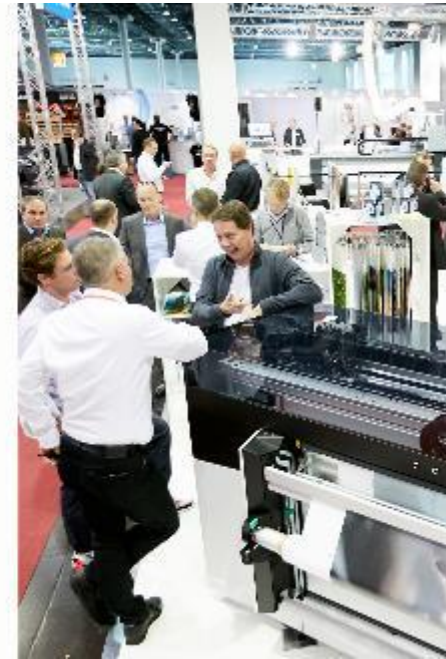


Facts





THE WORLD OF
ADVERTISING AND SELLING

8-10 January 2019, Messe Düsseldorf

General Information

Opening Days:

Tuesday to Thursday

Opening Hours:

8 - 10 January 2019

9.00 a.m. - 6.00 p.m.

Opening Ceremony and Press Conference:

8 January 2019 | 10.00 a.m.

Exhibition Centre Düsseldorf

Catwalk, Hall 13

Venue:

Messe Düsseldorf

Messeplatz

Stockumer Kirchstraße 61

40474 Düsseldorf, Germany

Overview of Themed Worlds



Haptic Advertising / Communication

- promotional products
 - **groceries**, body care, health
 - electronics & multimedia
 - garden & outdoor
 - household & living
 - do-it-yourself supplies
 - lifestyle & accessory
 - (luxury) foods
 - school & office Supplies
 - services & technologies
 - games & toys
 - sports & events
 - bags, luggage & journey
- merchandising & licensing
- finishing



Textile Advertising / Communication

- textile promotional products
- sports and teamwear
- workwear
- corporate fashion
- gastronomy, hotel and wellness textiles
- caps and hoods
- accessory, ties, scarves
- socks, stockings, lingerie
- textile promotional products
- terry products
- smart clothes
- textile finishing



Visual Advertising / Communication

- advertising technology and material
- digital printing and print finishing
- textile finishing technology and processing
- signage
- outdoor advertising
- ambient media
- furnishing
- display for POS
- individual digital packaging and hybrid printing
- brand communication

Show Highlights



Hall 9

- GUSTO (E37-38)

Hall 10

- Members Only Lounge (C60a-d)
- PSI FIRST (C60)
- matchmaking & Media Lounge (C71)
- VIP Lounge (Conference Zone)

Hall 11

- Sustainability Awards (K41b)
- Newcomer Area (Hall 11/12)
- Innovation Area (Hall 11/12)

Hall 12

- Newcomer Area (Hall 11/12)

Hall 13

- Textile Campus (G42e)
 - Catwalk
 - Smart Textiles
 - Sustainability
- Charlie's Corner (D42d)
- Show Window (G28)
- Forum 13 (A16)
- Tracht & Country meets PromoTex Expo (A48)

Hall 13

- VIP Lounge (G17)
- Forum Corel & Adobe (Stand E04)
- Forum 13 (A16)

Hall 14

- Workshop (A08)
- Fanshop (E02)
- Nations Wrap Cup (D31)
- Newcomer Area
- Media Lounge (A65)



**MARKETING
INNOVATIONS**

Hall 12

- Superstar (D61)
- Pro Carton Award (D79)
- Print and Media Award (D79)
- PSI Distributor Village (D74)

- PSI Product Presentations (D72+E72)
- Merchandising & Licensing Area (H64)
- Forum Marketing Innovations (H52)

