



POST SHOW REPORT 2024

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      /FeiraFuturePrint

10 a 13
julho **2024**
EXPO CENTER NORTE
São Paulo-SP

FUTUREPRINT 2024

TRANSFORMING TRENDS INTO REALITY

The 32nd edition of FuturePrint featured a large number and diversity of brands and products.

There were more than **40,000 visitors** looking for new products and trends in the visual communication, silkscreen and digital textile printing markets, in addition to over **100 hours of free content!**



FUTUREPRINT 2024 IN NUMBERS



40,000+
visitors



600+
exhibiting
brands



Over 30,000M²
of exhibition
space



25
visiting
countries



60
speakers



100+
hours of free
content



350+
radio
inserts



25+
digital influencers /
ambassadors



30+
media partners and
industry supporters

INSTITUTIONAL SUPPORTERS



MEDIA PARTNERS



FUTUREPRINT 2024 ENJOYED THE PARTNERSHIP OF 27 DIGITAL AMBASSADORS!



PH Oliveira
@escolaphdoficial



Judah Adonai
@judahadonai



Matheus e Gi
@marioemarias



Wagner Camargo
@wagnercamargo.treinamentos



Kleber Eccher
@klebereccher



Bruna Molina
@brumolinaa



Marksuel Carlos
@cvdicasbrasil



Janaina Zermiani
@janainazermianioficial



Nazir Vieira
@zoonnexperencias



Nascimento Rocha
@nascimentorocha10



Fabiana Rodrigues
@abacaxisublimatico



Rufus Gozzolli
@sprock.estamparia



Nilson Tsuji
@nilsontsuji



Márcio Strama
@doutorestampacursos



Tais e Rafael
@casal_estamparia



Rafael Ahmann
@rafaelahmann



Rodrigo Machado
@futuraestamparia



Maikon Murillo
@vivendodesublimacao



Luana Dias
@donadegrafica



Sergio Andrei
@ninjadasublimacao



Poli Freire
@poli_freire



Flávio Santos
@flavio.skp



Mila Sanchez
@studiomilasanchez



Diomêdes Souza
@diomedes.souza



Mayara Calderone
@mayaracalderone



Mauricio Bonin
@sublima_digital



Rebeca Moura
@rebecamourapro

VISITOR PROFILE

Visitors, by region



TOP 10 COUNTRIES PRESENT



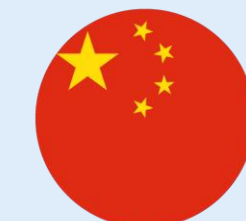
ARGENTINA



BOLÍVIA



CHILE



CHINA



ESTADOS UNIDOS



PARAGUAI



PERU



PORTUGAL



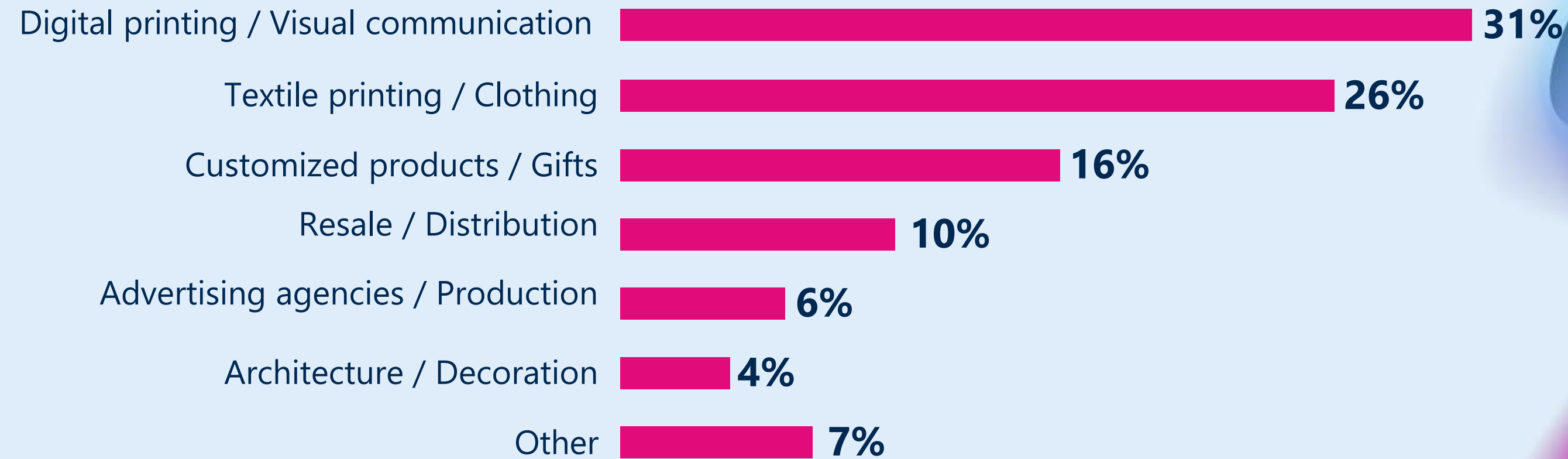
REP. DOMINICANA



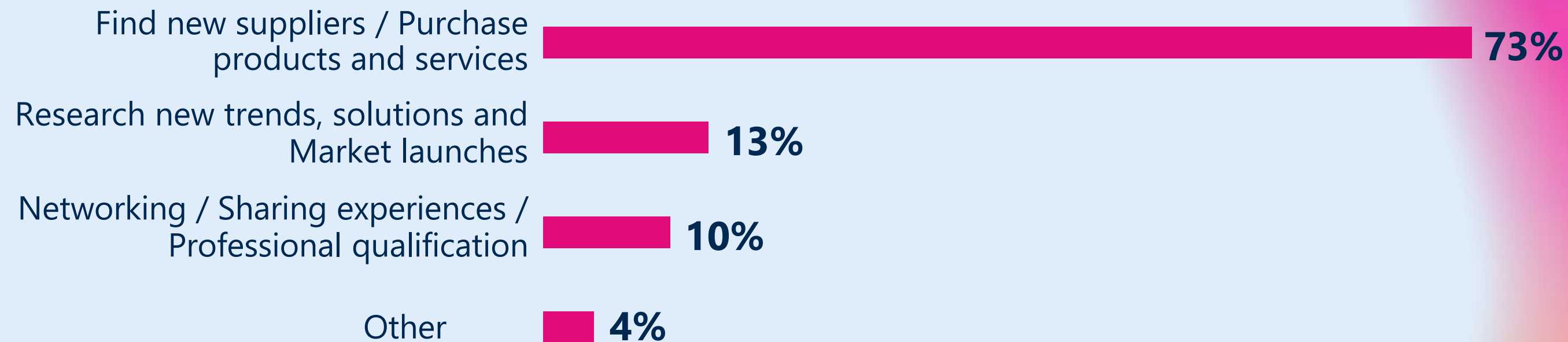
URUGUAI

VISITOR PROFILE

BUSINESS AREA



VISITOR OBJECTIVES



DECISION-MAKING

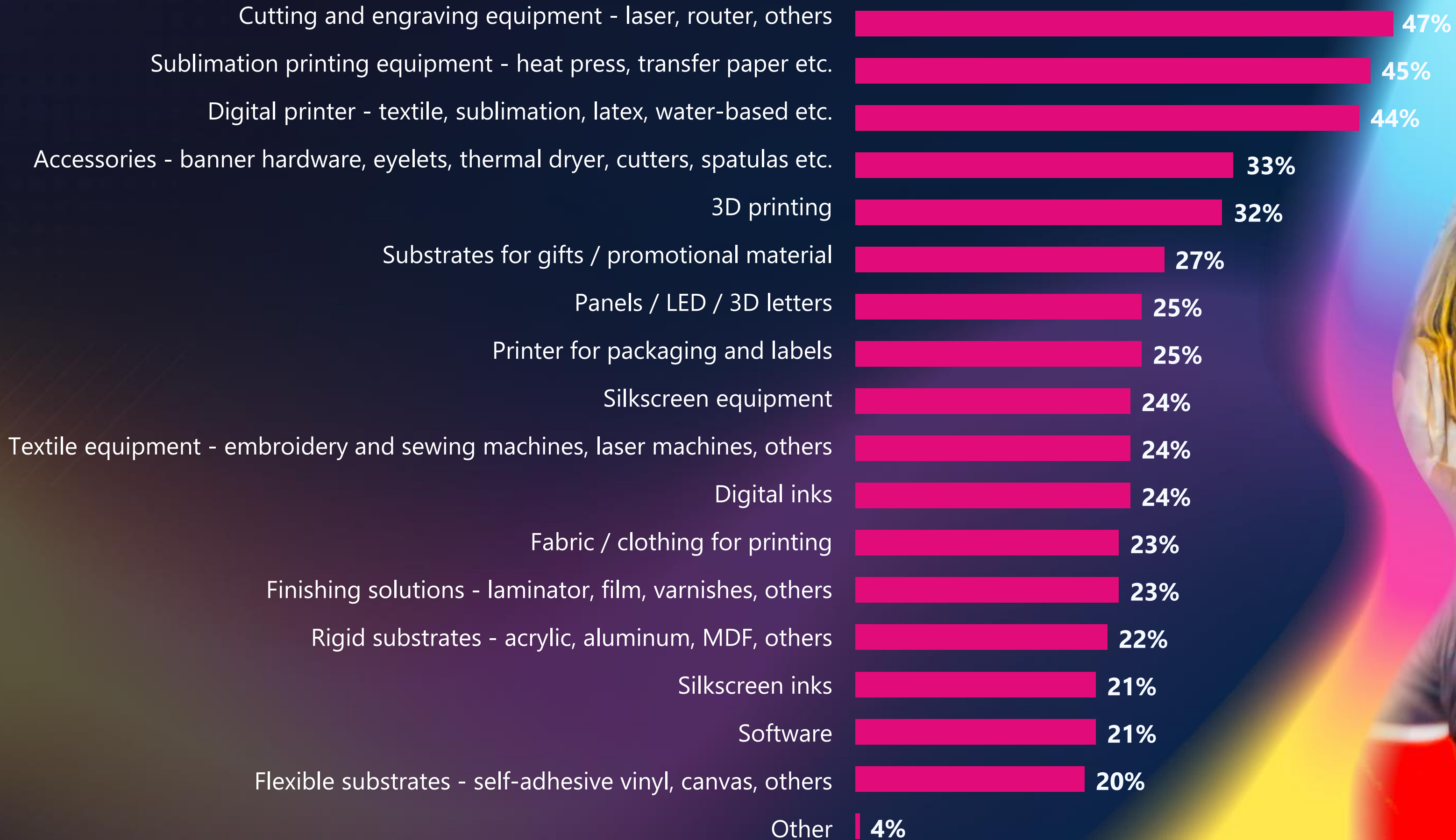


91%

of visitors are involved in the purchasing process.

