



MEDIA INFORMATION

Premiere at PSI 2024: Pop-up exhibition celebrates the history of the promotional product

At the forthcoming PSI from 9 to 11 January, the Cybergroup International team will be building a monument to promotional products. A museum, the Museum of Promotional Articles or MoPA for short, will be created on 170 square metres in Exhibition Hall 10. In a total of eleven so-called time capsules, visitors will be able to experience exclusively and up close the history and future of promotional articles.

The exhibition

In 2024, PSI will offer a very special exhibition experience with museum installations themed around the history of promotional products. Eleven time capsules will show how the promotional article was created, where it originated, what its original purpose was and what its future might look like. The Museum of Promotional Articles – **MoPA** for short – looks at the historical, current and future icons of the promotional products and merchandise industry.

The Museum of Promotional Articles celebrates history, creativity, openness and tolerance. The Cybergroup team endeavours to highlight the most important milestones in the promotional products industry. From antiquity to the future, everything revolves around tactile products that leave an impression.

We want to connect people from all over the world with our industry. We want to be a catalyst for our industry, a meeting place for everyone, and a home for our creative minds and their ideas. For the past 12 months, a team of six people at Cybergroup has worked on discovering the history of promotional products and bringing it to life. They have been researching all over the world, looking for unique items and liaising with other museums to curate a globally unique exhibition.

“The aim is to synthesise the most important era pieces reaching back to the very beginning, some of which have always been regarded as evidence of a period of civilisation: products and deals, election campaigns, advertising, branding, and even employee recruitment and retention are included in applied art and all crafts as art forms. Our aim is to curate a globally unique collection of contemporary pieces that appreciates both the history and the complexity of the industry”, announces Cybergroup CEO Steven Baumgaertner.

On 170 square metres and in eleven interactive room installations and an adjoining shop, PSI visitors will travel exclusively through the history of promotional products. Each room represents the development of individual article worlds, from their general creation to their first use in the world of advertising. It goes without saying that the focus is also on the future. Where are promotional products and merchandise heading? And how? What influence will modern technologies have, and how can they be integrated into our future of tactile advertising?

Starting with the debut at PSI 2024, we want to send the exhibition on a journey. In cooperation with the leading European associations, the exhibits and the history of promotional products will inspire visitors throughout Europe.



The MoPA App: Experience MoPA interactively

When you enter the museum, your smartphone becomes your digital museum guide. With valuable background information on the exhibits, we accompany you through the exhibition with pictures, stories, films and sounds, all thanks to our partner Musivus. Thanks to the use of GPS/geofencing, the audio guide is activated only in the museum and can be started by visitors through simple interactions: Just scan the QR code, enter a number or go to a station. Our digital experience can be that easy.

The MoPA Shop

The best of the past, present and future come together in our MoPA Museum Shop. Here, too, in the immediate vicinity of the Museum of Promotional Articles, the museum spirit can be experienced. You'll find a variety of traditional and, above all, new articles, attractively displayed in the look and feel of a modern shop window. Tradition meets change at our shop. In addition to our focus on the historical, which takes us on a kind of journey through time, we naturally want to concentrate on modern times at the shop, bringing them closer. The range will include everything from classic and traditional promotional items to the latest product trends.

The MoPA Café

Welcome to the café of the Museum of Promotional Articles – the MoPA Café for short! Immerse yourself in a world of inventive and artistic dialogue juxtaposing tradition and transformation while enjoying one of our delicious coffee creations. Our café is the perfect place to take a short break, recharge your batteries, and explore the genesis and history of promotional products in a convivial ambiance.

The atmosphere at the MoPA Café is inviting and cosy. With comfortable seating and a warm colour scheme, we create a feel-good atmosphere in which you can relax and gather your thoughts. Our café is a retreat for you to continue your discussions and reflections, a spot where historical, contemporary and futuristic promotional products find their place.

Visit us at PSI 2024 and discover the perfect mix of excellent coffee, a relaxed vibe and a continuous dialogue about the history of promotional products. We look forward to serving you. Treat yourself to some time away, get inspired and join us on a journey into the world of the past, present and future!

The MoPA Party

The party to be – welcome to the club!

On Monday, 8 January 2024, we will open the Museum of Promotional Articles exclusively to invited guests from all over the world.

We are thrilled to present our historical exhibits as part of the opening exhibition and are convinced that you'll be thrilled by both the story and the history you'll experience in the 11 time capsules.

“We are delighted that this fantastic exhibition will be celebrating its premiere at PSI. The history of promotional products and the historically evolved importance of promotional products in the marketing mix is an exciting topic that has preoccupied humankind for many centuries. It's an honour for us to set the stage for this wonderful promotional products museum at PSI”, says PSI Director Petra Lassahn.



About the PSI

For more than 60 years, PSI has been the leading trade show for the promotional products industry and the sourcing platform for innovative products and services. It makes the industry heard in the political arena and offers space for topics and dialogue at eye level. The focus is on the procurement of new and suitable promotional products, sustainability, new technologies, and networking between all players.

Not without reason, PSI is known as the leading European trade show for the promotional products industry and the industry's meeting place – right at the start of the new financial year in Düsseldorf. Over three days, promotional product distributors, finishers and agencies meet manufacturers and importers. In the exhibitor area, you'll find high-quality product highlights and numerous innovations in tactile advertising that will celebrate their premiere at the trade show. www.psi-messe.com

About cyber-Wear

cyber-Wear is the German contact for all questions relating to advertising materials, merchandising and corporate fashion par excellence. Founded in 1994 by Steven Baumgaertner and Roman Weiss, the company looks back on over 25 years of experience in these areas and specialises in providing comprehensive full-service support to international companies. cyber-Wear is the high-performance partner of major brands, which we support quickly, flexibly and in line with their needs with a pronounced understanding of service and a great deal of expertise – and we are happy to do so on all continents. www.myCybergroup.com

Reference for social media:

Official hashtags for social media posts:

#museumofpromotionalarticles, #mopa_24, #mopanight, #mopa_night