



BRASIL
2027

cp
digitalprinting

EXP AND ING

the horizons of printing

From 1-4 March 2027 at Expo Center Norte, São Paulo, SP • Brazil

aps eventos
corporativos

FESPA



BRASIL
2027



We are Brazil's leading platform for digital printing. **Together, we go beyond boundaries,** driving high-quality business, unlocking new opportunities, and showcasing the technology and innovation that power the print industry.

“We operate in an era where speed, innovation and differentiation define who leads the market.”



In this context, **FESPA Digital Printing** positions itself as the meeting point for those who refuse to accept limits. We are the platform where decisions are made and the future of the industry takes shape. We are the leading digital printing exhibition in Brazil.

We expand horizons by transforming ideas into real-world applications. We connect brands to opportunities and generate high-quality business that begins at the show and extends for months.

Here, every solution represents productivity, every technology symbolizes evolution, and every connection becomes a new possibility.

Our mission

Inspiring professionals and showcasing the innovations that drive the world forward. Brazil plays a leading role in this story. Since its first edition,

FESPA Digital Printing has consistently been the most visited event within our global portfolio.

Here, quality, purchasing power, and decision-making come together. We are an essential platform for those looking to connect with qualified professionals, generate high-value business opportunities and achieve high-value leads.

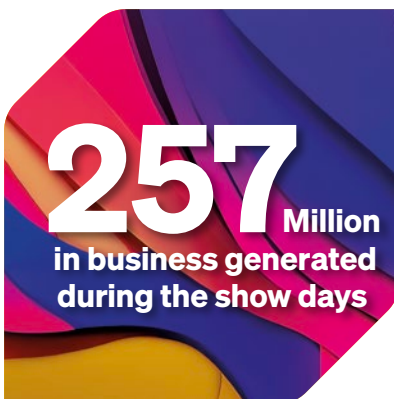


Branding, strategy and business growth

Going beyond the boundaries of print is not just a concept. It is a commitment to the industry, demonstrating the true power of print to those looking to evolve.



At **FESPA Digital Printing**, your brand stands face-to-face with decision-makers: we bring together more than **150** exhibitors and **600** brands in one of Latin America's most modern venues.



Strategic timing

The exhibition takes place strategically at the beginning of the year, when the market is active and budgets are already approved for investment. It's your opportunity to start **2027** with new contracts, strengthen customer relationships, and generate qualified leads at Brazil's leading digital printing exhibition.

We understand the market

More than **30,000** qualified visitors are expected over the four days of the event. Professionals from across Brazil and several Latin American countries, all seeking innovation to drive their businesses forward.

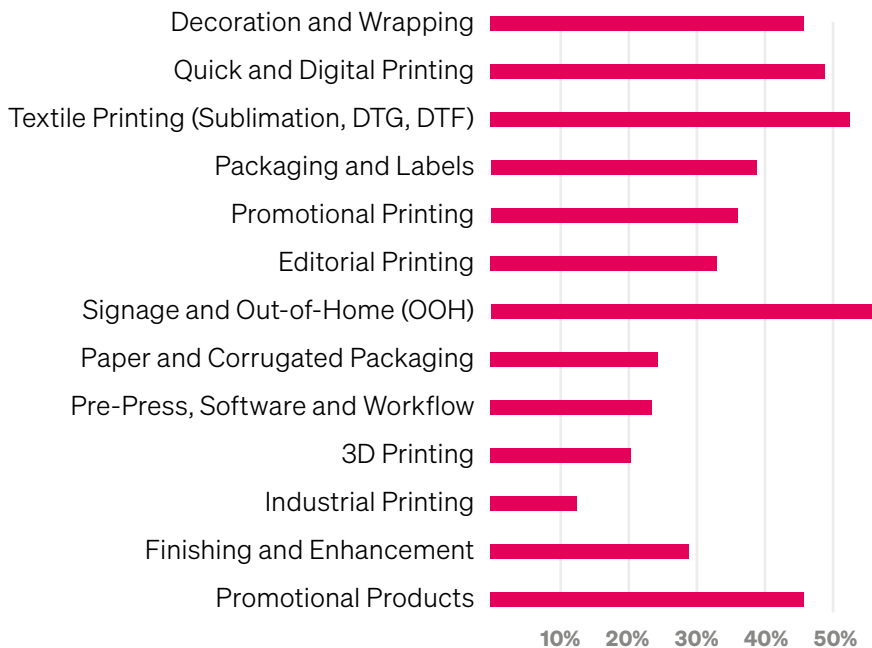


These are intense days backed by impressive numbers. In its most recent edition, **FESPA Digital Printing** generated over R\$**257** million in business during the event, with many more opportunities developing in the months that followed, reinforcing its position as a strategic environment for decision-making and investment.

