



Press Release
Madrid, 20 February 2025

THE LAST EDITION OF C!PRINT MADRID BREAKS ATTENDANCE RECORDS

The ninth edition of the reference event in the Spain for professionals in printing, visual communication, and personalisation took place on January 14th, 15th, and 16th at Hall 14 of IFEMA MADRID. Sponsored by Digidelta Solutions, HP, Epson, Endutex, Antalis, and Realisprint.es, the event welcomed 14,968 visitors, an increase of over 25% compared to the previous edition, setting new attendance records in the history of the trade show. This edition was also the first to be held alongside PMG Promogift, Spain's reference trade show for promotional gifts.

Pierre Mirlit, Director of the event, said: *“This first edition held simultaneously with PMG Promogift at the beginning of the year is the starting point of a long-term project to strengthen both sectors and to promote the enormous potential of the graphic and visual communication industry in the Iberian Peninsula. As organisers we are proud of the exhibitors and the energy and enthusiasm that visitors have brought to this special edition. We would like to thank FESPA España, our partner since the show's beginnings, as well as our new partners AIMFAP, FYVAR and IFEMA Madrid for their support and trust in C!Print Madrid.”*

A REFLECTION OF THE INDUSTRY'S INTEREST AND DYNAMISM

Over three days, the C!Print Madrid exhibition halls were packed with professionals looking to see the latest technology in large and medium format printing, cutting, finishing, signage, displays, small format customisation, printing services and software amongst others. Both the exhibition and animation areas were successful and it was a great opportunity to connect with key suppliers and see innovative solutions that will shape the future of the industry. Around 61 experts participated in a content program with more than 39 conferences, workshops, and demonstrations; in addition to 9 duels competitions and 2 award ceremonies. In total, over 40 hours of specialised content was presented, to show uses, practices, and discover the new sector trends. The professional atmosphere confirmed C!Print Madrid as the key meeting point for professionals from the graphic industry, visual communication and personalisation.

PROFESSIONAL VISITORS ANALYSIS: PROFILE, ORIGIN AND POWER OF DECISION

In terms of representation of economic activities carried out by the visitors, the majority, 46.9%, are professionals in printing, pre-press, and post-press; followed by 14.6% representing professionals in marking and small format customization. 11.3% are visitors from communication agencies, designers, or consultancies related to creation. 4.8% are specialists in suppliers of solutions for non-printed visual communication, and 2.4% are manufacturers for printing. Almost 6% of the visitors were from brands, retail, or administrations. Additionally, 6.5% of visitors were specialists in the manufacturing or distribution of promotional products.



From the analysis of the visitors, it is noted that 62.7% of the total attendees affirm to have a decision-making role, while 16.3% consider themselves to have a prescriptive role.

Furthermore, among the most represented functions, 45.1% of the visitors held management positions, followed by 23.5% with positions of responsibility. In terms of origin of the visitors, C!Print Madrid continues to establish itself as a reference event in the Iberian Peninsula, with 92.7% of attendees coming from Spain. Portugal remains the leading country for international visitors, representing 5.2%. In total, the fair hosted visitors from 51 different nationalities.

ATTENDANCE GROWTH AND VISITORS PERFORMANCE

A detailed analysis shows that the day with the highest attendance was the second day, with 42.3%, followed by Thursday (28.9%) and Tuesday (28.7%). According to the data obtained from the satisfaction surveys, 48.1% of visitors stayed for one day at the event. 17.5% attended for one to two days, and the percentage of attendees who stayed for more than two days reached 8.5%, an increase compared to previous editions. Additionally, the answers from the satisfaction survey also reflected an increase in the intention to acquire machinery and materials compared to the previous edition of the fair by more than 5%. In terms of overall rating, the visitors surveyed rated their experience at the event with an average score of 8 out of 10.

A [complete attendance analysis](#) is available on the C!Print Madrid website.

The next edition of C!Print Madrid will be held on January 13, 14, and 15, 2026.

[Video Recap 2025](#)

[Image Gallery](#)

[Official Web](#)

About C!Print Madrid– Organized by SC6 Organización y Comunicación, a subsidiary of the International Group Infopro Digital Trade Shows, C!Print Madrid is a professional trade show dedicated to the printing, visual communication, and personalization sectors. Since its first edition in 2014, it has become the annual reference event in the industry for showcasing technological innovations and trends in large and small format digital printing, textile printing, cutting, finishing, signage, POS materials, displays, and lettering, among others. Known for its dynamism, the event each year features genuine content spaces such as the Plug&Play personalization workshop, the C!Wrap area, and its extensive program of conferences and workshops.

PR Contact:

Mónica Calvo

monica.calvo@salon-cprint.es

(+34) 629 490 265