

PRINT WORLD 2012

THE NEW WAVE OF PRINT

The world of shorter-run printing

Where digital printers, offset presses, corporate and transactional print departments, sign shops and emerging print markets all come looking to buy



NOVEMBER 17-19, 2012 | 10 A.M. - 5 P.M.
DOWNTOWN TORONTO
Direct Energy Centre, EXHIBITION PLACE



Who comes to Print World PAGE 5
What's new at Print World PAGE 11

CONTACT: **1-800-331-7408, (905) 625-7070**
www.printworldshow.com

NORTH AMERICA'S LARGEST SHOW FOR THE SHORTER-RUN PRINTING MARKET

FOCUSING ON THE NEW WAVE OF PRINT



"This was our eighth Print World participation and our best show. KBR signed the most orders ever at any trade show. Print World is the perfect Canadian stage for the digital and traditional print market."

—Karl Belafi Sr., President,
KBR GRAPHIQUES LTÉE./
KBR GRAPHICS LTD



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1606 SEDLESCOMB DRIVE, UNIT 8, MISSISSAUGA, ONTARIO, CANADA L4X 1M6



PRINT WORLD: The World of Shorter-Run Printing, is the biggest show of its kind in North America, welcoming over 8,000 attendees and almost 200 exhibitors to the 2010 show.

With roots dating back to 1986 and a strong reputation as a "selling" show, Print World has always kept a tight focus on printing technology and services for the shorter-run market. In 2012, the show will build on that tradition with a vastly expanded promotion program that extends the definition of "printer."

The shorter-run market has grown, especially with the introduction of digital presses and wide-format printers. Small, mid-size and large printers are all active in the short-run market, as are sign shops. In addition, with the widespread adoption of modern print technology, the definition of "printer" is expanding as well, from corporate teams charged with networked print operations, to retailers selling photobooks and personalized print merchandise, to frame shops selling high-end colour prints from on-site print devices.

In short, while the traditional printing industry remains a large part of the economy, a new wave of players has emerged who may not define themselves as printers but who nevertheless are responsible for huge amounts of print output.

Print World 2012 is perfectly positioned to reach both the traditional (and rapidly changing) print market, and the new emergent markets.

Print World, held every two years, occupies 125,000 square feet (11,600m²) of exhibit space at the Direct Energy Centre. The Direct Energy Centre is downtown Toronto's premier trade show facility, and Canada's largest and most advanced show building.

The 2010 show attracted attendees from all 10 Canadian provinces, 19 American states and several other countries including India, China, Italy, Poland, Mexico, Colombia, Jordan, Ghana, Philippines and Pakistan.

Exhibitors and represented companies included **Adobe, Agfa, Buskro, EFI, Epson, Fujifilm, GBC, Hans Gronhi Graphic Technology, HP, KBA, Konica Minolta, Manroland, MGI, Mutoh, Océ, Presstek, Ricoh, Screen, Unisource, and Xerox** among other leading brands. From brand leaders to highly specialized manufacturers and trade services, all of these companies are brought together to the centre of the world of shorter-run printing: Print World.

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CONNECT WITH THOUSANDS OF HARD-TO-REACH CUSTOMERS

Thousands of qualified buyers of shorter-run printing equipment and services come to Print World to comparison shop, network, take home new ideas and product literature, attend seminars and live demonstrations, and make crucial investment decisions. Show your solutions to this targeted, enthusiastic audience by exhibiting at Print World.

Delivering the emerging print markets, too

A proven success at delivering the hard-to-reach, shorter to medium-length market, Print World attracts visitors from the full range of operations catering to this hot print market.

This includes:

- small, mid-size and large commercial printers with shorter-run capabilities or interests
- large corporate and institutional print departments
- print-on-demand shops
- digital printers
- quick printers
- sign shops
- print brokers and forms distributors
- web-to-print operations

Beginning with the 2010 show and expanded for 2012, Print World also reaches out to the emergent print markets represented by:

- photobooks and photo merchandise
- on-demand and self-published books
- short-run variable labels
- networked office print environments
- short-run, variable direct-marketing
- personalized print merchandise
- gift and novelty printing

Because this market is so broad, it is difficult for sales reps to cover it adequately. The ideal solution is a vehicle that will generate more sales and leads in three days than can be generated in weeks and months. Print World provides the perfect venue where total exhibitor and visitor interest is focused on the new wave of print.



