

easyFairs®

PRINT

TRADE FAIR FOR THE PRINTING AND
GRAPHIC COMMUNICATIONS INDUSTRY

Co-located with
easyFairs®
EMPACK and
PROLOGISTICS

- Prepress & premedia
- systems, appliances,
software
- Press and printing
machinery, equipment &
accessories
- Print finishing &
converting machinery,
equipment & accessories
- Paper, inks, glue,
consumables
- Services & consultancies

Book your stand now
as from € 2580
Phone + 32 3 280 53 07

Catalogue partner

**Grafisch
Nieuws**

Media partners

M&G

Print Services



IF ONLY ALL TRADE SHOWS WERE THIS EASY



The easyFairs® concept

easyFairs trade shows are **time & cost-effective**. You get everything you need from a single supplier and at a fixed price. When you arrive, your stand is ready and waiting for you to do business.

easyFairs trade shows are **sales events** "at the heart of the market". They enable you to develop business contacts and make sales at a fraction of the cost of a normal trade show.

easyFairs shows are attractive to the **key buyers and decision makers** you would like to meet because they are focused and regionally organised, minimising demands on visitors' time.

Plus, easyFairs is the **green alternative**: trade shows with minimum carbon footprint.

Trade shows for people who simply want to do business

Trade fair for the printing and graphic communications industry

easyFairs® PRINT is a brand new trade fair, comprising all services concerning technologies, materials and services for the complete graphic sector - both offset and digital - workflow and prepress, media and finishing. Aim of the event is to provide your clients with ideas on how to integrate complementary production techniques and processes to create added value and to increase sales.

The show is co-located with easyFairs® EMPACK, Belgium's biggest packaging event in 2010. Welcoming over 4000 visitors every year, easyFairs® EMPACK is a strong and leading brand in the Belgian industry. With 7% of its visitors coming from the graphic industry, it is only logical to co-locate easyFairs® PRINT with this trade show giant. Also organized in parallel is easyFairs® PROLOGISTICS, the professional event for the total supply chain.

All three trade fairs will take place in Brussels Expo on the 29th and 30th of September 2010.

As a sales oriented trade fair, easyFairs® PRINT intends to be the key event for all professionals from the graphic sector in Belgium, printers, publishers, finishers, bookbinders and photographers. Research has shown that even though this group does not have a specific interest in printing technology, it is looking for ways to include printing material in its marketing mix. Therefore, the aim of easyFairs® PRINT is to make innovative communication technologies and materials accessible to those who subcontract their printing.

Nowadays, it is more important than ever to meet potential clients face to face. easyFairs® PRINT is designed to help exhibitors face this challenge; it guarantees the opportunity to meet professionals from the entire graphic sector, who actively invest in new markets, more efficient production methods and complementary services.

To achieve this goal, partnerships have been established with trade magazines Grafisch Nieuws/Nouvelles Graphiques, M+C and Print Services.



Visitor profile

Visitors of easyFairs® PRINT are:

- All companies from the graphic sector as a whole; meaning printers, print finishers, publishers,...
- Graphic designers, art directors, marketing specialists and brand managers
- Print buyers; meaning B2B end users (government, education, financial institutions and the retail and leisure sector) as well as organizations with high print numbers, special printing requirements and who own certain printing equipment.

Participating in easyFairs® PRINT enables you to:

- meet potential clients in a neutral yet sales oriented environment
- develop new contacts and renew existing contacts
- achieve long term goals for sales and marketing
- meet the key decision makers and get valuable media attention
- thoroughly discuss the issues your clients are facing



easyFairs® PRINT features free learnShops™ - independent mini seminars providing actionable information in short time slots, ensuring maximum visitor circulation on the show floor.

Perhaps you would like to invite a customer to present a case study: it is the ideal opportunity to raise profile for your products and solutions.

If so, get in touch with the exhibition manager Frederik Van Aken on +32 3 280 53 08.

Exhibitor profile

easyFairs® PRINT is a sales platform for producers and suppliers of technology, materials, software and services for the following segments:

- prepress & premedia - systems, appliances, software
- press and printing machinery, equipment & accessories
- print finishing & converting machinery, equipment & accessories
- paper, inks, glue, consumables
- services & consultancy

Here's what a potential exhibitor says about easyFairs® PRINT:

“In order to be successful, a graphic company's relies on its employees' competence and enthusiasm. Competence is determined by knowledge, skills and attitude. Therefore, there is definitely room in Belgium for a graphics trade fair, aimed at enriching personal knowledge and potential of our graphic artists.”

Marc Binnemans, CEO, Antilope Printing NV

Price of the stand = all-in!

€ 2580*

*Total price for a 12 m² stand

- Stand module
- Furniture
- Visitor promotion

Book your stand online at easyFairs.com/PRINT-BE or phone +32 3 280 53 07.



Book your stand now!

Online on easyFairs.com/PRINT-BE
or call +32 (0)3 280 53 07

Contact **Frederik Van Aken**
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Fax: +32 3 280 53 53
E-mail: frederik.van.aken@easyFairs.com

Practical information

easyFairs® PRINT

Wednesday 29th of September 2010

Thursday 30th of September 2010

Brussels Expo, Brussel - Hall 9

Organiser: easyFairs nv/SA
Roderveldlaan 3 - 2600 Berchem - Belgium

Prices

Module 12m ²	€ 2.580
Module 15m ²	€ 3.225
Module 20m ²	€ 4.300
Extra open side	+ € 200

Prices VAT excl. – Max. 4 modules per exhibitor

All-in formula

easyFairs® PRINT offers an all-in formula in order to do business time and cost efficiently. All you need will be ready for you when you arrive at the show.

Just turn up and do business!

✓ Stand module

Standard modular stand, name sign, carpet, exhibitor badges, daily cleaning, insurance, one parking ticket, 250 invitation cards and contact details in show catalogue.

✓ Furniture

Two light spots, one electricity socket, two chairs, one table, brochure rack and wireless internet.

✓ Visitor promotion

easyFairs® PRINT is a trade show that professionals visit upon invitation, guaranteeing a high-quality visitor profile. easyFairs promotes its shows through a highly targeted media campaign, working together closely with prominent trade magazines and associations. easyFairs provides free invitation tickets for all exhibitors, which can be distributed amongst contacts and prospects. Additionally, we offer a variety of traditional and online marketing tools in order to increase your visibility before, during and after the show. All this, naturally, free of cost.

**Price of your stand =
the cost of the show**

**For more details, phone your local easyFairs office
or visit easyFairs.com/contactus:**

Head Office:	+32 (0)2 740 10 70
Austria:	+49 (0)89 127 165 0
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Ireland:	+44 (0)20 8622 4411
The Netherlands:	+31 (0)162 408999
Norway:	+47 (0)22 99 61 24
Poland:	+48 (12)651 95 20
Spain:	+34 91 151 6792
Sweden:	+46 (0)31 89 41 00
Switzerland:	+41 (61) 228 10 00
United Kingdom:	+44 (0)20 8622 4411

Other related easyFairs shows in the Benelux:

easyFairs offers a unique and homogenous approach throughout Europe, offering you an opportunity to discover and penetrate new markets at a minimum risk.

easyFairs® EMPACK 07 & 08/04/2010
's-Hertogenbosch, the Netherlands

easyFairs® VISUAL COMMUNICATION 05 & 06/05/2010
Brussels, Belgium

easyFairs® RETAIL+ 05 & 06/05/2010
Brussels, Belgium

easyFairs® EMPACK 29 & 30/09/2010
Brussels, Belgium

easyFairs® PROLOGISTICS 29 & 30/09/2010
Brussels, Belgium