VISITOR PROFILE

BY INTEREST



ATTRACTIONS 2024





Four days of intense content, with renowned speakers addressing topics such as visual communication, digital printing, OOH media, printing for POS, 3D printing, customized products and business management, in addition to inspiring presentations by fair ambassadors!





A space dedicated to sharing knowledge and good practices in the area of digital textile printing, with presentations by print designers, entrepreneurs and specialists addressing different topics, such as: alignment between production and creative processes in printing, practical cases in digital textile printing, color management and economizing ink in textile printing and much more.





CIRCUITO DE IMPRESSÃO DIGITAL TÊXTIL

A space to present the current textile printing options, showing the challenges and solutions for each stage of the process, as well as the types of technology available. Visitors get direct access to experts to ask questions about potential applications to start or expand their Digital Textile Printing business.



PATROCÍNIO



WI PRIME



CURADORIA



SERIGRAFIA EM AÇÃO

Presentations and workshops on the world of silkscreen printing, with practical presentations on the various techniques and possibilities of printing processes, relying on the technical and marketing experience of companies, printing shops and retailers in the market, demonstrating the versatility and opportunities in the silkscreen market.



PATROCÍNIO





Presentations and workshops on the world of sublimation printing, as well as marketing, finance and sales strategies for anyone who wants to start a business or is already involved in the segment. Based on the experience of teachers, influencers and speakers, this attraction provides a lot of information and knowledge on the art of sublimation printing, ranging from fashion to personalized gifts.



PATROCÍNIO

APOIO

Fórum Chapas Plásticas

2024

Meeting promoted by ILAC (Latin American Acrylic Institute) to discuss best properties, applications and processing of polycarbonate, polystyrene, PETG and acrylic in visual communication.





An exclusive space for Digital Ambassadors to meet and interact with fair visitors. A perfect place for networking and sharing experiences.

The 2024 edition featured 27 Digital Ambassadors, all involved in the segments covered by the event.





SALA DE CRÉDITO

A space for consulting, where visitors have the opportunity to interact with partner financial institutions and learn about the financing options that best suit their needs.

AGENTES FINANCEIROS PARCEIROS



REALIZAÇÃO



estampa (re)estampa

Inovação | Social | Sustentabilidade

FuturePrint supports Instituto Focus Têxtil, which, together with Brother, a Japanese multinational and exhibitor at the fair, offers pioneering training in print design and modeling.

The program is aimed at adults predominantly from C, D and E social classes and different minority groups. During FuturePrint 2024, there was a special laboratory at the fair where students finished their creations live, using existing prints as a base.