In addition, **67%** of the fastest-growing companies participate in industry exhibitions. This is a clear indicator: being present means being connected to those who actively seek innovation, build partnerships, and generate business that begins at the event and continues for years.

**The ideal business environment is
where decisions, relationships, and
opportunities converge**

Our visitors are actively seeking your technology



Key visitor objectives during the event

- **Discovery of solutions and new suppliers:** as part of business expansion, companies actively seek and adopt new products and solutions;
- **Innovation and differentiated applications:** with the evolution of digital printing, new business opportunities are constantly emerging;
- **Qualified networking:** the exhibition brings together a unique volume of strategic connections, enabling engagement, brand positioning, and new opportunities



BRASIL
2027

cp
digitalprinting

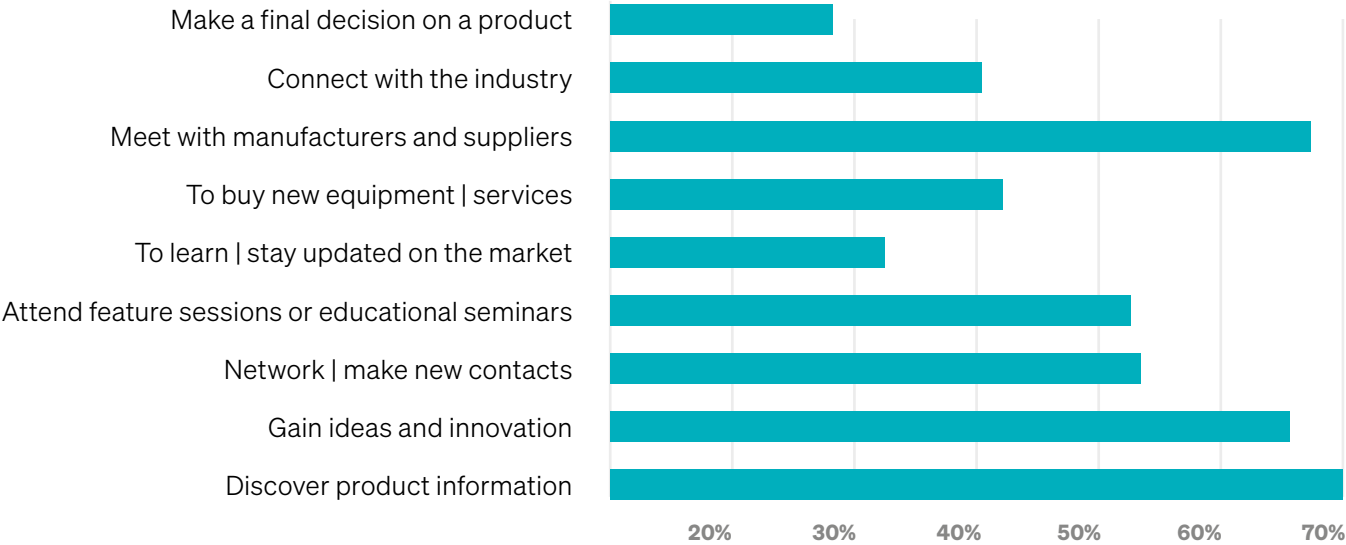
Empower your company to expand horizons and accelerate results

Research conducted with visitors shows that **69%** are actively seeking new products, manufacturers, and suppliers, highlighting a highly qualified audience with clear purchase intent.

In addition, **66%** attend the exhibition with a focus on innovation, reinforcing that the environment is ideal for showcasing new launches, technological advantages, and innovative solutions.

But the most strategic insight lies in decision-making behavior: **21%** of visitors make their final purchasing decision during the event.

This proves that **FESPA Digital Printing** is more than a prospecting platform. It is a place where business actually happens. Being present positions your brand at the exact moment decisions are made.



