

CHANGE THE GAME AT CTCO 2024

Held over 3 days, the CTCO trade show brings together all the latest innovations and trends in the gifts and garments market. The European leading trade fair for promotional products is reserved for gifts and garments resellers and distributors, as well as communications agencies and marking and printing professionals (see registration conditions). Over 300 French and international exhibitors, including all the market leaders, will welcome you to Eurexpo, Lyon on February 6, 7 and 8, 2024. For this upcoming edition, CTCO will kick off a season filled with challenges in the gifts and garments market. In 2024, as France hosts the Olympic Games, the world's largest sporting competition, let's redefine the rules of the promotional products market together. Join us at CTCO and change the game in our industry!

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THEY WILL EXHIBIT IN 2024

All the **leaders of the promotional gifts & garments industry** have confirmed their presence: ABERO, ANDA PRESENT GROUP, ALISTAIR, AXPOL, BADGE4U, BEECHFIELD BRANDS, BIC GRAPHIC, BORACAY, CITIZEN GREEN BY BEWEAR, CLIQUE - CRAFT - PROJOB - CUTTER & BUCK, CYBERNECARD, DAG IMPORT, EASY GIFTS & MACMA, GET IMPRESSED, GIVING EUROPE, HEADWEAR PROFESSIONALS, IMBRETTEX, INTEMPOREL, KALFANY SÜSSE WERBUNG, KARIBAN BRANDS / TOP TEX, LANYARD.PRO - LANYARD FACTORY, LEXON, LIVOO GIFT EXPERIENCE, L-SHOP-TEAM, MIDOCEAN, NORTY, PAD'S WORLD, PAGANI PENS, PF CONCEPT, ROLY & STAMINA, SCX DESIGN, SENATOR, SIPEC, SOLO GROUP, XD CONNECTS, XOOPAR, and many more.

300 French and international exhibitors, including 50 new ones, will be attending CTCO to present their novelties and innovations for 2024!



CONFERENCES TO UNDERSTAND

This year, CTCO will also count with a full programme of conferences, round tables and keynotes, with a host of experts on hand to analyze the latest trends in the promotional gifts and garments market. On the agenda : the keys for responsible garments, differences and synergies between European and American markets, how to define a useful object in 2024, the resellers/distributors who are changing the game, the latest developments in AI for promotional products industry, the CSR tools for a responsible industry... and more !

The conferences are organised in partnership with CImag, the French magazine for promotional gifts and garments, European Sourcing, and the French federation 2FPCO.



ANIMATIONS TO LEARN

With the organization of the 2024 Olympic Games in France - an event that represents unprecedented market opportunities for the industry - all the show's events will share a common theme for the first time at CTCO: sport.

NEW IN 2024: A new format for the Speed Demos.

At the heart of the exhibition, in a **friendly space hosted by a professional presenter, exhibitors will showcase their latest novelties live in front of the audience**. Explore the new gifts and garments releases for the upcoming year. A hostess will show the gifts to the audience and, in the case of garments, a professional model will wear the product. Come and discover your suppliers' innovations and identify new products for your customers.

PRINT LAB : THE LIVE CUSTOMIZATION WORKSHOP

Discover the **latest marking machines for gifts and garments at the Print Lab**, the trade show's live personalization workshop. Direct printing on objects, laser engraving, embroidery, DTF, screen printing: the leading equipment manufacturers will be providing live services and answering all your questions.



VOTE FOR THE 2024 INNOVATION AT "LES MUST"

"Les Must", an essential animation located at the entrance of the fair, **showcases the latest market trends in a unique area!** From innovations to best-sellers, explore the standout items from exhibitors all in one space. Over a hundred products are on display. **Vote for the 2024 gift or garment of the Year!**



1 BADGE = 2 TRADESHOWS, DISCOVER C!PRINT IN THE HALL NEXT DOOR!

Expand your offer by visiting the [C!Print trade show](#), located in the hall next door, on the same dates: you'll find all **the innovations in marking and personalization for gifts and garments, as well as POS, packaging, labels, etc.**

On the starting line: more than 260 exhibitors, including the sponsors of this 11th edition - HP, Konica Minolta, Canon, Epson, Roland DG, Mimaki, swissQprint, Euromedia, Exaprint, Realisaprint.com and Stahl's Europe - all the market leaders, as well as new challengers.



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CONTACT VISITORS SERVICE

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Monday to Friday : from 9am to 12am, and 2pm to 6pm