PATROCÍNIO

brother®

REALIZAÇÃO

IFT INSTITUTO
FOCUS TÊXTEL

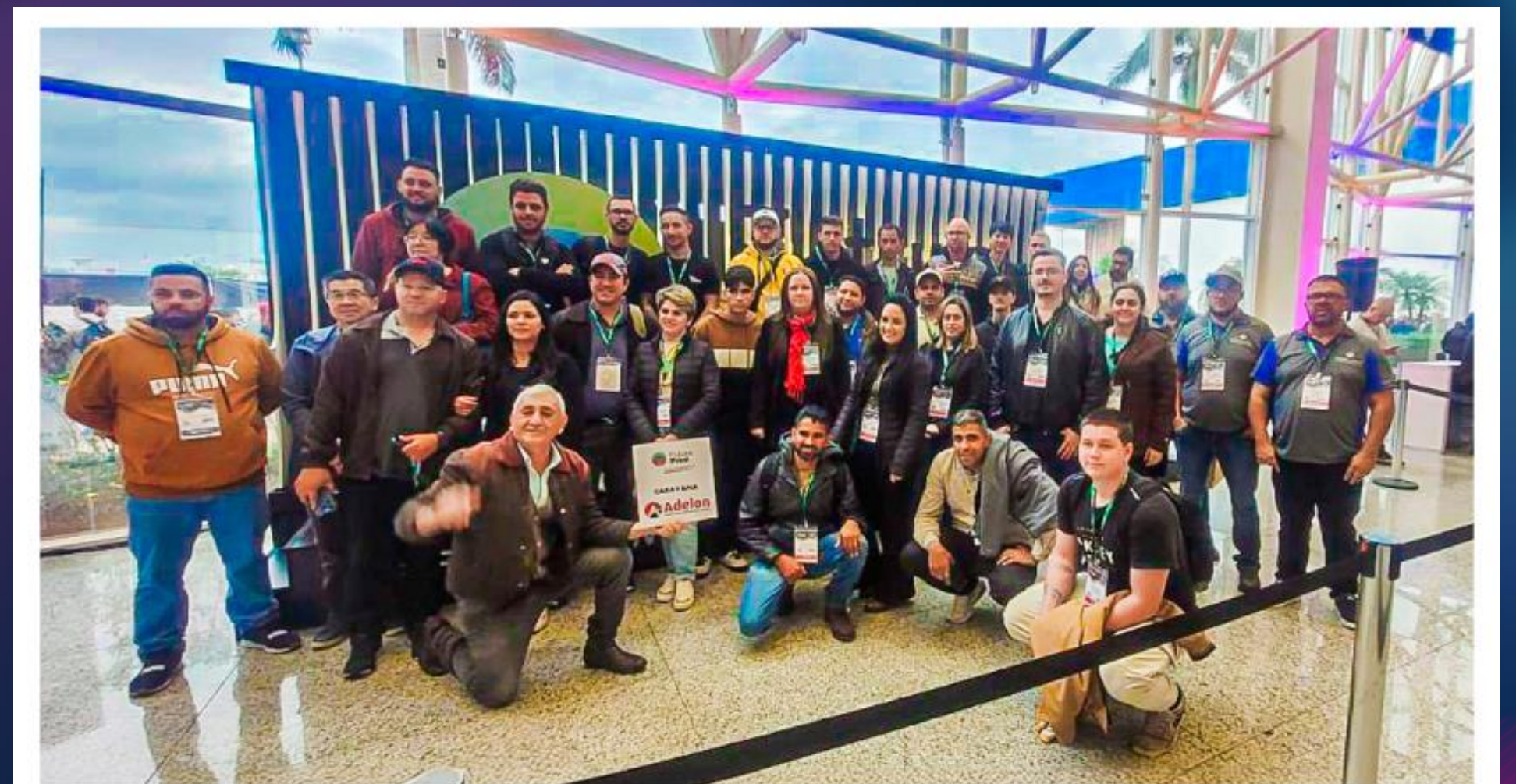
APOIO

IED
Istituto Europeo
di Design

Future
Print

VISITORS IN GROUPS

FuturePrint welcomed groups of visitors traveling in caravans from different countries and cities, including **Franca, Uberlândia, Londrina, and Uberaba, among others.**



PARTICIPANTS RECOMMEND IT!

VISITORS



It's a great fair for people who work in printing! I came here looking for new things. There are a number of new techniques and new equipment, which really gets our attention and keeps us coming back to the event."

**José
Rodolfo**
São Paulo



Anyone who doesn't come to FuturePrint is wasting their time- time to stay up to date with the market, to be aware of trends, so you can't miss it!"

**Oscar
Martins**
Santa Catarina



Visual communication professionals should be here! This is an incredible fair for people who work in the sector."

**Giovanni
Rodrigues**
São Paulo



This is my fifth time participating. The fair is amazing, there are a lot of new things, not only for sublimation printing, but also a lot of new machines being presented and many exhibitors. I'll be here again next year!"

**Thiago
Fereaz**
Minas Gerais

PARTICIPANTS RECOMMEND IT!

EXHIBITORS



Future Print is an important event for the visual communication market and related markets, and it attracts visitors from all over Brazil. Participating in the fair gives you access to this public, who are looking for new opportunities and trends, and to see, in person, the solutions they have heard about or seen on the internet. The 2024 edition surprised everyone. Our expectations were optimistic compared to last year, but we could not have imagined the amazing results of this edition. One of the best in over 20 years of the fair."

Edissa Furlan
Marketing Manager
HP Large Format
Latin America



We have participated in FuturePrint for many years. It is a priority and we use its numbers as a thermometer for our market segment! In fact, we have already signed the contract for next year."

João de Magalhaes Neto
Director
IITA Latin America



Without a doubt, the differential was the amount of business generated, in addition to accessing a large public in one place, focused on the same objective, with countless opportunities to show product launches in person and generate new possibilities for our customers. FuturePrint 2024 was, no doubt, important for our results in equipment. After all, we were able to demonstrate, in practice, the functionality and benefits of our technologies."

