commerce fair will be held for the first time on the upper floor of the Fair Centre. Many marketing decision-makers from big brands are on the move. All these events complement each other wonderfully.

### Why exhibit?

Trade fairs are known to be an effective way to generate new leads and business, as well as meet existing customers face-to-face. Trade fairs are also an exceptionally effective way to showcase products/ services and appeal to all of the customer's senses. Live encounters leave a strong impression!

Best Regards,

### Jarkko Hakola

Trade fair organiser  
Print&Media Publishing Oy

### Feedback from trade fair visitors

- "There were lot of interesting new products on display."
- "Adequately sized, versatile enough."
- "People of the industry were on the move."
- "Once again a smooth event, the layout of the booths was good and clear."
- "Interesting things to see and good meetings. Overall, the image remained active."
- "Overall, I am satisfied with what I saw. The positive attitude of the fair organizers and the attention they give to the exhibitors is fantastic."

### SIGN, PRINT & PROMOTION 2024 EXHIBITOR SURVEY (20 ANSWERS)

### Exhibitor reviews of Sign, Print & Promotion Finland 2024

**95 %** Exhibitors rated the Sign, Print & Promotion 2024 trade fair as **very good or good for them.**

**95 %** Exhibitors estimate that the fair will meet their own expectations **really well or well.**

### Feedback from exhibitors



Sign, Print & Promotion is definitely the most important domestic event in the printing industry in Finland. For us exhibitors, it is a great way to follow developments in the industry, network and acquire customers. The lively fair days attracted both old customers and new people interested in DTF transfer printing technology to our stand. We look forward to another great event!"  
**Mikko Koljonen / Siirtokuva.fi**



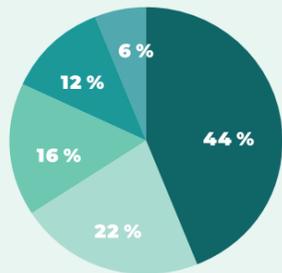
"The Sign, Print & Promotion Finland has been really rewarding for us in many ways. First of all, there is power in the trade fairs, as evidenced by the many interesting customer encounters. Everyone appreciates face-to-face meetings, which enable diverse and in-depth discussions. Secondly, we meet several people from the same organization on both sides, which increases the value of the meetings. This is important because in the end, business is done person-to-person, together with customers. We are strongly involved to this fair in the future!"  
**Anne Hernetkoski / Konica Minolta**



"It was our first time at the fair as an exhibitor and we wanted to highlight our brand and our illuminated advertising services. It worked out great! Our reputation grew and we received a lot of orders after the fair! We were very satisfied with the Sign, Print & Promotion fair."  
**Çağlar Candan / Luova Mainos**

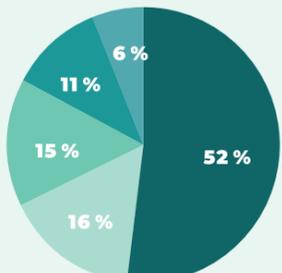
### SIGN, PRINT & PROMOTION 2024 TRADE FAIR VISITOR SURVEY (192 ANSWERS)

### Visitor profile at Sign, Print & Promotion Finland 2024



- Printing, packaging and/or large format production companies 44 %
- Creative companies, brands and publishing 22 %
- Importers 16 %
- Public administration, organizations and schools 12 %
- Students and seniors 6 %

### What kind of work assignments the visitors of Sign, Print & Promotion 2024 had?



- In management or expert positions 52 %
- In sales 16 %
- In design, marketing or communications positions 15 %
- In production 11 %
- As a student or pensioner 6 %

### Visitor reviews of Sign, Print & Promotion Finland 2024

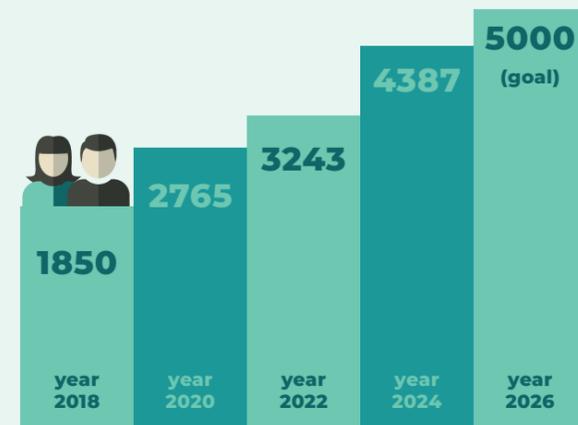
**83 %** 83% of visitors rated the Sign, Print & Promotion 2024 **as excellent or good.**

**92 %** 92 % of visitors are **likely to visit the Sign, Print & Promotion 2026 fair.**

**82 %** 82 % of visitors **make decisions or are involved in decision-making at their company.**

**64 %** 64 % of visitors estimated that the visit **could potentially influence their company's future purchasing decisions.**

### Visitor numbers at the Sign, Print & Promotion Finland trade fair



### Booth Prices 2026

The basic price of a trade fair stand consists of the registration fee and the floor area of the stand.

- 4-14 m2.....135 € / m2
- 15-35 m2.....2130 € / m2
- 36-69 m2.....125 € / m2
- 70-99 m2.....120 € / m2
- Over 100 m2.....115 € / m2

In addition to the square meter price of your stand, each exhibitor will be charged **Exhibition start fee 750 €**. The fee includes wireless wifi, Messukeskus environmental service fee, and socket & electricity consumption (16A 230V 3.6 kW).

**In addition, the fee includes** extensive visibility in the fair's marketing materials (online at sipp.fi, in the fair newsletter and on social media) and editorial visibility in the Print&Media magazine & website

**Ask for an Early Bird Price!**

### Book a booth with us!



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**Read more about the fair at [www.sipp.fi](http://www.sipp.fi)**