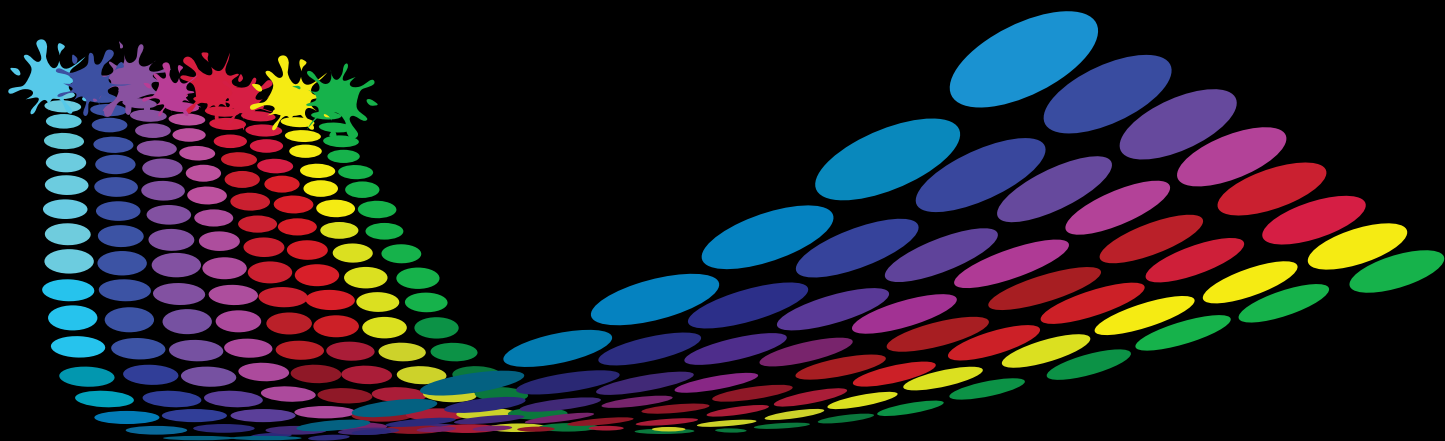




EXHIBITOR PROSPECTUS 2012



 **Print Integrated** 

October 7-10, 2012 • McCormick Place South • Chicago, IL USA

www.graphexpo.com

GRAPH EXPO

Exhibitor Promotion

High Touch High Impact Real Results!

Today, marketers—and GASC—understand the need for a **multi-channel integrated approach** to maximize results. GRAPH EXPO is the powerhouse face-to-face engine that will drive your company's success—before, during and even *after* the show with a **creative suite of promotional opportunities!**

As a GRAPH EXPO exhibitor, you will benefit from the most aggressive multi-channel attendance-building promotional campaign *EVER* designed to deliver qualified attendee-buyers to YOUR booth on the show floor!

Direct Mail & Print

- Pre-show Planner
- Card Decks targeting attendees & pre-registrants
- Official Show Directory
- Official Show Daily (print & e-version)
- Official Show Daily Event Reports (video)
- Banners & On-site Signage
- Lanyards
- Bags
- Event Sponsorships (live & pre-show webinars)
- Exhibitor Presentations
- Networking Events...*and more!*

Printed-Integrated Tools

- FREE QR Codes for each exhibitor directing to your online listing
- pURL expo passes

Online Marketing Tools

- pURL customized free expo pass
- FREE e-mail blast program with customizable templates
- Map Your Show—marketing, lead generating & show meeting planner tools
- “Countdown to Show” attendee e-newsletter—reaching current & past attendees
- Official Show Mobile Attendee Guide
- Virtual Event Opportunities
- Webinars

Social Media

- GRAPH EXPO Social Media 101
- Fact sheets with simple directions on how to take advantage of free exposure related to, how to integrate with, and gain even more promotion from GRAPH EXPO on:



GRAPH EXPO 2012

Redefining the Role of Print

Welcome to GRAPH EXPO 2012—the **largest and most inclusive** commercial printing, package printing and converting, publishing, mailing, transactional, newspaper, marketing and photo imaging **exposition and conference** for the Americas!