"Just to update you, we are getting fantastic leads from the show, so I want to thank you for helping us out so much!"

—Lenna Panou
Marketing and Communications
Specialist
UPLINX PREMEDIA SOLUTIONS



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VISITORS SURVEY: 2010 POST-SHOW HIGHLIGHTS

61.6%

Print World attendees whose future buying decisions have been influenced by attending the show

25.8%

Print World attendees who placed an order at or after the show (to date)

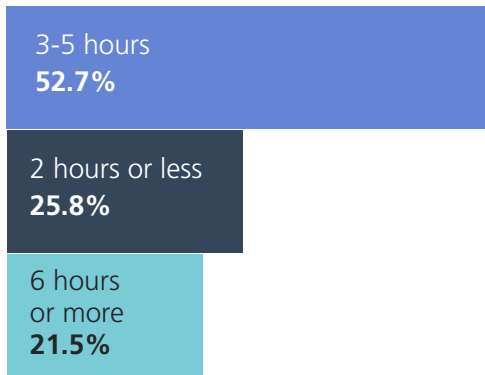
43.1%

Print World attendees that do not attend any other Canadian graphic arts trade show

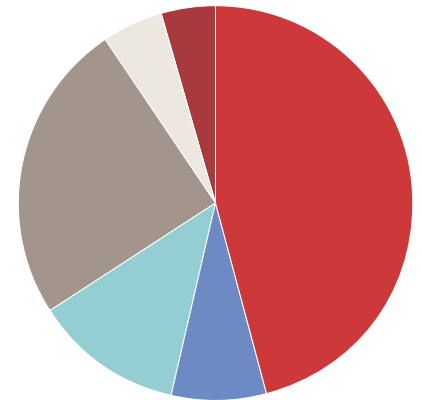
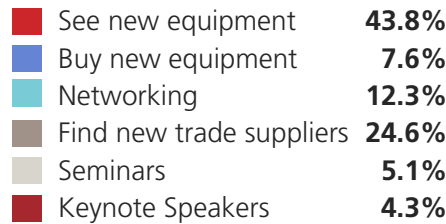
84.4%

Print World attendees that do not attend any U.S. or overseas graphic arts trade show

How many hours did you spend visiting Print World 2010?



What was the single most important reason you attended Print World 2010?



A QUALIFIED AUDIENCE WITH PURCHASING POWER

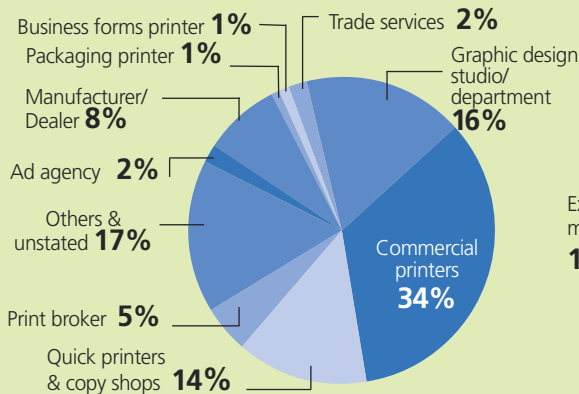
With roots dating back to 1986, Print World prides itself on delivering the most contacts interested in the shorter-run printing market—the industry’s largest segment. All visitors pay to attend, guaranteeing a qualified audience.

