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FOR IMMEDIATE RELEASE

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MOMENTUM BUILDS FOR “NEWS PRINT,” SPECIALTY PAVILION DEDICATED TO NEWSPAPER PRINTING AND PUBLISHING TO DEBUT AT GRAPH EXPO 2010

***News & Tech* to Sponsor News Print Informational, Networking Reception at Upcoming America East Conference**

Reston, VA – Responding to a growing need in the graphic communications industry, momentum is building for GRAPH EXPO 2010’s newest show floor feature—News Print, a dedicated newspaper pavilion specifically for newspaper printers and publishers, sponsored by *News & Tech* magazine. GRAPH EXPO 2010, the year’s largest graphic communications exhibition and conference in the Americas, will take place October 3 – 6 in Chicago’s McCormick Place South.

“As society’s communications and information needs have evolved, the graphic arts industry has witnessed an increasing convergence of newspaper and commercial printing,” said Ralph Nappi, President of the Graphic Arts Show Company (GASC), which produces GRAPH EXPO. “The purpose of GRAPH EXPO is to help graphic communications professionals stay ahead of the trends and succeed in an ever-changing marketplace, so it made sense to dedicate space on the show floor to the latest trends and technologies within the newspaper printing and publishing industry. News Print will serve as a combination marketplace, education and networking destination where attendees and vendors can share how best to take their businesses, and the newspaper industry, to the next level.”

As a demonstration of its commitment to the newspaper industry, GRAPH EXPO will host a networking reception, sponsored by *News & Tech* magazine, at the upcoming America East Technology and Operations Conference in Hershey, PA, to roll-out details about the News Print

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pavilion. Open to all America East attendees, the reception will take place Monday, March 15, from 6:30 to 7:30 p.m., in Cocoa Suites 4 and 5 of The Hershey Lodge. In addition to enjoying refreshments and networking with other industry professionals, all reception attendees will receive a free Expo Pass to GRAPH EXPO 2010, a \$45 value. Supplier attendees will automatically be entered into a drawing to win a free 10 ft. x 10 ft. booth at GRAPH EXPO 2010, and all production attendees will automatically be entered into a drawing to win a free GRAPH EXPO 2010 Seminar Passport.

During GRAPH EXPO, News Print will feature live demonstrations of the newest industry equipment from all of the top vendors in the newspaper industry. Attendees will learn new applications, innovative Web-based approaches to their business, profit-boosting solutions and cost-effective workflow systems specific to newspaper publishing and printing. Technologies and product areas to be showcased at News Print include:

- Hybrid production equipment
- Digital press hardware and software
- Offset presses
- CTP and associated plate bending and punching equipment
- Software
- Production workflows
- UV and heatset technology
- Postpress and mailroom equipment
- Consumables.

Throughout the show, News Print will also present a wide variety of timely education topics that specifically address the needs of today’s newspaper printers and publishers including:

- “Surviving in a Digital Age”
- “How Does a Newspaper Adapt to Commercial Print?”
- “What is the Value Proposition Newspapers can Offer to Distinguish Themselves?”

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Recognized as the commercial printing, publishing, mailing and transactional exposition for the Americas, GRAPH EXPO 2010 themed, “The Next Generation of Print,” has been designed to offer a customized show-going experience for a diverse spectrum of attendees. The exhibition will offer the latest graphic communications technologies, equipment running live on the show floor demonstrating the most unique new applications, plus education on the most in-demand products and profit-making opportunities. In addition to News Print, attendees will find six other special interest sections on the show floor. These include PackPrint, covering package printing; Future Print, featuring Printed Electronics and RFID; the Mailing & Fulfillment Center, the industry’s largest mailing event anywhere in the Americas; the second annual GREENspace, a showcase on sustainability and eco-friendly products and services; Prepress/Software-Design; and, Press/Finishing.

For additional information, visit: www.graphexpo.com.

About Graphic Arts Show Company (GASC)

GRAPH EXPO and PRINT are produced by the Graphic Arts Show Company (GASC). GASC is owned by the National Association for Printing Leadership (NAPL), NPES The Association for Suppliers of Printing, Publishing and Converting Technologies (NPES), and the Printing Industries of America. GASC is located at 1899 Preston White Drive, Reston, VA 20191 USA, telephone: 703/264-7200, fax: 703/620-9187, e-mail: info@gasc.org.

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