GRAPH EXPO 2012 has evolved into a **spectacular solutions emporium** where all the hottest technologies, most unique new applications, products and services will **demonstrate for eager attendee-buyers** the dawn of a “new age” in **PRINT INTEGRATED** graphic communications.

Thousands of **print pros with decision making authority** representing the **entire spectrum of graphic communications** will ALL be here to learn from the experts—GRAPH EXPO exhibitors—and invest in the new technology, applications, products and services they need to win in today's highly interactive “new age” of media communications.

GRAPH EXPO is among the TOP U.S. Trade Shows whose attendees have the highest Net Purchasing Influence!

**EXHIBITOR Magazine, April 2011 Issue
www.ExhibitorOnline.com*

TOP U.S. TRADE SHOWS OF 2010* HIGHEST NET BUYING INFLUENCES

InfoComm	96%
National Association of Convenience Stores	95%
EXHIBITOR2010	94%
International Woodworking Machinery & Furniture Supply Fair	93%
Water Environment Federation's Technical Exhibition & Conference	93%
National Association of Broadcasters	91%
American Society for Industrial Security (ASIS) International	91%
The Kitchen and Bath Industry Show	89%
American Water Works Association Annual Conference and Expo	88%
GRAPH EXPO	87%

MORE Diverse Decision Makers than *EVER* Before!

Buyer-Attendees from 12 Key Market Segments

GRAPH EXPO 2012 is recognized as the **all-encompassing, full spectrum marketplace** for today's graphic communications pros. New show floor sections and growing legions of co-located events will entice even *MORE* top decision makers to attend from these 12 key industry segments:

- Commercial Printers
- In-Plant Printers
- Package & Specialty Printers
- Book Printers & Publishers
- Digital Print Imaging/Quick & Instant Printers
- Wide Format Printers
- Mailing & Fulfillment Pros
- Transactional Printers
- Newspaper Printers & Publishers
- Creative Services/Advertising
- Marketing Pros
- Print/Media Buyers
- Photo Imagers

Meet GRAPH EXPO Attendees**

Your best customers and prospects are HERE!

28% of attendees went to GRAPH EXPO for the first time this year.

32% of the attendees work for small businesses with less than 20 employees and...

42% are from large businesses of 100 or more employees.

48% of the attendees came from Midwestern states, yet total of...

48% traveled over 400 miles to attend the show.

(The average distance traveled 621 miles, significantly higher than the last GRAPH EXPO)

33% (one-third) of the GRAPH EXPO attendees have senior level job functions—Presidents/Owners/CEOs/VPs/Department Heads—significantly higher than the previous GRAPH EXPO.

*** Independent survey of GRAPH EXPO 2010 Attendees conducted by Exhibit Surveys, Inc.*

GRAPH EXPO delivers a robust mix of first-timer and repeat attendees!



3 Reasons Why** **LIVE** Outperforms "Virtual"

In-person events are better suited for..

1. Capturing attendees' attention
2. Inspiring interaction and positive emotions
3. Building networks and relationships

**From the September 2010 white paper "The Future of Meetings: The Case for Face-to-Face," Cornell University and Maritz

Compelling, Immediate Results!

'Virtual' alternatives simply don't deliver quantifiable ROI—or the quality face-to-face connections that the industry's top tradeshow, plus 30+ crowd-building partnered events can.

In today's super-competitive selling environment, exhibiting at GRAPH EXPO is the compelling, measurable 'must' strategy to include in YOUR marketing mix.

Why Exhibit?

Your Benefits Begin Immediately!