Camila Luana
Marketing
Coordinator
Serilon

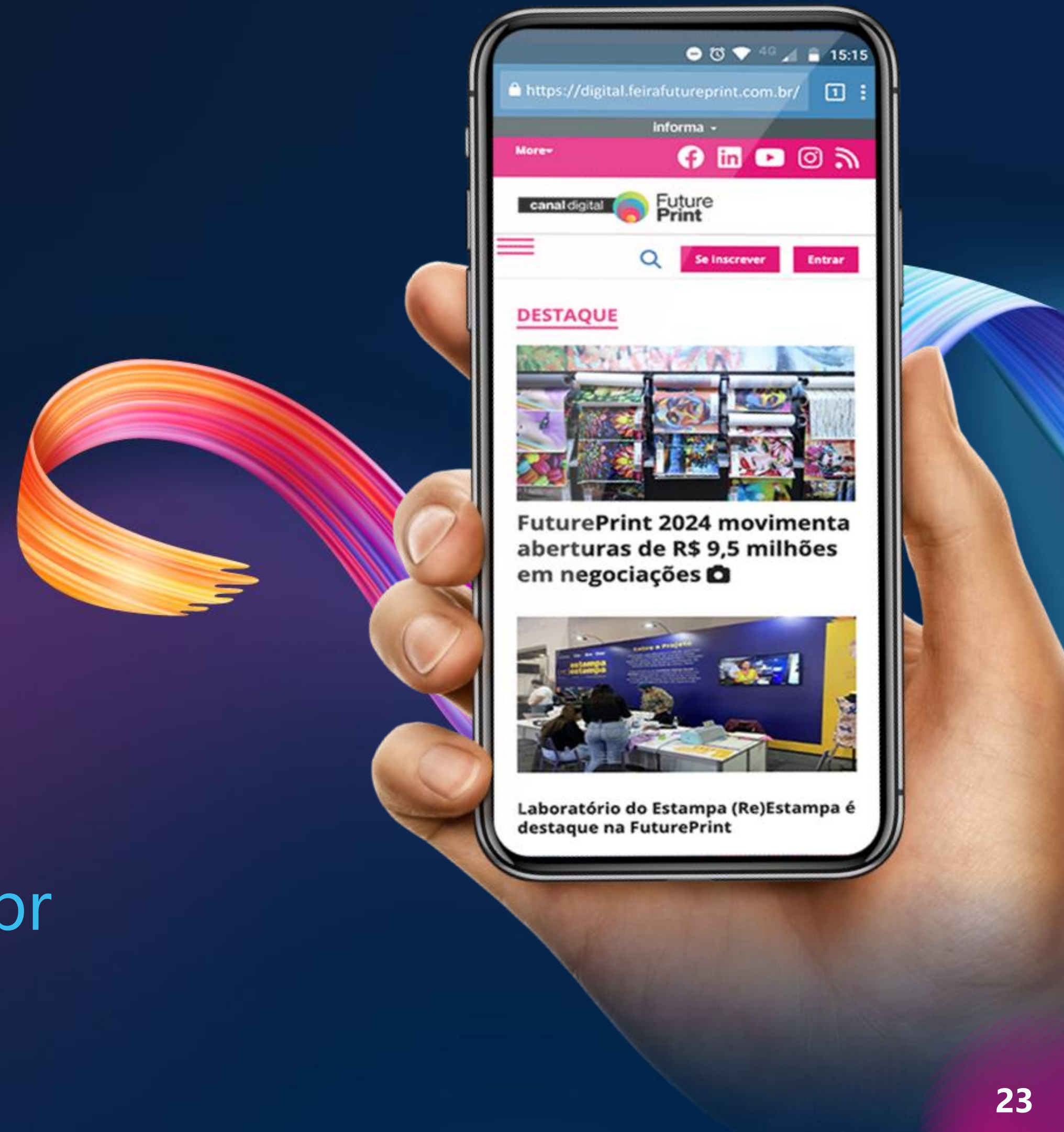


FUTUREPRINT DIGITAL

A channel with new and exclusive content and lots of information for the visual communication, silkscreen and digital textile printing sectors.

Here, you can see the latest trends and new technologies throughout the year.