BASED ON 2010 PRINT WORLD **Total Attendance: 8,087**

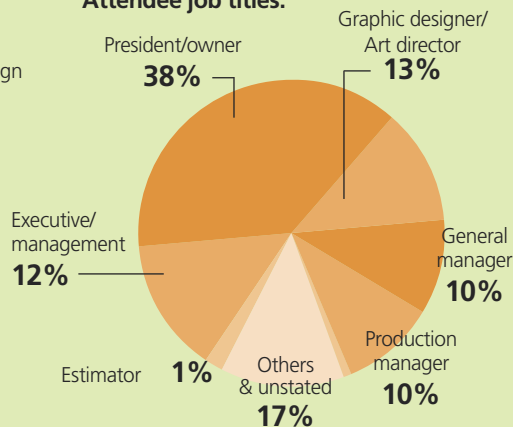
GET YOUR FREE 2010 PRINT WORLD POST SHOW REPORT

For more details on the 2010 show results, contact us for your copy of the 2010 Print World Post Show Report, or visit www.printworldshow.com

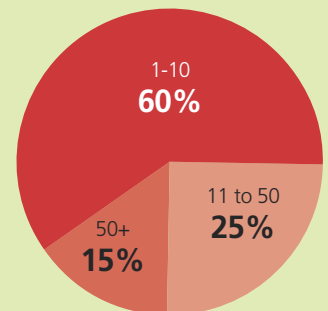
Attendee business types:



Attendee job titles:



Visiting company employee size:



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TRADE SHOW LEADS

ARE THE BEST LEADS

Print World delivers proven results. The incomparable face-to-face marketing opportunities made possible at Print World forge deeper relationships with customers and build bonds with new buyers. And you show your equipment and products, rather than just tell. Trade shows are an independent setting where buyers feel in control: it is your best chance to make an impression, collect the best leads, and make more sales. Studies reveal that trade shows are the No. 1 source of new product and investment decisions for printers.

Why your company needs to be at Print World

- To sell your products or services to the most densely populated printing markets in Canada and the northeastern U.S.

- To reach the fastest-growing shorter-run print market
- To be associated with the most dynamic sector of the printing industry
- To meet existing customers and prospects face-to-face

- To meet new players in the shorter-run market
- To present a strong competitive stance and position your company for growth

How to maximize your investment

- Take advantage of free co-marketing opportunities: shipping labels, posters, logo for your website and emails, all promoting your participation in Print World to your customers and prospects
- Participate in the Promo Code program to deliver valuable entry fee discounts to your customers and prospects, and build leads
- Show guide advertising in Graphic Monthly Canada (official publication)
- Pre-show banners on PrintCAN.com link to your website
- Promotions on PrintCAN Express e-bulletin
- Sponsorship opportunities at the show: contact us for the Sponsorship Kit
- Press releases on the show site www.printworldshow.com



Millions of dollars in sold and booked business from the last Print World show



"The show was very well attended with very good quality leads. We're still closing deals as we speak."

—Michael Steele
Partner and Sales Director
SYDNEY STONE
(DUPLO, MORGANA)

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The best attractions for your prospects and clients

Print World offers special features to attract qualified, specialized attendees. These features include:

- expanded Conference program including keynote addresses
- a revamped Print Management Seminars program with an exciting new line-up and improved scheduling
- the popular Print Software Theatre, with on-floor presentations of the latest software innovations
- Design City, a "show within a show" at Print World, attracting a new audience of more than 1,000 graphic designers
- the International Pavilion, a special marketplace showcasing manufacturers and suppliers from around the world
- Used Equipment Pavilion, from UPEX, the producers of the world's largest used printing machinery exhibition



"Our booth was quite busy each day of the show. We had quality customers that were in a buying mood."
 —Andrew Patrick
 Professional Imaging
EPSON CANADA LTD.

The importance of timing

Most successful graphic arts shows held in North America occur in the fall. Print World is no exception.

By mid-November, most conflicting activities, professional sport playoff calendars, holidays, cottage weekends and Graph Expo in Chicago are over. Many new print innovations will also be showcased at Print World following their debut earlier in the year at drupa in Germany. (84.4% of Print World visitors do not attend any foreign printing show.)

The timing is also excellent for tapping into new capital spending budgets as buyers prepare for the new 2013 budget year.

Print World exhibitors reach an informed and motivated audience keen to learn and shop.