As a GRAPH EXPO exhibitor, **YOUR company is in the spotlight long before the show**—intricately woven into a revolutionary cross-media marketing campaign that 'speaks' to top quality buyers in 12 key industry market segments. **It's all about ROI at GRAPH EXPO 2012**—and *this year* you will generate greater return on investment, **sooner and in more ways than EVER before!**

At the show, **GRAPH EXPO 2012 exhibitors** will be **CENTER STAGE among the most elite** roster of manufacturers and suppliers of digital and offset equipment, products, software, substrates, consumables and more—each recognized for the pioneering role they play in **propelling attendees and our industry into the future!** And with over 30 new and returning co-located industry events, GRAPH EXPO 2012 will attract **thousands more buyer-attendees** than **EVER** before—all eager to see the latest technologies the industry has to offer!

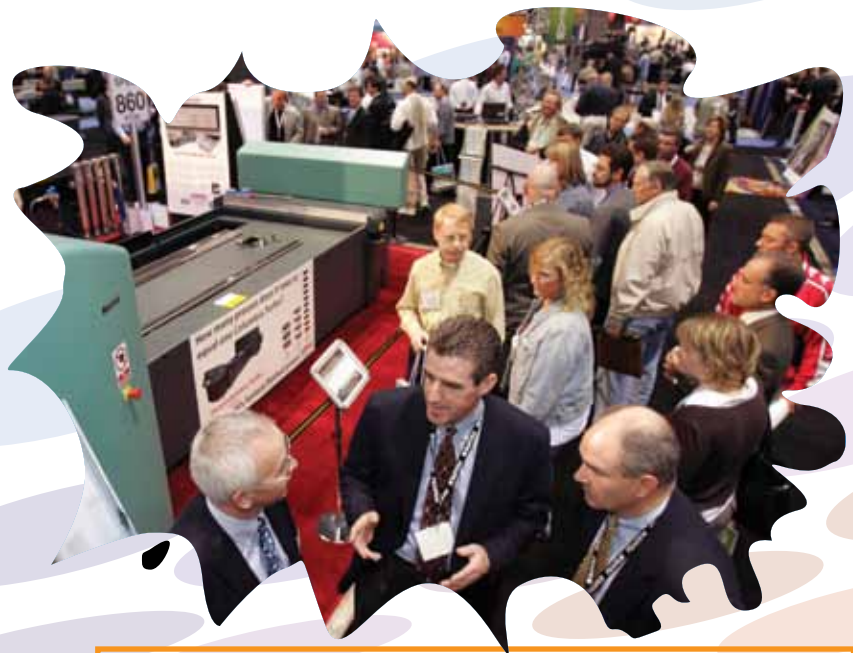
GRAPH EXPO brings the world—decision makers from Canada, North America, Central America, South America and the Caribbean—**your best customers and prospects** together at one event, at one time, in one place.

Top Reasons why Attendees are at GRAPH EXPO*

69% came to evaluate and compare products for purchase!

- See new products and developments
- Keep up-to-date on general industry trends/issues
- See specific products
- See specific companies
- Evaluate and compare products for future purchase
- Get technical information/specifications
- Discuss new/unique applications
- Network with colleagues and/or vendors

*Independent survey of GRAPH EXPO 2010 Attendees conducted by Exhibit Surveys Inc.



Attendees' Top Products of Interest*

- Digital Presses & Supplies
- Workflow Management Packages
- Mailing & Fulfillment
- Wide Format Inkjet Printers & Supplies
- Package Printing Equipment
- Green/Sustainable Products & Services

*Independent survey of GRAPH EXPO 2010 Attendees conducted by Exhibit Surveys Inc.

Top Buyer-Attracting Features & Pavilions

Delivering Top Decision Makers to YOUR Booth

GRAPH EXPO's specialty show floor sections and pavilions are HUGELY POPULAR attendee attractions! These HIGH PROFILE specialized "how-to" commerce centers offer exhibitors ideal one-on-one opportunities to connect with attendees who will come eager to find profit-building ways—*new* products, *new* applications and *new* services—to outdistance their competition!

