



EXHIBITOR PROSPECTUS

OCTOBER 3 – 6, 2010 | McCORMICK PLACE SOUTH | CHICAGO, IL USA | WWW.GRAPHXPO.COM



THE NEXT
GENERATION
OF PRINT

GRAPH EXPO

GRAPH EXPO 2010's extensive cross-media marketing campaign...

- Over 40 industry print publications—more than **3 million ad impressions**—featuring ads tailored to 11 key market segments.
- Three waves of **nearly 1 million pieces of direct mail**—including pURLs, VDP mailers, and the GRAPH EXPO Attendee Guide to prospective attendees.
- The power of **print supporting technologies**—telemarketing, voice blasts, e-blasts, GRAPH EXPO website, promotional partners' websites and today's social networking tools—maximizing GRAPH EXPO's attendee marketing outreach.
- **Strategic industry partnerships**—associations, industry publications, education providers, industry experts, user groups, franchises—all working in tandem to promote GRAPH EXPO.
- **Extensive public relations outreach** with more than 300 domestic and international media representatives producing articles, press releases and editorials for pre-show, on-site and extended post show coverage.

...will draw prospective buyers from throughout the Western Hemisphere to Chicago's McCormick Place in 2010.

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Chart a Course to Future Profits

GRAPH EXPO 2010 is the Commercial Printing, Publishing, Mailing and Transactional Exposition for the Western Hemisphere

With an industry presence that reaches far beyond typical U.S.-based trade shows, this innovative industry marketplace is strategically located to attract attendees from Canada, Central America, South America and the Caribbean to the heart of the Western Hemisphere's printing industry—Chicago, IL.

Your Destination is Clear

GRAPH EXPO became the graphic communications industry's number one trade exhibition in the Western Hemisphere by producing exhibitor leads, sales and profits. It has remained number one by innovatively expanding in new directions...digital printing...creative services...mailing & fulfillment...sustainability/green'. Always a powerhouse 'selling' show, GRAPH EXPO 2010 today is so much more—a community where productive partnerships are formed.



Reach Qualified Decision Makers Who Are Ready to Buy Now

Your Buyers are at GRAPH EXPO 2010

GRAPH EXPO 2010 is the Western Hemisphere's largest and most comprehensive exhibition for the graphic communications industry.

- Progressive buyers of printing-related equipment, products and services will come eager to see demonstrations of the latest technology, software and unique new applications.
- **80%** are decision-makers and key influencers.
- GRAPH EXPO 2010 actively pursues buyers from outside of the traditional commercial print trade, including key niche markets to create an inclusive one-of-a-kind marketplace.

GRAPH EXPO 2010 Attendees Are

- Commercial Printers
- Quick Printers
- Transactional Printers
- Creative Pros
- Package Printers
- Mailing & Fulfillment Pros
- In-Plant Printers
- Wide Format Printers
- Newspaper Printers
- Book Printers/Publishers
- Print Buyers

GRAPH EXPO 2010, themed "The Next Generation of Print," is all about customization. Our revolutionary marketing approach 'speaks' to attendees in a personalized way and categorizes them to help you generate solid leads—driving the hottest prospects directly to your booth.

Mapping the Way with Buyer Attracting Features and Pavilions

Over 400,000 sq. ft. of exhibit space to choose from.

Top 5 Reasons They Attend

1. See new products and developments
2. Keep up-to-date on industry trends/issues
3. See specific products
4. See specific companies
5. Evaluate and compare equipment/products for future purchase

Prepress/Design-Software

- Design & Graphic Arts Products
- Software
- Prepress Equipment

It all starts here... and for three years running GRAPH EXPO and PRINT attendees—mostly decision-makers and key influencers—identified creative service-related items among their top "Products of Interest."



Press/Finishing

- Press Equipment
- Bindery & Finishing Equipment
- Package Printing
- Wide Format

This dynamic mainstage for cutting edge innovations in digital and offset print technologies is a major attraction for attendees who will come to see, touch, test and compare the diverse equipment demonstrated here.

Last, but *not* least in the printing process, your customers will come here to find exactly what they need to provide printed and finished products that will impress their clients, improve their processes and boost their bottom line.

Package Printing and converting machinery, systems and supplies are top attractions within this concentrated, highly-trafficked show floor hub. Demonstrate your solutions before your best audience—veteran package printers and other print pros who will come to investigate entry into this dynamic and continually growing print industry.



Forward thinking print professionals will seek out the **Future Print** specialty section as their window into the future of new and emerging technologies. Featuring RFID and Printed Electronics, they will come here to discover exciting new and developing applications and begin building a bridge to future profits.

Expanding an already wide opportunity, **Wide Format** is here—and across the expansive show floor—providing attendees with the latest technologies, applications and solutions to expand their offerings and add new profit opportunities.

