**Press Release | Madrid, July 2025**

**C!PRINT MADRID AND PMG PROMOGIFT PREPARE THEIR NEW EDITIONS**

**Both events will once again take place simultaneously on January 13 and 14, 2026**

C!Print Madrid, the reference event for professionals seeking the **latest innovations in printing, visual communication, marking and personalization in the iberian peninsula, is preparing its 10th edition, which will take place on January 13, 14, and 15** in Hall 14 of IFEMA MADRID. As part of the joint project with the associations FYVAR (Association of Manufacturers and Sellers of Promotional Products), AIMFAP (Association of Importers, Wholesalers and Manufacturers of Promotional Items), and IFEMA MADRID (the main venue for Trade Shows events in Spain); the event will once again coincide with **PMG Promogift, which will be held from January 12 to 14 in the adjacent hall**.

**TWO COMPLEMENTARY EVENTS, A STRONGER INDUSTRY CONNECTION**

The success of recent editions has confirmed the strength of this alliance: **in January 2025, over 20,000 professionals visited C!Print Madrid and PMG Promogift**. This overlap has created a key meeting point between complementary industries, connecting the worlds of gifts and garment products with personalization, printing, and visual communication.

Both trade shows have demonstrated that their communities share converging needs and interests. C!Print brings its innovative approach to printing technologies, marking and personalization, packaging, and online printing solutions, while PMG Promogift gathers the leading distributors and manufacturers of promotional gifts and textiles, showcasing the latest sustainable and eco-friendly innovations. Visiting professionals thus have the opportunity to discover new applications, technical solutions, and suppliers in a single visit.

In addition, the synergy extends to the exhibition and learning opportunities: C!Print Madrid is preparing a new edition of its conference and workshop program in the Plug&Play space, along with new live demo zones in the C!Wrap area. **The event will also celebrate its 10th edition**, a special occasion to commemorate the evolution of the graphic and visual industry alongside exhibitors and visitors. PMG Promogift, for its part, will bring back its FORO space, following the excellent reception it had in the last edition.

**2026: A STRATEGIC YEAR FOR BOTH SECTORS**

January is consolidating itself as a key moment for the sector, kicking off the professional calendar with a must-attend event to unveil innovations, activate business opportunities, and strengthen connections with clients and partners. C!Print Madrid organisers highlight that: *“With this second co-located edition on January 13 and 14, our goal is to firmly position this joint event as the leading meeting point in Iberia for professionals who communicate through visual media and prioritise technological innovation and quality in their projects.”*

For the PTO sector, Julia González, Director of PMG PROMOGIFT, shares an optimistic message regarding the upcoming edition: "It will fully meet the highest expectations of companies and professionals, in a trade show that has long been recognized as the top commercial showcase for this industry in Southern Europe. Its co-location with C!Print Madrid will be beneficial for everyone involved."

All infomation about C!Print Madrid and PMG Promogift is available on their official websites:

C!Print Madrid: <https://salon-cprint.es/>  
PMG Promogift: <https://www.ifema.es/promogift>

**About C!Print Madrid:**  
Organized by SC6 Organización y Comunicación, a subsidiary of the international group Infopro Digital Trade Shows, C!Print Madrid is a professional trade show dedicated to the printing, visual communication, and personalization sectors. Since its first edition in 2014, it has become the go-to annual event to showcase technological innovations and trends in large and small format digital printing, textile printing, cutting, finishing, signage, POS, display, wrapping, software, ERPs, print packaging, and online printing solutions, among others in the iberian peninsula. Known for its dynamic content, the event features original spaces such as the Plug&Play personalization workshop, the C!Wrap area, and an extensive program of conferences and workshops.

**About PMG PROMOGIFT:**  
The International Promotional Gift Trade Show, PMG PROMOGIFT, organized by IFEMA MADRID, will celebrate its 18th edition as the largest commercial showcase for the Promotional Through Object (PTO) sector in Southern Europe. It is backed by the two main trade associations in this industry: AIMFAP, the Association of Importers, Wholesalers and Manufacturers of Promotional Items, and FYVAR, the Association of Manufacturers and Sellers of Promotional Products.

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