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The WORLD of shorter-run printing

**NOVEMBER
17-19, 2012**

**DOWNTOWN
TORONTO**

www.printworldshow.com

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Mississauga, ON L4X 1M6
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Sponsored by:

graphic
MONTHLY CANADA

PrintCAN
Canada's Graphic Arts News Centre

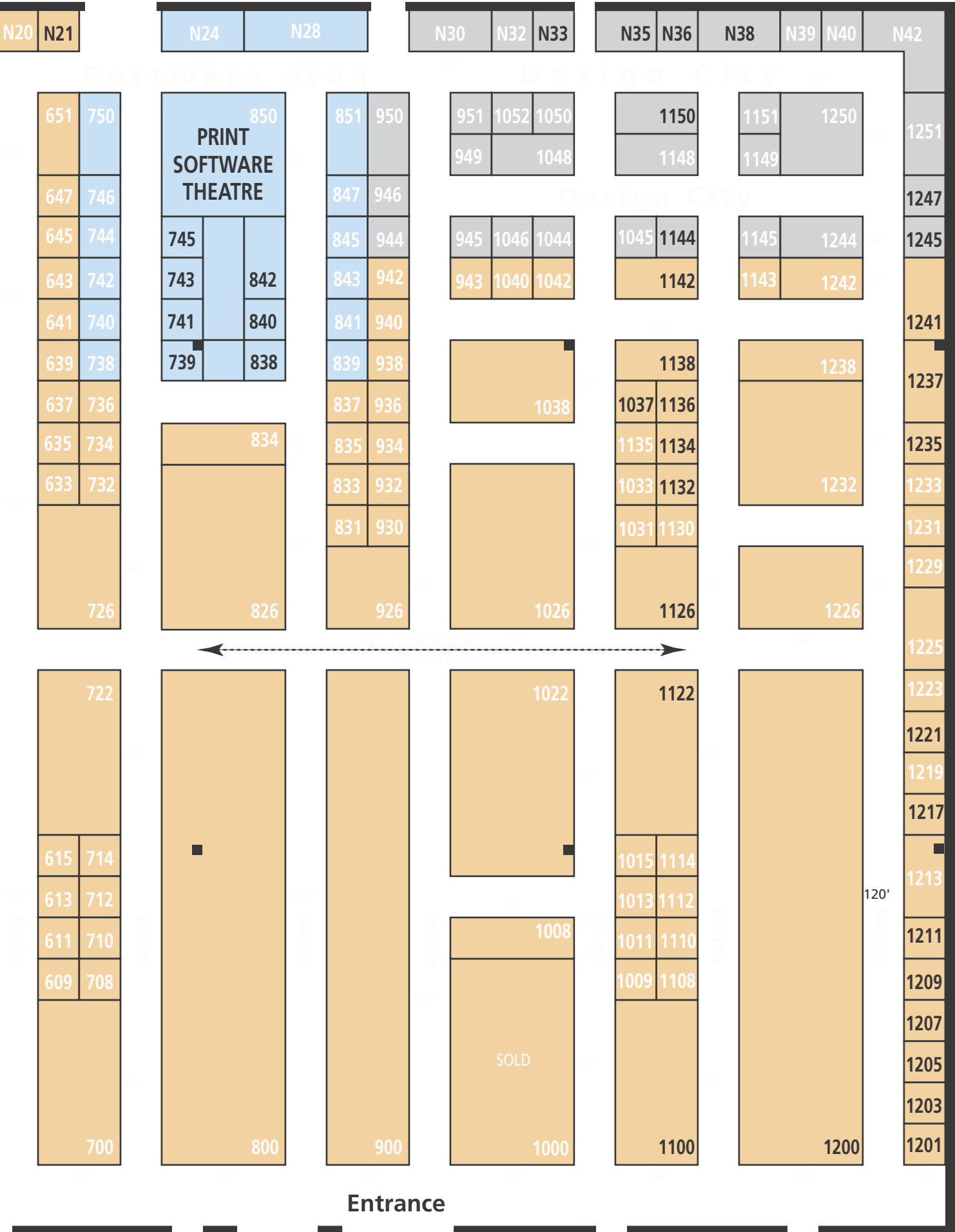
DESIGNEDGE
CANADA
GRAPHIC DESIGN NEWS & TRENDS

Xplor
International



The Direct Energy Centre, Toronto





REACH THE HOTTEST SEGMENT...

