



Promotiontrade

E X H I B I T I O N

International Exhibition of Promotional Products,
Advertising Specialties and Business Gifts



20-21-22
January 2010

10th Edition

**Where specialized
manufacturers
and importers
come face to face
with distributors
and agencies**

fieramilanocity

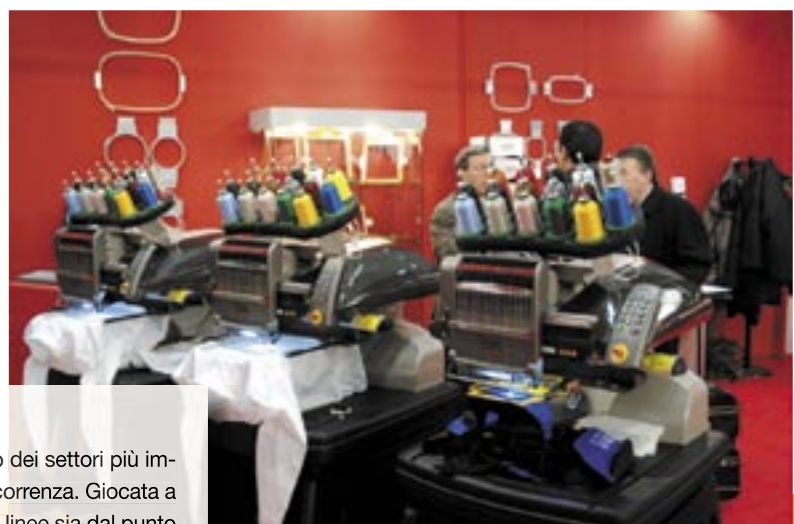


FIERA MILANO

Among the most important industry events in Europe, PromotionTrade Exhibition is Italy's only dedicated showcase of promotional products and business gifts that's aimed exclusively at the middlemen of the promotional products business – resellers, distributors and importers.



The featured products span the entire gamut of promotional products and business gifts, including apparel, writing equipment, leather goods, consumer electronics, small domestic appliances, personal accessories, and personalization equipment.



The world of fabrics

Anche nel 2009 il tessile a Pte l'ha fatta da padrone, confermandosi uno dei settori più importanti del mondo promozionale, con tanti player e, dunque, tanta concorrenza. Giocata a colpi di proposte sempre nuove, sia dal punto di vista dei modelli e delle linee sia dal punto di vista dei materiali sia dei marchi.

Printing and embroidery

This is a growing area of PTE, with the biggest names in plotters, printers, inks, embroidery machines, screen printers and personalization equipment now looking to the exhibition as – in their own words – “the only Italian exhibition devoted to this niche sector.”

Writing equipment

This sector sees exciting new products showcased every year at PTE. While some firms focus investments on overhauling designs to offer the market new products with ever-growing surfaces for personalization, others concentrate on new materials and grabbing media attention.

The office world

Every year there's a new range of new office products, curiosities and variations on old themes on show at PTE, including calendars, notebooks, mouse pads, diaries and files.

Gadgets, electronics, leisure time and much more

PTE hosts manufacturers and, in particular, importers and distributors of a huge range of products.



PTE 2009 set new records, with 156 exhibitors, 44 represented companies and 4.060 visitors (up 6% on 2008) – figures that confirm the show's key role for the industry.



Exhibitors

Manufacturers, importers and exclusive distributors of:

- business gifts
- specialty advertising
- premiums for competitions and incentives
- printing and personalization machines

Visitors

- promotion and incentive agencies
- mail order firms
- importers of promotional products
- personalization specialists

Visitors at PromotionTrade Exhibition 2009



- 67%** promotion and incentive agencies
- 14%** screen printers/personalization specialists
- 7%** manufacturers of promotional products
- 4%** importers of promotional products
- 5%** embroiders
- 3%** other

What they're saying about PTE

"Excellent results: PTE is becoming the benchmark for the promotional products business in Italy and, hopefully, abroad."

Bruno Specia - Rione Goller 5

"Our results at Promotion Trade 2009 in Milan were extremely positive. This is definitely a good sign and, despite the difficult period we're now experiencing, demonstrates the keen interest in the products exhibitors are offering visitors to broaden their product ranges."

Vittorio Neri - Roland DG Mid Europe

"Everything was excellent. We did good business at the exhibition. Thank you."

Massimo Leva - Automatic World Service

"The first thing you need to recognize is that although PTE is much smaller than the old Chibi&Cart, it's much more highly focused on promotional products and, therefore, much more interesting. I think it's important to distinguish PTE from Promotion Expo, with the first aimed at resellers and advertising agencies and the second more at end users. They're different exhibitions for different companies."

Paolo Pinghini - Hermes Pubblicità



Assoprom, the Italian association that groups together manufacturers and distributors of advertising and promotion specialties, participates in, and contributes to, the growth of PTE.