A World Debut

The Photo Imaging Pavilion

The creation and production of photos has changed drastically in an amazingly short time with the output shift—from dry mini-labs to toner and inkjet printing—increasing at a quickening pace. Today's **Photo Imagers and Retailers** are evolving, adapting and growing in attendance at GRAPH EXPO! To accommodate these progressive print pros, introducing the new Photo Imaging Pavilion at GRAPH EXPO 2012 where *YOU* must be to capture *your* share of this growing attendee segment, featuring:

- Digital Photography Imaging/Printing
- OEM & ODM Suppliers
- Digital Workflow
- Binding, Finishing & Converting Equipment
- Pressroom Equipment & Supplies
- Prepress Supplies, Equipment & Technology
- Mounting, Laminating, Papers & Substrates
- Imprinted & Converted Products/Specialties
- Media & Business Management Resources
- Kiosks, Photo and ID Imaging Vending
- Multimedia & Presentation Imaging/Equipment
- Photographic Processing

By Attendee Demand! The Marketing Pavilion

For **highly experienced marketers**—and graphic communications pros that are, or want to learn how to become 'marketing service providers'—the popular Marketing Pavilion is here! This one-stop destination is 'prime real estate' for exhibitors seeking **the most captivating location** to reveal their latest marketing and graphic communications tools and technologies including:

- Digital Marketing Services
- Social Media & Social Content Generation Tools
- Lead Generation & Management Services
- Search Engine Optimization Software
- E-mail Marketing Services & Software
- Marketing Automation Technology
- Database Management Software & Analytics
- Mobile & Internet Services
- List Brokers
- Creative Services...and more!

A 'new breed' of decision makers—Marketing Service Providers are ready to buy!

Back for 3rd Consecutive Year! News Print

The 'new home' for the newspaper publishing industry is here to stay with **wall-to-wall solutions for newspaper production pros** from throughout the Americas. This highly-trafficked pavilion provides nearly 10,000 sq. ft. of exhibit space devoted exclusively to the needs of newspaper operations and print pros that will come seeking ways to cut costs, boost profits—and make informed buying decisions. Exhibit here and **double your ROI** as Commercial Printers will be there too seeking to expand their range of offerings and **make new connections** with future production partners.

It All Starts Here! Prepress/Design/Workflow

It all starts here with Software, Workflow/Design & Graphic Arts Products and Prepress Equipment. **For five years running** GRAPH EXPO and PRINT attendees—mostly decision makers and key influencers—identified "Creative Service related items" among their 'Top Products of Interest.'

For the Finishing Touch! Press/Finishing

This dynamic 'main stage' for cutting edge innovations in digital and offset print technologies—Press Equipment, Bindery &

Finishing Equipment, **Package Printing** and Wide Format—is a top attraction for attendees who 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. **Wide Format is here**—and all across the expansive show floor—providing attendees with the latest technologies, applications and solutions to expand their offerings and add new profit opportunities.

Responding to the Call! PackPrint

Package Printing and Converting Machinery, Systems and Supplies are major attractions within this bustling show floor section. Demonstrate your solutions before your best audience—veteran Package Printers and other print pros who will come eager to investigate how to enter into this dynamic and continually growing print industry.

Future Profits! Future Print

Future Print is a mind-expanding learning theater that offers forward-thinking attendees a revealing window into the future. From the newly-minted to **emerging technologies—Printed Electronics, RFID, QR Readers, pURLs, Augmented Reality**—it is here that progressive print pros will find all the very latest information they need to begin building a bridge to future profits.

The Largest Anywhere! Mailing & Fulfillment Center

At GRAPH EXPO 2012 the Mailing & Fulfillment Center with nearly 40,000 sq. ft. of exhibit space is **a show-within-a-show** and recognized as the industry's largest mailing event—*anywhere* in the Americas! 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.

A Sustaining Show Goer Attraction! GREENspace

Progressive print pros will flock to this exclusive 5,600 sq. ft. show floor section seeking the latest information on sustainability—and your eco-friendly products and services. **Expand your exposure** and supplement your presence elsewhere on the show floor by exhibiting in this single-source section devoted to 'green' products and services.