SHORTER-RUN PRINTING

Amidst change there are opportunities, and for those with a clear strategy, one of the brightest opportunities is in shorter-run printing, especially in colour, often on-demand over the web, increasingly with variable data, and always at a high quality expected by customers.

"The show was fantastic for us. It was the most we've ever sold off the show floor in signed orders."

—Michael Steele
Partner and Sales Director
SYDNEY STONE (DUPLO, MORGANA)

Related to this new shorter-run emphasis is a need to provide more integrated services, such as wide-format printing, finishing, and efficient prepress and proofing, including online prepress, CSR and web-to-print or print-to-web functions.

This is the new wave of print.

Many of our industry's most successful suppliers have succeeded because they have recognized this market shift to shorter runs and more colour. By consistently focusing on this category, and delivering a solid return on investment for exhibitors and visitors alike, Print World has emerged as one of the top 3 printing shows in North America and the largest in its category, the short- to medium-run length market.

Successful printers, small and large, are investing in new shorter-run technology, staying abreast of change, focusing on customer needs, and instituting smart business and marketing plans including more online integration. Large corporations and institutions are also increasingly recognizing the importance of well-managed and responsive corporate print departments, using the latest technology.

These are the printers and print organizations that will survive and thrive to become your best customers in the future. These are the companies that invest millions of dollars in buying at Print World. Meet these customers at Print World: The World of Shorter-Run Printing.



Meet the printers and print organizations that will survive and thrive to become your best customers in the future.



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PRINT WORLD 2012



Solutions for Shorter Runs

Digital presses
Shorter-run equipment
Software
Services
Offset 29" and under
Web-to-print
Wide format
Prepress
Bindery

PRINT WORLD:

WHAT'S NEW FOR 2012

- Updated exhibitor co-marketing programs for registering more qualified buyers
- Expanded Promo Code program to drive more traffic and more qualified leads
- Improved lead retrieval system to improve follow-up sales
- Expanded Conference program with all-new line-up of speakers
- Improved e-invite program for exhibitors
- More promotional targeting to the all-important large corporation and institutional print departments
- Expanded Sunday Program including new Case Study Theatre
- Expanded marketing campaign to emerging print markets
- Improved shuttle bus service to official hotel
- Streamlined online registration for improved visitor experience
- and more!

Print World has a strong reputation as a selling show. Experience has shown that those exhibitors taking advantage of our many co-marketing programs traditionally book the most sales. Our team is ready to work with you to maximize your return on investment by participating in our sponsorship and co-marketing programs, many of them offered free as part of your booth package. Call us today.



"The leads were exceptional,
twice as many as expected."

—George Shaw
TOTAL SOLUTIONS



STAY IN TOUCH—free newsletter: Sign up for Print World News

Keep in touch with Print World by subscribing to the free Print World News e-newsletter, distributed every few months in 2011 and more regularly in 2012. Print World News keeps you abreast of the latest developments and opportunities at Print World.

Visit www.printworldshow.com and click on the Free Newsletter button.



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TORONTO—

A POPULAR NORTH AMERICAN DESTINATION

The only print show to be held in downtown Toronto, Print World takes place in Canada’s finest venue, the Direct Energy Centre. Print World offers an unparalleled opportunity for Canadian, American and overseas visitors to take in a great show and conference—and enjoy themselves in one of North America’s most affordable, multicultural and fastest-growing cities.

Why Toronto?

Arguably the short-run printing capital of North America, Toronto has proven to be an especially attractive travel destination for printers. With a greater Toronto area population of more than five million and growing—even through the recession—Toronto is the media, financial and manufacturing capital of Canada... and its largest print market.

Toronto is one of the most welcoming and accessible cities in North America. It is only a 90-minute drive from the U.S. border and is within a 90-minute flight from 60% of the Canadian and 60% of the U.S. population.

Toronto is heralded as one of the most multicultural cities in the world. More than 100 languages are spoken. Print World and Toronto welcome you.