digital.feirafutureprint.com.br



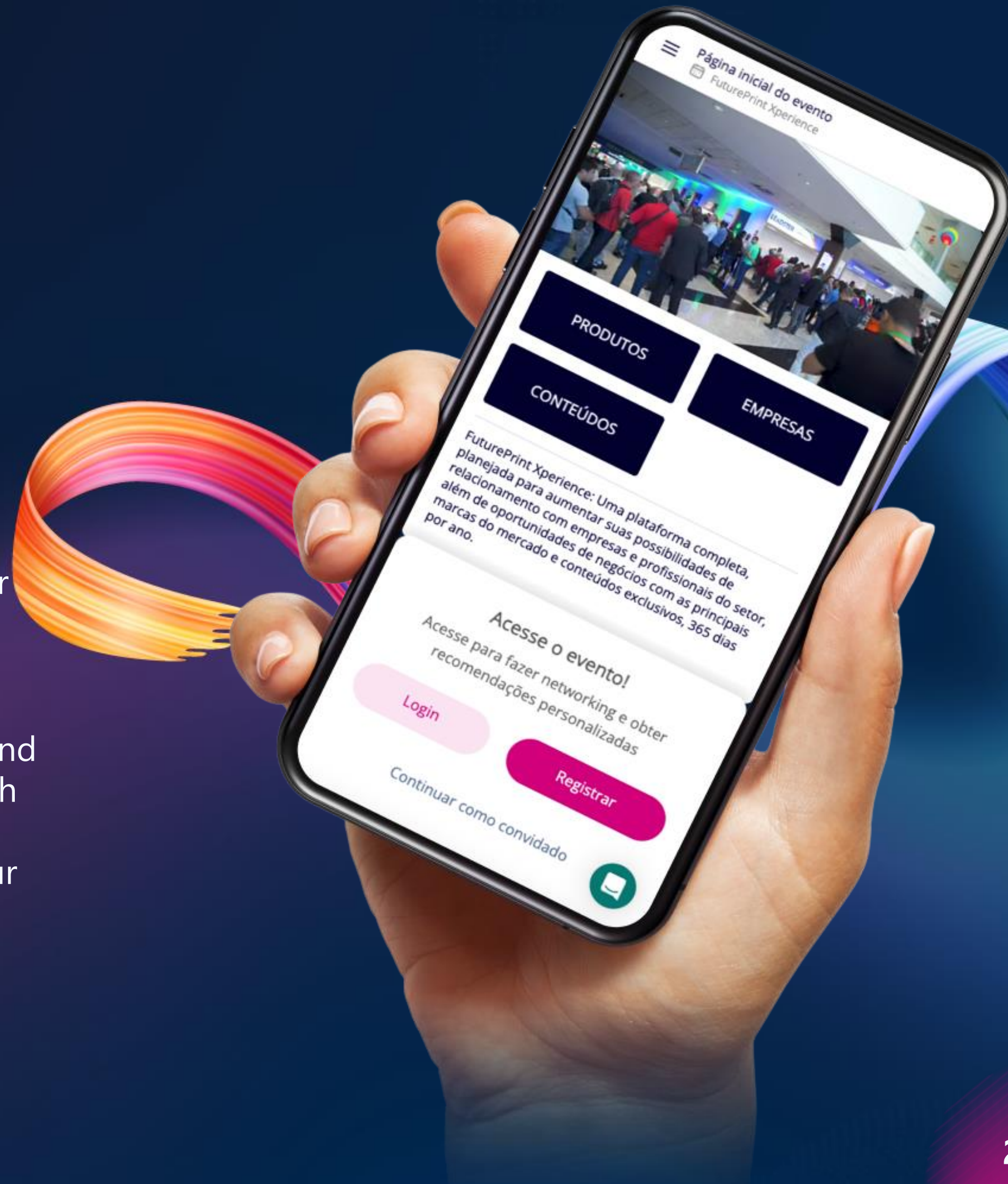


FUTUREPRINT XPERIENCE

FuturePrint Xperience is the digital platform that brings together the same elements that make the in-person event a success: content, networking and business opportunities.

Only at FuturePrint Xperience can you connect with professionals and companies from all over Brazil and also get specialized content, with the main names in the silkscreen, sign and digital textile printing markets sharing their knowledge on the most relevant topics for our sector.

