



EXPO RECLAM 2010

CONTENTED VISITORS AND EXHIBITORS

Satisfaction was the word most repeated by exhibitor companies and professional visitors when taking stock of Expo Reclam 2010 in Madrid. A total of 7,199 visitors attended the event, representing 3,241 companies from the sector.

According to information provided by Reed Exhibitions Iberia, the organiser of the three days event in Madrid, a total of 7,199 professional visitors attended Expo Reclam 2010 in Pavilion 12 of the Ifema fairground. In terms of companies, a total of 3,241 distributors attended the show. Expo Reclam moved its dates up to late January and on 26, 27 and 28 Janu-

ary it became the centre of all activity related to the promotional and advertising market. 14percent of the 246 exhibitor companies were from outside Spain. The unusual current economic situation caused a great deal of expectation around this gathering for the sector. In view of the results, the assessment is very positive. Visitor numbers were about 10percent less,

slightly lower than the previous year. But on the other hand, exhibitor companies found visitors to be more professional. "Expo Reclam is the starting point for advertising through promotional items in our country," states Susana Gibert, director of Expo Reclam 2010. "Despite a slight drop in the number of visitor companies, the show continues to be an engine for the promotional industry even in difficult times such as the present," Gibert explains.

COHERENT MIXTURE

Highlights among the articles presented included an e-book reader with a seven-inch touch screen, an increasingly wider range of environmentally-friendly pens manufactured using compostable and biodegradable materials, as well a machine for printing on hard surfaces capable of printing on such materials as wood or ceramics. Textiles, writing materials and technology were among the best represented areas. Of special note in the last category were the many options for customising USB memory sticks, although there was also space for DTT tuners, LCD television screens and shelf systems with CD and MP3 players and USB ports.

WELL RECEIVED SERVICES

Noteworthy among the services which received the best response at the show was the space for new companies, the Primer Paso Area, intended for companies making their first appearance at the trade fair. The Green Point Area was back for the second consecutive year to promote this range of products within the gift sector, with articles associated with the environment. Once again, the show featured a session with professional courses organised by Fyvar (Spanish acronym for the Association of Promotional Products Manufacturers and Distributors). The scheduled dates of the next edition of Expo Reclam are 15, 16 and 17 February 2011.

www.exporeclam.es
exporeclam@reediberia.com

<