- Canada’s largest print market and 3rd largest in North America
- Centre of world’s best banking system (World Economic Forum)
- Top 20 City, MasterCard Worldwide Centers of Commerce Index
- Top 10 City, Global Cities Index, Foreign Policy Magazine
- Exciting downtown Toronto show location near 7,800 restaurants and 32,000 hotel rooms
- Home to seven English-language dailies, two Chinese-language dailies, most Canadian book publishers, and more than 500 periodicals—a city that embraces print
- Ranked as the safest large metropolitan area in North America by Places Rated Almanac
- An entertainment capital. Home of the Toronto International Film Festival (TIFF), and a major theatre, film and TV production centre
- Home to four professional sports teams (hockey, baseball, basketball, football) and home of the Hockey Hall of Fame
- 90 minute drive to Niagara Falls



PHOTO: Douglas Brown, torontoworld.com

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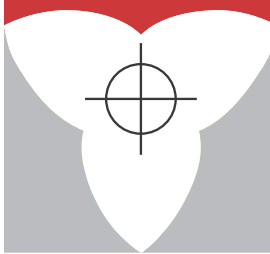
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PRINT WORLD 2012

AT THE CENTRE OF IT ALL

**PRINT
WORLD
2012**



- Toronto lies at the heart of North America's largest economic zone, with a population of more than 74 million within a day's drive or 90-minute flight
- Toronto has the highest concentration of printers per capita in North America: at the centre of the printing heartland
- Printing is the largest manufacturing sector in the land by number of locations
- More than 9,000 establishments
- Print World uses Canada's largest and most technically innovative trade show facility
- Large, rectangular floorplan with limited cross-aisles giving all exhibitors, regardless of size, superior floor traffic



"Attendance was better than we expected. We have booked for 2012."

—Tony Karg
SENIOR DIRECTOR OF
BUSINESS DEVELOPMENT
AND MARKETING, FUJIFILM
CANADA



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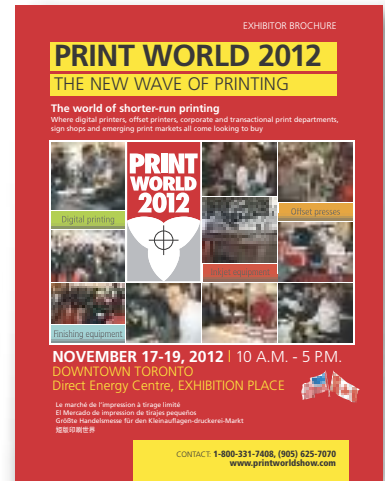
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A POWERFUL NORTH AMERICAN PROMOTION PROGRAM

An investment that pays off for exhibitors

Print World invests heavily in visitor advertising with proven results. A powerful integrated promotion campaign is already under way, and intensifies from December 2011 until the show in November 2012. The campaign includes extensive direct mail, magazine advertising, a dedicated website, web banners and links, e-mail newsletters and marketing, social media, fax broadcasts, exhibitor handouts, exhibitor shipping labels, posters, public relations, and custom-designed travel packages. Print World also runs a strong face-to-face campaign promoting word of mouth, with exhibits at Graphics of the Americas in Florida, Graph Expo in Chicago, and other regional shows. Campaigns will be conducted regionally, nationally and internationally, in English and French.



Publications

An aggressive advertising campaign will appear in a number of leading North American graphic arts publications. Press releases promoting Print World will be sent to all major international and North American trade publications. The official show publication, Graphic Monthly Canada, will carry a full schedule of display ads in every issue from November 2011 until the show date.

Web and e-mail

The official show and registration site, www.printworldshow.com, provides regular show and exhibitor news. Heavy web promotion will also be conducted through PrintCAN.com, Canada's printing news centre, and graphicmonthly.ca, Graphic Monthly Canada's site. E-mail marketing campaigns targeted to tens of thousands of qualified names will also promote the show. In all, Print World will receive well over one million online impressions.

Direct mail

To guarantee maximum attendance, at least four targeted direct-mail campaigns will promote Print World 2012. More than 100,000 invitations will be distributed.