futureprintxperience.com.br



OUR SOCIAL MEDIA



81,916
followers



44,395
followers



1,704
followers



1,588
followers



3,134
followers

Last update:
July/2024

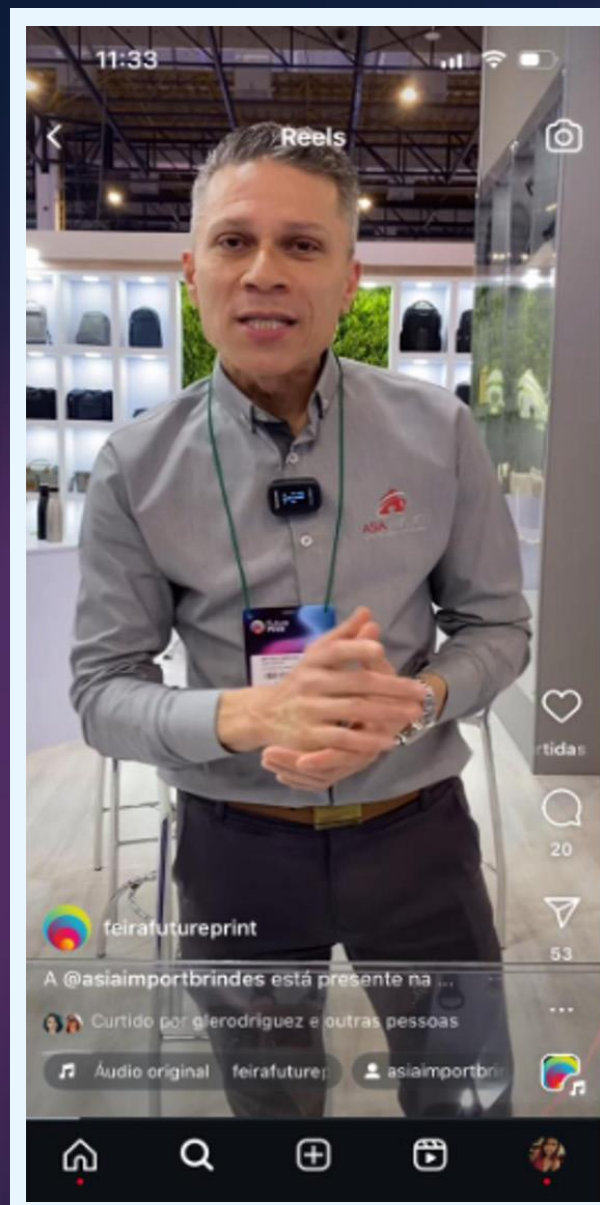
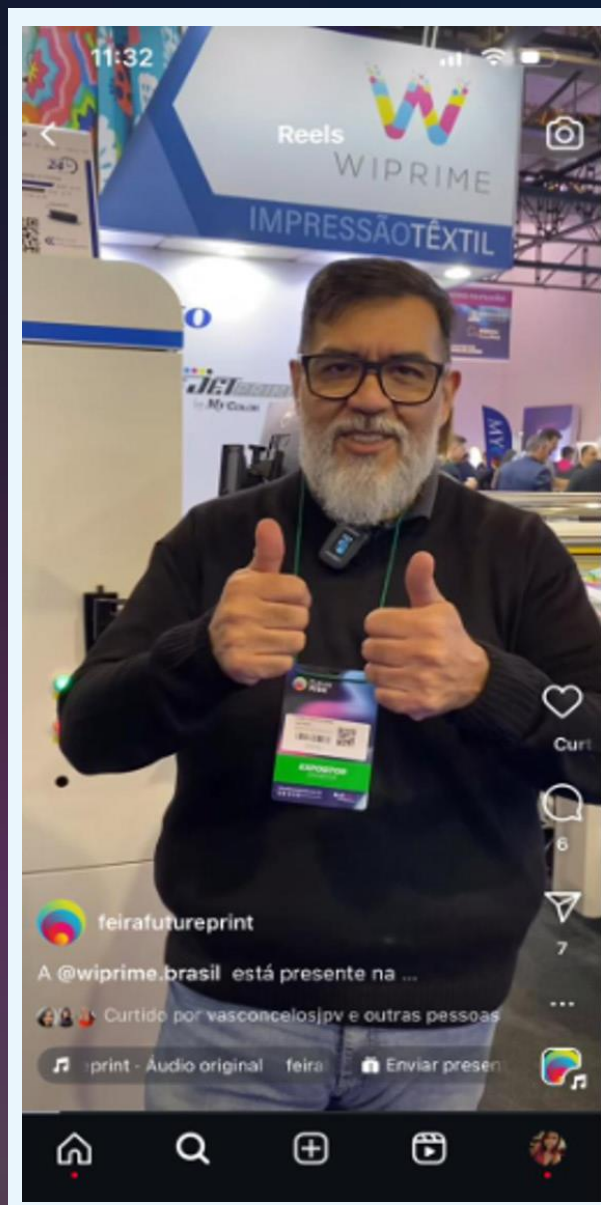
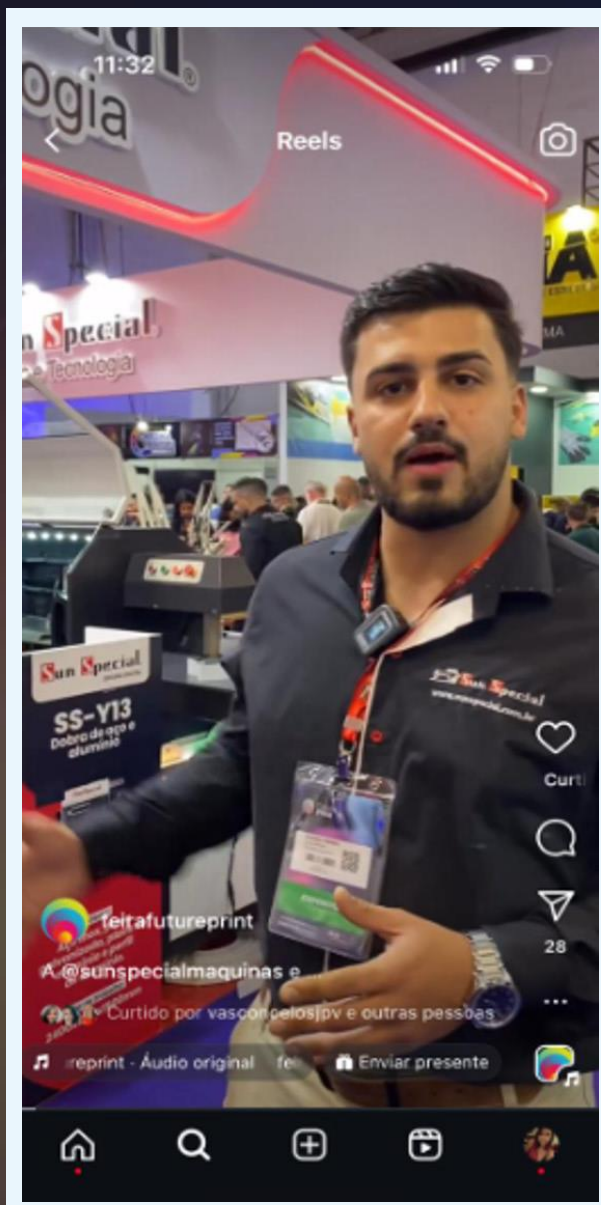
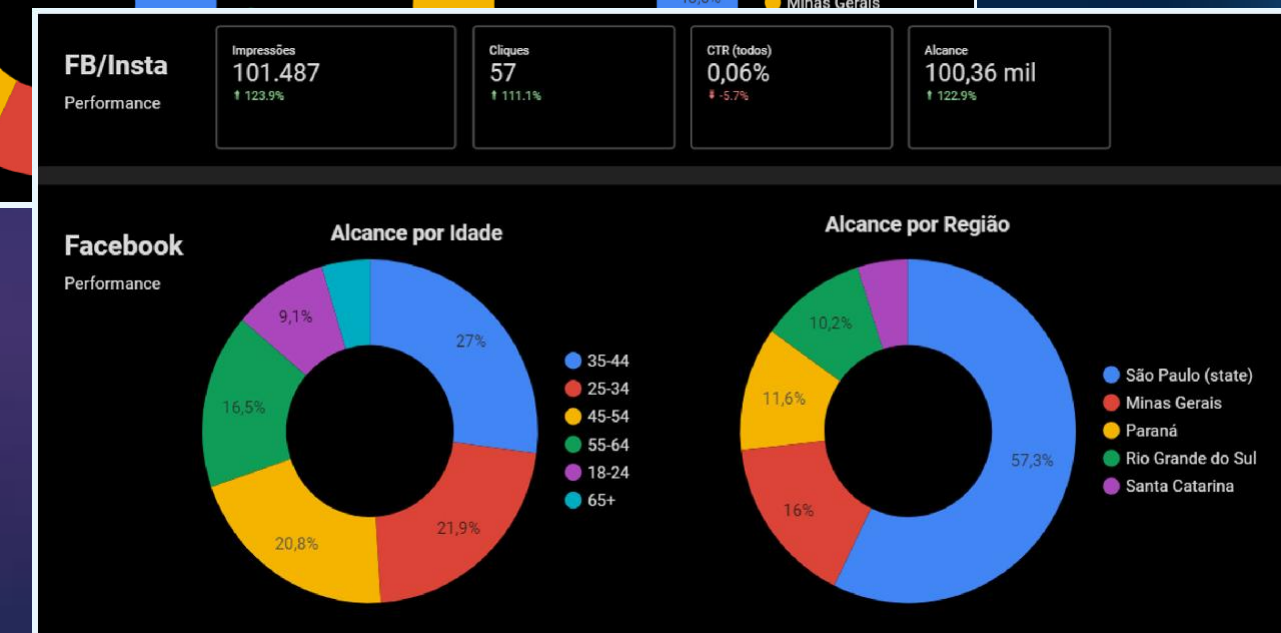
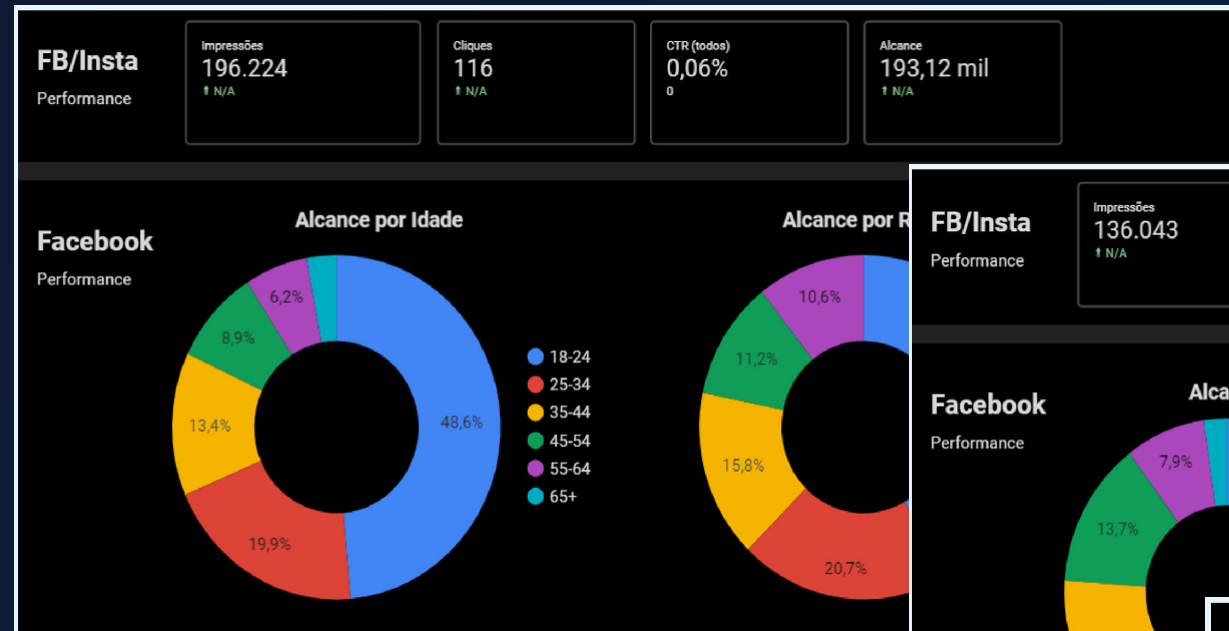


