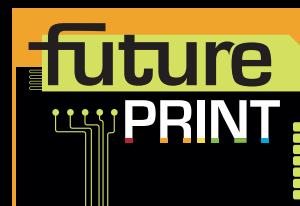


These People Want To Know About *YOUR* Products.



Meet Them At GRAPH EXPO!



October 3-6, 2010 | McCormick Place South | Chicago, IL USA | www.graphexpo.com

Future Print—Your Gateway to a Huge New Vertical Market



Graphic Arts Show Company (GASC) producer of GRAPH EXPO 2010 the Commercial Printing, Publishing, Mailing and Transactional Exposition for the Western Hemisphere recognizes the potential RFID and printed electronics holds for our audience. That is why we created Future Print to introduce them to the technology and show them how they can get involved. They got the message loud and clear and now they're looking for vendors.

Future Print is a dynamic, interactive on-the-show-floor information hub offering free educational sessions on the technology, market statistics, applications and marketing strategies. It is enthusiastically supported by formidable sponsors such as IDTechEx, the FlexTech Alliance, OE-A and Rodman Publishing's electronic newsletter, *Printed Electronics Now*, all of whom recognize us as a viable new market for printed electronics materials and equipment.

Here's what they had to say about their participation last year

"Future Print has offered us a great window into this market. We value the exposure and contacts participation has brought."

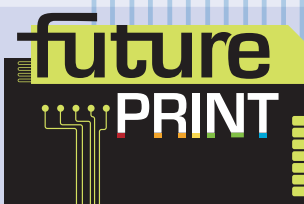
Heidi Hoffman, Director of Marketing, FlexTech

"The market is seeing more printed electronics (PE) applications reach the production phase, but one of the key needs for PE to move forward is having more mainstream converters utilize their expertise in printing to help more PE projects become a reality. Future Print provides access to the printing companies that can do just that."

Dave Savastano, Editor, Printed Electronics Now.Com

"In 2009 IDTechEx witnessed a market shift as our largest consultancy customers moved from materials manufacturing to producing actual products for packaging, electronics and many segments of the automotive and other industries. Today, all have established interdisciplinary teams to explore innovative applications for their technology in new markets. Likewise, now is the time for printers to pave their way into new markets. Future Print is the conduit that connects new technology with the conventional printing industry."

Dr. Harry Zervos, Technology Analysts, IDTechEx





GRAPH EXPO

Our attendees represent the distribution channel for the entire spectrum of printed products and our exhibitors are the manufacturers of equipment, software, supplies and services that support them. Exactly the people that technology innovators, like you, need to know in order to penetrate these new markets.

ATTENDEES

- Sheetfed & Web Offset Printers
- Narrow Web Tag & Label Printers
- Digital Printers
- Wide Format Sign & Display Printers
- Graphic & Package Designers
- Corrugated & Folding Carton Printers
- Flexible Package Printers
- Quick Printers
- Mailing & Fulfillment Houses

EXHIBITORS

- Offset & Digital Press Manufacturers
- Flexographic Press Manufacturers
- Wide Format Ink Jet Printer Manufacturers
- Workflow Software
- Color Management Software
- Ink Manufacturers
- Substrate Manufacturers
- Finishing Equipment
- Converters



GRAPH EXPO attendees recognize their industry is changing

Thousands of forward-thinking decision makers come to GRAPH EXPO to explore diverse new technologies and learn about new solutions and profit opportunities. They are eager to investigate new and emerging technologies, like RFID and printed electronics, with industry experts, like you, to learn how to generate more revenue and boost their profits.

PackPrint—featuring Future Print

Package printing is the fastest growing segment of the printing industry with the most immediate opportunity for you to make inroads into this market.

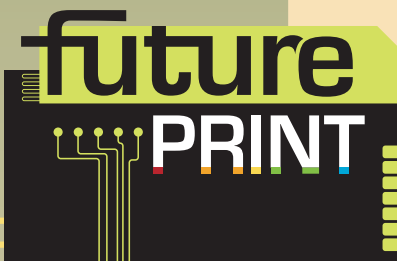
It will feature cutting edge package printing press manufacturers, converting equipment, substrates, software, products, and more!

- **Labels: Tape, Tags, Film and Foil**
- **RFID & Printed Electronics**
- **Digital Printing**
- **Package Design Software**
- **Flexible Packaging**
- **Converting**
- **Folding Cartons**
- **Flexographic Printing**

Future Print will receive special, far reaching advance and on-site promotion. Our attendees, representing thousands of companies from across the U.S. will flock to PackPrint—and Future Print—seeking information about unique applications and new profit opportunities.

Space is limited in the exclusive Future Print section of GRAPH EXPO. Reserve your space today!

Contact Sonia O'Donnell at phone: (703) 264-7200 or e-mail: sodonnell@gasc.org.



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The FlexTech Alliance is the only organization headquartered in North America exclusively devoted to fostering the growth, profitability and success of the electronic display and flexible, printed electronics supply chain. FlexTech facilitates collaboration between and among industry, academia, government and research organizations to advance the industry from R&D to commercialization with world-class manufacturing capability for displays and flexible printed electronics.

www.flextech.org



OE-A is a working group within the German Engineering Federation (VDMA), founded in December 2004, with the vision of building bridges between science, technology and application. It is the key international industry association for organic and printed electronics with more than 120 European, Asian and U.S. companies working together to build a competitive production infrastructure for organic and printed electronics. To improve service to members, the OE-A opened its North American office in 2008.

www.vdma.org/oe-a

IDTechEx

IDTechEx provides custom consultancy, research and global events for printed electronics, organic electronics, RFID and energy harvesting. Founded in 1999, it has grown into a widely respected global organization with offices in Cambridge, Massachusetts, Chemnitz, Germany and Cambridge, England. As a knowledge-based company, IDTechEx staff continually travels the world, visiting many conferences, universities and companies to stay at the forefront of new technologies that will shape the 21st century.

www.idtechex.com



Printed Electronics Now is a new online publication devoted to the fast growing field of electronic products created through the printing process—an emerging industry that promises to revolutionize the methods in which electronic components and systems are manufactured. Printed electronics covers solar cells, batteries, displays, sensors, medical devices, military equipment and much more.

www.printedelectronicsnow.com



The definition of print has, and will continue to evolve. Be among the first to reach out to this dynamic market place by exhibiting in Future Print at GRAPH EXPO 2010.



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Future Print is brought to you by Graphic Arts Show Company (GASC)
1899 Preston White Drive, Reston, VA 20191 | www.graphexpo.com

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Reserve your space today.**

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