



International trade fair for signmaking, large
format printing, light advertising & digital signage

13 – 15 Feb 2025
Messe Stuttgart

www.wetec-messe.com

**we love
to tec you!**

Messe Stuttgart
Key to Markets



The future of visual communication

Whether digital printers, plotters, display systems or illuminated advertising opportunities – wetec showcases the latest trends and technologies for all advertising technology processes. International manufacturers, retailers and service providers will be presenting their products and services.



95%

of exhibitors would
recommend wetec to others

Overall top rating of

1,8

89%

of visitors came with
investment intentions

Top exhibition areas

56%

advertising technology

from exhibitors for
wetec 2023

48%

digital printing

1/3

of visitors travelled a distance
of more than 300 km

86%

of visitors are directly
involved in investment
decisions

38%

neon advertising and
digital signage

More facts and figures are available online at:
www.wetec-messe.com/about



Clear focus

The only trade fair for advertising technology in Germany, Switzerland and Austria which brings together leading suppliers with the right customers.



From films to digital printers

Complete offer for advertising technicians, from small investments to large orders.



Experience

Visitors can expect an exciting programme of accompanying events with interesting special shows, informative forums and plenty of opportunities to join in.



Safety

FKM-certified trade fair figures and transparency in pricing and communication ensure professionalism.



In good hands

All-round service from Messe Stuttgart, from the registration to support post-trade fair.

95

**exhibiting
companies**
from 13 countries

8,078

visitors

13%

from
abroad

**Impressive facts
for 2023.**

**EXPO
4.0** | **Print.
Produce.
Promote.**

Print. Produce. Promote.

This is the mission of combined trade fair EXPO 4.0, the leading platform for visual and haptic advertising. The synergy effects of EXPO 4.0 pay off for exhibitors in particular: the right exhibition platform and suitable visitors from industry, retail and trade for every stage along the value-added chain.



12,000

visitors

303

exhibiting companies

Success figures 2023

EXPO 4.0

Register now!

we love
to tec you!

**Sign up today and secure your preferred
stand location! Prices starting at €201*/m².**

www.wetec-messe.com/registration



Manager Exhibitions and Events

Cristina D'Elia

T +49 711 18560-2679

cristina.delia@messe-stuttgart.de



Manager Exhibitions and Events

Nicole Dalkolmo

T +49 711 18560-2920

nicole.dalkolmo@messe-stuttgart.de

*plus AUMA fee @ €0.60/m², eco surcharge @ €8.00/m², Bronze media package @ €550/exhibitor.

As at: September 2023. Subject to changes. Errors and omissions excepted. Landesmesse Stuttgart GmbH, Messepiazza 1, 70629 Stuttgart