FEATURED BRANDS AT FUTUREPRINT 2024

11,938,911+

impressions

in **98** exhibitor social media campaigns.



10,910+

reproductions

of reels at exhibitor stands during the fair.

BEM-VINDOS!

WELCOME/BIENVENIDO

VISITOR SURVEY

75% say FuturePrint is the best event in the sector

VISITOR PERCEPTION OF EXHIBITORS

QUANTITY

87%

QUALITY

89%

VARIETY

81%

The data confirms that FuturePrint is the best fair in Latin America!

Bem-vindo à FuturePrint



SUSTAINABILITY

As part of Informa Markets, and committed to contributing to the achievement of the UN Sustainable Development Goals, FuturePrint implements a series of initiatives in the following areas:



Some of the actions carried out in this edition:

- Free workshops and content
- Reuse of carpets
- Facilitated mobility
- Conscious printing
- Reuse of bags
- Selective waste collection
- Credit room
- Sustainable stands
- Contracting of PWD professionals
- LED lighting for stands
- Inclusive food - vegan and vegetarian options
- Support for the Quebrada Alimentada Project
- Comfort Space with massage and hydration
- Free Wifi
- São Paulo Guide



Future Print

Nos vemos
em **2025**

Agora em 
NOVO LOCAL

16-19

DISTRITO ANHEMBI
São Paulo-SP

JUL
2025

**CONTACT OUR SALES TEAM
TO RESERVE YOUR SPACE:**
comercial.futureprint@informa.com

feirafutureprint.com.br

