



Press Release, 22 January 2024

## **C!Print Madrid and PROMOGIFT will be held together at IFEMA MADRID starting 2025**

C!Print Madrid, the trade show for printing, visual communication and personalisation professionals, and PROMOGIFT, the International Promotional Gift Trade Show, oriented towards advertising through objects professionals, will hold their next editions on the same date and at the same venue. This collaboration between the organiser of C!Print Madrid, Infopro Digital Trade Shows; and IFEMA MADRID, organiser of PROMOGIFT, which counts with the collaboration of its main business representation entities, AIMFAP and FYVAR, inaugurates a new major trade show event in the calendar of both sectors. In 2025, this first simultaneous edition will be held from 14 to 16 January.

In the words of Pierre Mirlit, Director of C!Print Madrid: "This approach between PROMOGIFT and C!Print Madrid, by coordinating efforts and creating a single annual meeting, marks a new stage and guarantees the encouragement and dynamisation of activity for the printing, visual communication and personalisation sector in the coming years".

For Julia González, Director of PROMOGIFT, "the positive experience of the last edition of C!Print at IFEMA MADRID, as well as the synergy of the sectors represented in both events, encourage this initiative that will benefit all".

C!Print Madrid held its last edition a few months ago, obtaining one of the best results in its history, increasing the number of visitors by more than 30% compared to the previous edition, and confirming the event as a reference in the Iberian Peninsula. More than 11,900 professionals visited the trade show in search of all the innovation and trends in large and medium format printing machinery, materials, visual communication solutions and personalisation equipment. An outstanding edition that continues supporting and strengthening the sector.

With the setting up of a single joint meeting, both events begin a new era of collaboration in which they will facilitate exchanges between professionals from such connected sectors as the graphics industry, visual communication and promotional objects and textiles, in a first-rate business venue. As a result, their next editions will be held on the same days at IFEMA MADRID: 14 to 16 January 2025, and in contiguous locations: C!Print Madrid will be in Hall 14 and PROMOGIFT in Hall 12.

**About PROMOGIFT:**

The International Promotional Gift Trade Show, PROMOGIFT, organised by IFEMA MADRID - the largest Spanish trade show organisation - and which has just successfully closed its sixteenth edition, is the one of the largest commercial and business platform for the PTO sector in southern Europe. To this end, it counts on the participation of the leading firms in this industry, as well as its main business representation bodies, AIMFAP and FYVAR.

**About C!Print Madrid:**

Organised by SC6 Organización y Comunicación SL, a subsidiary of the International Group Infopro Digital Trade Shows, C!Print Madrid is a professional tradeshow dedicated to the printing, visual communication and personalisation sector held in Madrid. Since its first edition, in 2014, it is the annual reference event in the sector in Spain where to show innovations and trends in large and small format digital printing, textile printing, cutting, finishing, signage, POS, display, sign, etc. Distinguished by its dynamism, every year the event presents spaces with genuine content such as the Plug&Play customisation workshop, or the C!Wrap area or its nourished programme of conferences and workshops.

[2023 C!Print Madrid Image gallery](#)

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