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**GRAPH EXPO 2010 EXHIBITION OFFERS SOMETHING FOR EVERYONE
WITH 'NEXT GENERATION' OF PRINT**

Reston, VA – Printing industry professionals from North, South and Central America, as well as the Caribbean, will convene October 3 – 6, 2010, at McCormick Place South in Chicago, Illinois, to attend GRAPH EXPO 2010, the largest graphic communications exhibition and conference in the Americas.

Considered *the* commercial printing, publishing, package printing, mailing and transactional exposition for the Americas, GRAPH EXPO 2010 will offer graphic communications professionals a fully customized show-going experience under the theme, “The Next Generation of Print.” The comprehensive exhibition has been designed to cater to a diverse spectrum of attendees, including: commercial printers, quick printers, transactional printers, creative professionals, package printers, mailing and fulfillment pros, in-plant printers, wide format imaging specialists, newspaper printers, book printers/publishers and even print buyers. Nearly 80% of the attendees are decision makers and key influencers in their organizations.

“Just as the next generation of print is about going beyond ink/toner on paper to offer personalized business solutions to customers’ problems, GRAPH EXPO 2010 is far more than a standard commercial printing trade show. GRAPH EXPO provides a valuable forum in which

attendees can evaluate the full spectrum of printing-related technologies, discuss their needs in consultation with a range of manufacturers and suppliers in a neutral environment, glean new profit-making ideas and network with like-minded professionals,” said Ralph Nappi, president of the Graphic Arts Show Company, Inc. (GASC), the show’s producer. “The equipment, education and ideas at GRAPH EXPO 2010 reflect the diversity of the graphic communications industry, allowing for a completely personalized and valuable experience for each attendee.”

GRAPH EXPO 2010 is expected to welcome hundreds of vendors to McCormick Place, where attendees can witness technology demonstrations and see equipment running ‘live’ on the show floor. And, among the special attractions are six special interest sections featuring the most in-demand product areas and profit-making opportunities. Of particular note is the Newspaper Pavilion, debuting at GRAPH EXPO 2010. Catering to the newspaper publishing industry, this pavilion will provide 10,000 sq. ft. of exhibit space devoted to the needs of newspaper publishers and printers.

Other popular sections include PackPrint, covering package printing one of the fastest-growing segments of the graphic communications industry; Future Print, featuring printed electronics and RFID; the Mailing & Fulfillment Center, the industry’s largest national mailing event anywhere; the second annual GREENspace, a showcase on sustainability and eco-friendly products and services; and Prepress/Design-Software.

“The top reasons industry professionals attend GRAPH EXPO are to see new equipment, products and developments and keep up-to-date on industry trends and issues,” said Nappi. “By

targeting today's hottest technologies and profit areas, the special interest sections at GRAPH EXPO 2010 serve to help attendees do just that. Attendees can see, test and compare equipment in one convenient location while getting immediate answers to all their questions about their particular high-interest market segment. And they can discuss unique applications that can bring added value to their sales offerings."

For additional information, visit: www.graphexpo.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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