The Buyers Are Coming! Super-Charged—Ready to Spend

Meet Qualified
Buyer-Attendees
Seeking to Expand
Their Offerings

The unprecedented industry 'migration' to Chicago will continue with more than 30+ returning and *NEW* organizations' co-located events—conferences, user group meetings and special events—held in tandem with GRAPH EXPO 2012!

GRAPH EXPO is an exhilarating commerce and networking forum chosen by these organizations to kick-off their events to provide their members opportunities to connect with today's foremost solutions providers—GRAPH EXPO exhibitors! What does this mean to *YOUR* company? A multitude of *NEW* selling opportunities with broader and more diverse target audiences!

GRAPH EXPO Exhibitors & Attendees Speak Out!

You be the Judge!

Attendees and exhibitors rated the value they received from GRAPH EXPO significantly above *Exhibit Surveys, Inc.** industry "all-shows" averages.

GRAPH EXPO Value (Attendees)	3.9%**
Other Shows Value (Attendees)	3.7%
GRAPH EXPO Value (Exhibitors)	3.8%**
Other Shows Value (Exhibitors)	3.6%

*Independent surveys of GRAPH EXPO 2010 Attendees and Exhibitors conducted by Exhibit Surveys Inc.

**On a scale of 1 to 5

7 Reasons Why Exhibitors Come Back to GRAPH EXPO*

1. Sales/new business
2. Lead acquisition
3. Brand/product awareness
4. Customer relations
5. Partner development
6. New product introduction
7. Press coverage

*Independent survey of GRAPH EXPO 2010 Exhibitors conducted by Exhibit Surveys Inc.

Again GRAPH EXPO...

Adapts—innovatively TRANSFORMING a "traditional" tradeshow into a universally 'must-attend' event for 12 key industry market segments!

Reinvents—with its unprecedented growing roster of nearly 30+ **CO-LOCATED EVENTS**—conferences, meetings, networking activities—that will build show attendance like *never* before!

Innovates—now the Americas' largest **OFFSET & DIGITAL** event of the year and the industry's main stage for all the hottest new technologies, applications & solutions!

Educates—with consultative experts, GRAPH EXPO exhibitors, who inspire service providers to adapt and adopt new offerings to benefit from **NEW PROFIT OPPORTUNITIES**.

Astonishes—coming on strong again by **DEMONSTRATING THE FUTURE** throughout the largest annual graphic communications exhibition spanning over 300,000 net square feet!

Connects—more qualified buyers from a broader, more diverse attendee audience to top industry vendors than *EVER* at the **GLOBAL NETWORKING** event of the year!

Satisfies—the demand for **CHANGE** with specialty show floor sections featuring **A SPECTACULAR EMPORIUM** of all the top vendors whom attendees come to see for demonstrations of the very latest profit-building solutions.

Delivers—a super-charged **QUALIFIED BUYER AUDIENCE** from 12 key market segments directly to the heart of the largest print-buying region in the world—Chicago, IL!

Executes—the most high-powered and effective cross-media show and **EXHIBITOR MARKETING CAMPAIGN** in the industry!

Leads—as **THE ANNUAL SHOW** for the Americas with more exhibitors, more booth space, more education and more high-voltage cross-market networking than any other industry event!



GRAPH EXPO

McCormick Place South • Chicago, IL USA • October 7-10, 2012

Live Running Equipment Sells!

Demonstrating your equipment and applications live on the show floor helps you sell.

Take full advantage of the unique one-on-one interaction that GRAPH EXPO 2012 delivers.



Connect Face-to-Face with Your Industry

Reserve Your Booth Location Today!

Phone: 703/264-7200

Fax: 703/264-9836

E-mail: sales@gasc.org

www.graphexpo.com

Exhibit Space Rates

\$28.00/ sq. ft. by October 31, 2011

Machinery Material Handling Package Rate \$33.95

\$32.00/ sq. ft. after October 31, 2011

Machinery Material Handling Package Rate \$37.95



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