Exhibitor co-marketing

Flyers, labels and special advance registration forms will be provided to exhibitors for distribution. Wall posters will be available months before the show. The Print World logo and URL will be made available for exhibitor websites. The popular and highly effective Exhibitor Promo Code program for discounted tickets to customers will be offered.

Show guide

Graphic Monthly Canada, the leading printing magazine in Canada, will publish the official Print World 2012 show guide in its Sep/Oct 2012 issue.

Search and Social Media

Print World employs the latest online tools to generate greater awareness and traffic for exhibitors, including paid search, SEO and social media programs (LinkedIn, Twitter).

Emerging Markets Program

Building on the success of the 2010 program and working with carefully selected database partners, Print World targets emerging print markets with print and online campaigns to bring new prospects and customers to the show.



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TOP 10 REASONS FOR EXHIBITING AT PRINT WORLD

RATES & DATES

Exhibitor services

As part of your exhibitor package you will receive:

- Siderail drapery (Height: 3 ft., 0.91m)
- Backwall drapery (Height: 8 ft., 2.44m)
- Carpeted aisles
- Comprehensive exhibitor manual
- Paid access to electronic bar code readers for easy scanning of visitor badges
- Free access to the Visual Show Lead Retrieval System, a proven method of accessing visitor information without the cost of bar code readers
- Promo codes and e-vites to send to your prospects
- 24-hour security during the show
- Storage space if required
- Material handling (except for equipment)
- Minimum booth size: 10 ft. x 10 ft. (3.05m x 3.05m)

Exhibit rates: (*exchange as of March 2011)

NORTH SIDE OF HALL:

- per sq ft: \$22.50 CDN, \$22.50 U.S. *

SOUTH SIDE OF HALL:

- per sq ft: \$24.00 CDN, \$24.00 U.S. *

Terms

When applying for space:

- Prior to February 29, 2012, 15% of the total payment due with the signed Space Application Contract.
- Between March 1, 2012 and July 31, 2012, 40% of the total payment is due with the signed Space Application Contract.
- After August 1, 2012, 100% of the total payment is due with the signed Space Application Contract.
- You will be invoiced in accordance with the above schedule for progressive payments due.

- 1** Gives buyers the opportunity to see many vendors in one place
- 2** Visitors want to attend—75% of show visitors come with an agenda, and 66% have pre-selected exhibits they want to see
- 3** Visitors want to see what's new—trade shows are designed to highlight what's new
- 4** Gives attendees the opportunity to compare products and features for purchase or future purchases. Companies send their decision-makers
- 5** A trade show is neutral territory. The attendee is in control of the agenda, unlike an open house or sales call
- 6** A trade show is an integrated live selling opportunity where you can bring all the tools in your company's arsenal—sales reps, technical experts, real products for live demonstration, take-away literature, your CEO—to the show to communicate and respond to buyer needs. You can't always do that on a sales call
- 7** Provides attendees and exhibitors the opportunity to network with peers. This is the value of face-to-face, which you can't get from virtual events, from the Internet and other mass-marketing mediums. 61.6% of Print World exhibitors say their future buying decisions are influenced by visiting the show
- 8** Trade shows drive purchasing decisions—many made on the show floor. 25.8% of Print World attendees place an order at the show
- 9** Trade show exhibits include valuable collateral promotion in show guides and web sites that offer year-round brand-building and "share of mind" marketing. Exhibitor Promo Codes provided to your best customers deepen your relationships
- 10** Leads, leads, leads.