Mailing & Fulfillment Center

At GRAPH EXPO 2010 the **Mailing & Fulfillment Center** with over 35,000 sq. ft. of exhibit space has become a show-within-a-show. This dedicated show floor hub is now recognized as the industry's largest national mailing event—*anywhere!* And, it's the one-stop destination where 34% of attendees who are seeking to expand their services will come to find the tools and technologies they need to automate their work.

GREENspace

Back for a second year—*by attendee demand!* Because it's abundantly clear that 'green' is more than just a passing trend, progressive print pros will flock to this 5,000 sq. ft. show floor feature seeking the latest information on sustainability—and your eco-friendly products and services. Expand your exposure—exhibit in this high profile section devoted to 'green' products and services to supplement your presence elsewhere on the show floor.

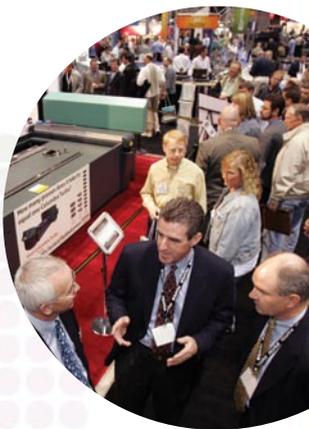
An Industry Debut! The Newspaper Pavilion

Introducing the new home for the newspaper publishing industry! Responding to the call from newspaper production pros from throughout the Western Hemisphere, this pavilion provides 10,000 sq. ft. of exhibit space devoted to the needs of newspaper publishers and printers who will come seeking ways to cut costs, boost profits—and make informed buying decisions.

A Complete Show. A Community of Specialties. A World of Opportunity!

- Introduce and demonstrate your equipment
- Reach a broad marketplace and vital niches at the same event
- Benefit from an aggressive, professional broad reaching event
- Monitor and compete with your competitors
- Keep an eye on critical industry trends
- Align your company with the needs and goals of the entire industry

Be Part of this Important Community. Reserve Your Booth Space Now.



63% of GRAPH EXPO 2008 exhibitors had equipment at the show.

85% of GRAPH EXPO 2008 attendees said they would recommend a friend or colleague to attend the show and **78%** said they would definitely or probably attend the next year's show.

GRAPH EXPO 2008 Statistics

Total Exhibitors

Exhibiting Companies	564
Square Feet Filled with Industry Technology	443,018
Equipment-Product Segment Square Footage:	
Press/Finishing/Mailing	84%
Prepress	16%
63% of exhibitors had equipment at the show	

Total Attendees

Total Attendees Verified at the Show	26,405
Exhibitors	8,656
Attendees	17,749
Verified Unique Buyer Companies Attend	8,801
Average Number Days Visiting Exhibits	1.8
First Time Attendees	29%

Quick Facts

- 70%** of attendees rated their value in attending "excellent" or "very good."
- 71%** of attendees came to find unique print applications at the show.
- 82%** of attendees have purchasing influence.

Geographic - United States

East Central	55%
Mid Atlantic	11%
West Central	10%
South Atlantic	8%
New England	6%
Pacific	6%
Mountain	4%

Geographic - International (Top countries)

Canada	55%
Mexico	15%
Other Countries	30%

Job Titles

CEO/Senior Management	48%
Marketing/Advertising/Sales	17%
Press-Production	12%
Designer/Prepress Operator	7.5%
Information Technology	3%
Editorial/Educator	2.5%
Purchasing/Print Buyer	2%
Postpress Operator	1%
Other	7%

Principal Business

Printing	62%
Transactional Printing	7%
Publishing/Media	6%
Package Printing/Converting	6%
Design & Prepress	4%
Mailing & Fulfillment	3%
Marketing/Advertising/PR	2%
Trade Bindery/Finishing	2%
Multimedia/Software Dev.	1%
Other	7%

Annual Sales Volume

Less than \$500,000	13%
\$500,000 to \$1 Million	11%
\$1,000,001 to \$3 Million	15%
\$3,000,001 to \$5 Million	10%
\$5,000,001 to \$10 Million	10%
\$10,000,001 to \$20 Million	12%
More than \$20 Million	29%

Company Size

1 - 19 Employees	31%
20 - 49 Employees	16%
50 - 99 Employees	16%
100 - 249 Employees	15%
250+ Employees	22%

Sources: GRAPH EXPO 2008 verified registration, Convention Data Services; GRAPH EXPO 2008 attendee and exhibitor surveys, Exhibit Surveys, Inc.

Top Equipment & Product Interest

- Categories Indicated by Attendees
1. Digital Presses & Supplies
 2. Bindery/Finishing Equipment
 3. Wide Format Inkjet Printers & Supplies
 4. Software: Design & Prepress
 5. Workflow Management Systems
 6. Mailing & Fulfillment
 7. Offset Litho Presses & Supplies

GRAPH EXPO

OCTOBER 3–6, 2010

McCormick Place South | Chicago, IL

Sponsored by:



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