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FOR IMMEDIATE RELEASE

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**GRAPHIC ARTS SHOW COMPANY ANNOUNCES
“POSITIVELY PRINT” PROGRAM TO CHAMPION THE POWER OF PRINT**

Campaign to Showcase the Value and Effectiveness of Print in the Media Mix

Reston, VA— A new print advocacy program, aptly named “Positively Print” designed to promote the power of print in the media mix, has been announced by the Graphic Arts Show Company (GASC). GASC produces the graphic communications industry’s largest and most comprehensive tradeshows in the Americas, the annual GRAPH EXPO, and alternating every fourth-year global PRINT events.

The “Positively Print” program will recognize companies involved in the print production process that market, through their company-branded promotional activities, the value and effectiveness of printed products to corporate marketing executives, advertising agency personnel, print buyers, media specialists, buying influencers and the business public. “Positively Print” submissions selected for recognition by a panel of industry experts will be announced on October 2, 2010 at the annual EXECUTIVE OUTLOOK Conference, held the day before GRAPH EXPO opens, October 3-6, 2010 in Chicago’s McCormick Place.

“Although sometimes overlooked in the flurry of e-marketing, print has always been—and continues to be—a vital component of today’s integrated marketing campaigns,” stated GASC President Ralph Nappi. “These ‘best of the best’ examples of print promotional campaigns recognized by the “Positively Print” program will feature the various types, unique attributes and effectiveness of this essential media.”

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The program is intended to encourage companies involved in print to devote part of their ongoing advertising and promotional campaigns to a generic advocacy of print as a communications media. While the focus of program submissions must be on print—primarily directed at those who select media or create campaigns—eligible entries may be a part of corporate or product advertising produced in any media, preferably print, but may include TV commercials, web advertising and various other e-formats.

The Positively Print program, created as an extension of the EXECUTIVE OUTLOOK Conference and with the support of GASC co-owners—NAPL, NPES, the Printing Industries of America—and the Print Council, will be administered by William Lamparter, President of PrintCom Consulting Group who chairs the Conference for GASC.

Entries to the “Positively Print” program may be nominated by anyone, including print suppliers, who can enter their own campaigns or submit those created by others, as well as advertising agencies and public relations firms.

The “Positively Print” program submission deadline is August 2, 2010; no fee is required for participation. Entry forms may be found and downloaded online at: www.positivelyprint.org.

For more information contact William Lamparter, PrintCom Consulting Group at phone: 704/843-5350 or e-mail: PositivelyPrint@aol.com.

About Graphic Arts Show Company (GASC)

GRAPH EXPO, PackPrint 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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