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EXHIBITORS

PRINT WORLD 2010

Accenta Display Corp.
Access Imaging
Accura *
ACM Technologies, Inc.
Advantage Graphic Supplies
Afix
Agfa
All Graphic Supplies
Amazing Print
Announcement Converters
Apple *
ArtSoft Expo Solutions Inc.
Asia Pulp & Paper (APP Canada)
ATS-Tanner Banding Systems
Avanti Computer Systems
B & R Moll, Inc.
Barbieri *
BCT Mississauga
Beta Industries
Big Stock
Boss Logo Print & Graphics
Bowe Bell & Howell *
Bureau Veritas Certification
Buskro Ltd Canada
c.p. bourg *
Caldera
Cambridge Label
Canadian Printing Industries Sector Council
Canadian Sign Supplies Ltd.
Canadian Signcrafters Supply
CAPIC
Carbon Computing
Cascades Fine Papers
Cascades Recovery Inc.
Challenge *
Channel Creasing Matrix Inc.
Chargo Fast Cargo
Cheelo Graphics Inc.
CiMa-Pak Corporation
CJ Graphics
Complete Web-to-print Software
Computer Ultra Distribution
Cooper Financial Research
CPIA
Craftwell Canada Inc.
Crestock Corporation
D'Haimsz Technology Corp.
Demers, Inc.
Design Edge Canada
DFS & Alltrade
Dixie Reproductions
Domtar
DRAABE
Duplo *
Dura Textiles

Duracut
Durst Image Technology US
Easylease Corp.
Echolites Corporation
Eclipse Imaging
EFI Proofing Solutions
Entire Imaging Solutions *
Epson Canada
Equibank Financial Services
Estimator Corp.
Estimators' & Buyers' Guide
Eyemagine Graphics
EZ Trade Signs
Factor Forms
First Envelope
Fletcher-Terry *
Forest Stewardship Council (FSC) Canada
Formax
Foster Keencut *
Fotolia
Francotyp-Postalia Canada
Fujifilm Canada
Gateway Bookbinding Systems
GBC Canada
Glunz & Jensen *
Graphic Arts Magazine
Graphic Monthly Canada
Graphic Whizard Inc. *
Graphics Canada
GTI Graphic Technology, Inc.
Hans Gronhi Graphic Technology
Have Our Plastic Inc.
H.P.*
IAPHC - Toronto Craftman's Club
ImageMakers (Media Edge Communications)
Imaged Advertising Creations
Inktech
InSource Corp.
Instachange Displays Limited
International Binding & Laminating Systems
Intraprint
iStockphoto
J & J Manufacturing
J.F. Moore
Jasdi Magnetics
Jilca International Ltd.
Jump I.T./Computer Systems Centre
Kallima
KBA *
KBR Graphics
Keng Seng Enterprises
KERN

Kingswood Printing Ink
Konica Minolta
Konik
Lasercheque
Lawn Signs of Brampton
Look Like a Hero
LumaPix Inc.
Macaron
Mailing Systems Inc.
Majic Paper
manroland Canada Inc.
Mary Black Recruiting
Meadows Publishing Solutions-DesignMerge
Metafix Inc.
Metropolitan Loose-Leaf Co. Ltd.
MGI *
Miconnex Business Services
Millenium Printing
MMG Canada Ltd.
Morgana *
Multi Color Tech Inc.
MultiCam Canada
Mutoh *
Neo Tech Industries
Nustream Graphics
Océ Canada
Optimedia Labs Incorporated
Pageflex
Pantone *
PDS, Pressdown
Pearson Technology Group/ Peachpit Press
PEFC
Pemla Ink Technologies
Pentagon Graphics Ltd.
Petratto *
Phoenix Print Shop
PLS Insoles Inc.
POP Displays
Premier Marine Insurance
Presstek
Print China
Print With Us
Print World 2012
PrintCAN
PrintJobs.ca
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PSI Engineering
QDE Displays & Exhibits
RGD Ontario
Ricoh Canada
Riso

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Rogers Communications Inc.
Royal Sovereign Canada
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Scube Graphics
SFI - Sustainable Forestry Initiative
Shanghai Huajiao Packing Printing Material Co., Ltd.
Shutterstock
Signs R Us
Silver Graphic Inc.
Simple Signman Inc.
Sina Printing
Sinclair Computer Forms
Skana Imaging Solutions Inc.
Southwest Bindings Systems
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Spectracolor Trade Printing
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Standard Horizon *
Sterling Marking Products Inc.
STM
Surgically Clean Air Inc.
Sydney Stone
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Xerox *
Zhongshan Furey Printing Material Co., Ltd.
Zund Canada

**Indicates represented company*

"It was a fantastic show. We had sensational reception from both large and small print shop owners."

—Chris Speller

HANS GRONHI NATIONAL SALES MANAGER

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