

HAPTICA® live '24: Added value for all

More exhibitors, more newcomers, more visitors, more contents and more (inter)actions: The HAPTICA® live on March 13, 2024 at the WCCB (World Conference Center Bonn) experienced growth in all areas. Bubbly, compact and as multifaceted as usual, the “Experience of Haptic Advertising” invited decision-makers and buyers from marketing, sales and HR departments as well as the employees and customers of promotional products distributors, advertising agencies and marketing service providers to delve into the fascination of haptic advertising and occupy themselves intensively with the most concrete of all the marketing disciplines.

126 exhibitors (+15% compared to the previous year) presented the entire spectrum of novelties and trends in the promotional products and merchandising sector. Whether customer gifts or trade show invitation boosters, premiums, onpacks or onboarding boxes, anniversary items or own-brand fan shops – regardless for which occasion, everyone who is interested in implementing haptic advertising, was able to find exactly what they were looking for here.

Numerous established players from the promotional products market (both specialists and importers) have in some cases been exhibiting continuously at the HAPTICA® live since its premiere in 2013. They were joined this year by a host of brand-name companies – from Lurch, Caran d’Ache and Mepal, Leuchtturm, Victorinox, Samsonite and Secrid, through to ASS, Brunnen, Koziol, Stabilo, Hachez and Niederegger, to mention but a few. In addition to this the exhibitor mix also included many newcomers that were even new to many of the industry professionals, who visit most of the relevant shows. For example, the Newcomer Area comprised of 16 exhibitors this year: Innovative transport straps, cups made from residual coffee grounds, clip reflectors for style-conscious cyclists, turmeric essence for a healthy lifestyle and many further new ideas could be discovered. There were also first-time exhibitors from the inflatables, POS material, event games, online shops and printing areas. Here the suppliers presented everything that is possible in the neighbouring disciplines and fringe areas of haptic advertising.

Growth in attendance

The distinguishing feature of the show organised by the publishing company, WA Media, is its open visitor concept. Everyone, who has a professional interest in promotional products, is invited to attend. The open concept offers added value for everyone concerned and is thus highly appreciated by many of participants, which was reflected by the high attendance figure at the one-day event. 1,188 visitors (+6.5% compared to the previous year) ensured full aisles and a very lively atmosphere on March 13, particularly up until the early afternoon. Incidentally, this was the highest number of visitors at the HAPTICA® live since the start of the COVID pandemic. According to own accounts, several exhibitors recorded leads in the upper three-digit region. Over half of the visitors (54%) visited the HAPTICA® live for the first time, which ensured that even long-standing exhibitors established many new contacts. Around two thirds of the visitors came from promoting companies, authorities and other institutions, the remaining third originated from the promotional products trade, agencies and marketing service providers as well as from printing and customising companies.

The visitors were very interested in the exhibitors’ offers and the possibilities of implementing haptic advertising effectively. The positive, merry and open atmosphere that is characteristic for the HAPTICA® live was therefore literally tangible. Some of the exhibitors’ campaigns were so popular that long queues formed at and in front of the stands. It was also very noticeable that many of the visitors spent a long time at the WCCB so they could examine the different elements of the “Experience of Haptic Advertising” in detail.

Additional programme items

Because the HAPTICA® live doesn’t see itself as being a pure trade show, it also offers additional contents that inspire, demonstrate possible fields of application or

which address specific topics in-depth. For example, the traditional format, the Best Practice Show, that consists of partly multimedia, campaigns that are arranged with great attention for detail and which presented itself with a new look in 2024, provided impressive examples for the creative potential of haptic advertising. Among others, bars made of old Jägermeister barrels, nail polish in the colours of McDonald's sauces or didactic waste bins were on display here.

The lecture programme proved to be a major attraction once again this year. Marc Krebs from Tide Ocean demonstrated how products with a social impact ensue from ocean bound plastic. The CEO of BRANDmate, Eva Stemmer, talked about brand partnerships in the licensing business, whilst in the course of their lecture on the haptic address of the – highly underestimated – metal community Constantin Hochwald and Sascha Winkler from Brain'n'Dead rocked the hall.

Furthermore, the CEO of cyber-Wear, Steven Baumgaertner, stepped in as a replacement for Melanie Strohmaier from Knaus Tabbert, who had to cancel at short notice. Baumgaertner presented his Museum of Promotional Articles, which after celebrating its premiere at the PSI at the beginning of the year, was now presented for the second time at the HAPTICA® live. The exhibition explained the fascinating history of the promotional product to the marketing trade audience. Following Baumgaertner's lecture, many visitors took the opportunity to take part in an exclusive guided tour of the exhibition.

The FACThibition was a further new item on the agenda of this year's edition of the HAPTICA® live. The format involves the editorial team of the organisers of the HAPTICA® live, WA Media, preparing a current market theme. With the aid of display boards, the premiere of the exhibition informed the audience about the trend topic ocean plastic, the problems of ocean pollution, production processes as well as the advantages and disadvantages of the hip material. Furthermore, several items made from ocean plastic from the line-ups of the HAPTICA® live exhibitors were presented. Last, but not least a hammock made from ocean plastic was raffled off.

Prize draws and similar campaigns at several other stands additionally ensured the lively atmosphere of the HAPTICA® live '24. And of course, promotional products could be touched and tried out everywhere – evidently the visitors had great fun doing just that.

The next edition of HAPTICA® live will take place on March 19, 2025, once again at the WCCB in Bonn.

www.haptica.live

Pictures and logo can be found at: www.haptica.live/mainpage/#presse.

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