Information on the shows and their program



Online Press Section PSI:

www.psi-messe.com/press



Online Press Section PromoTex Expo:

www.promotex-expo.com/press



Online Press Section Viscom:

www.viscom-messe.com/press

Whole program at a glance:

programm.reedexpo.de

Your Press Contact

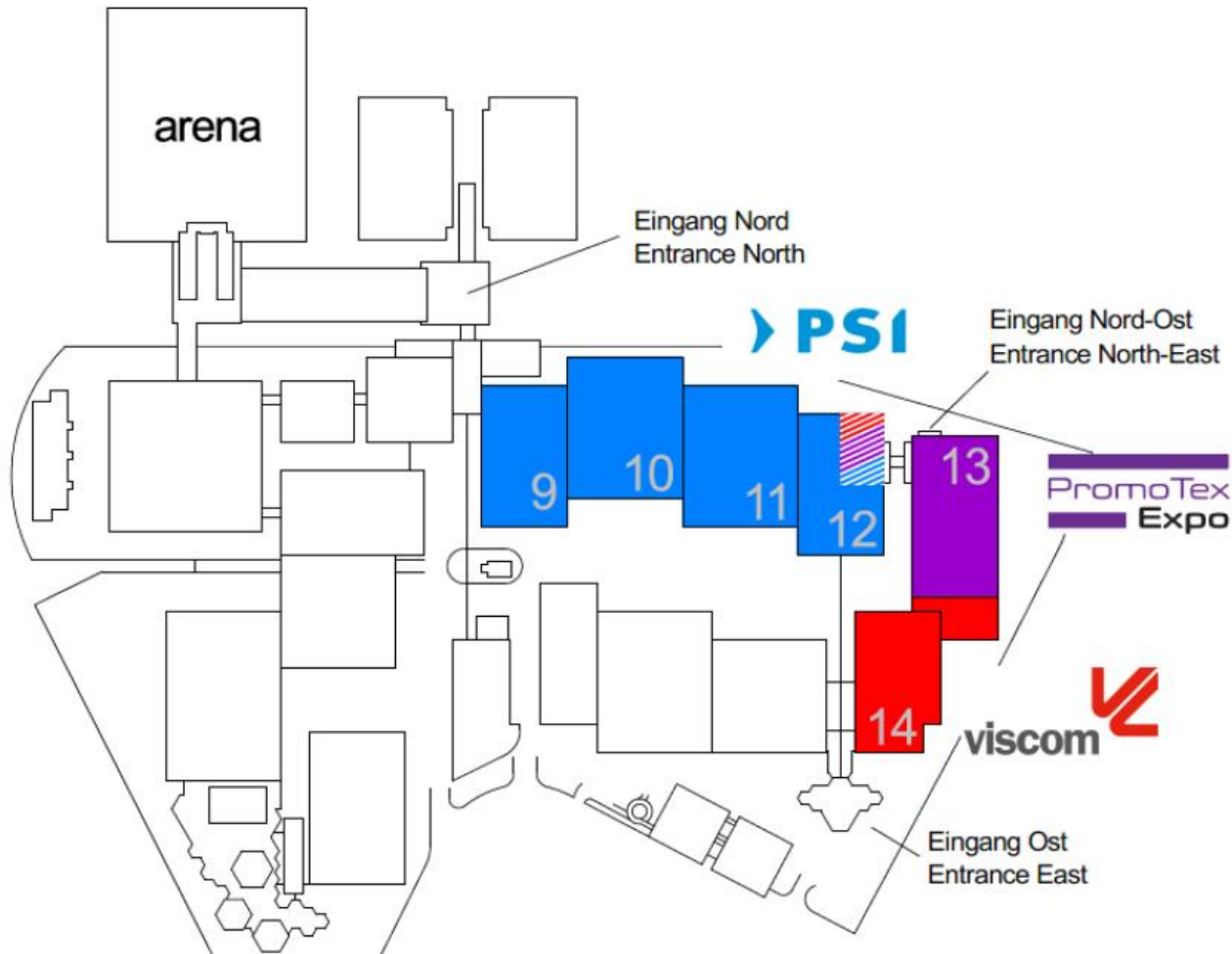
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Floor Plan



PSI
Halls 9-12
Entrance North, North-East and East

PromoTex Expo
Hall 13
Entrance North-East and East

viscom
Halls 13-14
Entrance North-East and East