A strategic partner at every stage of your journey

With **Project 365**, we create and distribute strategic content to amplify your brand through our newsletters, **PRINT LIVE** podcast, and social media.

We expand the reach of your solutions long before the doors open, providing full support to strengthen your communication and maximize your business opportunities before, during, and after the exhibition.



APS and **FESPA** are not just part of the industry—we are built from within it. And that's what makes our projects more relevant, more connected, and more capable of generating real business.

Supporting all segments of the printing industry worldwide

From visual communication to digital printing and textile printing, covering personalized products, labels, and 3D printing, our exhibition has established itself as the leading innovation hub for those who want to lead the market.

In **2027**, we will further expand our scope by incorporating the corrugated and cardboard segment, a true barometer of national economic activity and one of the greatest growth opportunities for digital printing, with only **2%** current penetration and significant potential for expansion.

Digital printing for corrugated packaging in Brazil is no longer a promise, it is now a reality. **FESPA Digital Printing** is ready to lead this transformation, connecting producers to new opportunities through its global expertise and strategic vision.

Sempre
ao seu
lado



**Connect
Inspire
Support**

ILHA DA
SUBLIMAÇÃO
FESPA DIGITAL PRINTING



PRINT
live

Brazil Signage Pavilion

Inspired by the renowned **European Sign Expo**, a global benchmark in visual communication and a strategic partner, the **Brazil Signage Pavilion** arrives as a key expansion of our exhibition.

A dedicated space to explore the full potential of visual communication beyond print, bringing together solutions ranging from signage, channel lettering, dimensional signage, and digital displays to architectural applications and illuminated projects.

Here, you'll discover how innovation in signage is transforming key sectors such as retail, interior environments, OOH, wayfinding, and experiential design, driving results and creating new business opportunities.



Transformational knowledge

- More than **60** sessions led by the leading names in the industry, distributed across multiple knowledge areas designed to add value to the market and build a strong, professional, and sustainable community. Discover the areas already confirmed for **2027**:
- **Sublimation Island:** For those passionate about personalized products, **FESPA Digital Printing** has created a dedicated space featuring talks, live demonstrations, and rich content delivered by top experts.
- **T-Shirt Factory:** Stronger than ever and with a **360°** approach, the **2027** edition will be a dynamic environment where key printing technologies and applications come to life—connecting innovation, hands-on experience, and results.

- **Graphic Intelligence:** A unique platform to explore the trends shaping today's printing and visual communication market, highlighting innovation as the driving force behind business growth.
- **PRINT LIVE:** Throughout the exhibition, this space hosts interviews with highly qualified professionals who live and breathe the industry. All of them are ready to share insights, answer questions, and guide strategic decisions. It's also where you can connect with the **FESPA Expert** team.
- **WRAP Academy:** A dedicated space for the wrapping industry, where professionals and newcomers experience techniques, materials, and applications in real time, with live demonstrations, expert interaction, and hands-on learning to elevate skills and drive business growth.



Print for Good

Guided by the **"Print for Good"** purpose, we are a global initiative committed to transforming the printing and visual communications industry by promoting sustainable practices, strengthening communities, and expanding access to education.

The partnership between **exhibitors, APS Eventos** and **FESPA** is designed to support shared goals related to education, sustainability, and skills development, leveraging the strengths of our organizations to create a positive, sustainable, and lasting impact.





BRASIL
2027

cp
digital printing

**Exhibit
with us**

**EXP
AND
ING**
the horizons of printing

aps eventos
corporativos

FESPA

With over **30** years of expertise in organizing and promoting exhibitions and business events, we go beyond execution. We deliver a unique experience driven by strategy, support, and a strong focus on results.

Those who participate in our events know our excellence, proven by a portfolio recognized both nationally and internationally, including **FESPA Digital Printing**, **ExpoPrint Latin America**, and the **FESPA Global Print Expo** held in Europe.

APS Eventos and **FESPA** offer the largest portfolio of digital printing and visual communication events in Brazil and around the world.

**Presence at the exhibition goes beyond visibility.
It is a key driver of real business results**



Secure your stand and position your brand at the moment decisions are made



**Marketing
& Sales**

+55 11 4013-7979

+55 11 93282-7852

marketing@apseventos.com.br

www.fespabrasil.com.br