

# PRINT WORLD 2016

## TradeShow+Conference

DIGITAL PRINTING

INKJET EQUIPMENT

OFFSET PRESSES

FINISHING EQUIPMENT



Equipment  
Showcase



Conference



Networking



**NOVEMBER 19, 20, 21, 2016** | 10 a.m. - 5 p.m.

**DOWNTOWN TORONTO**

**Energycare Centre, EXHIBITION PLACE**

PHONE: **905-625-7070 | 1-800-331-7408** EMAIL: **exhibitor@printworld.com**  
**www.printworldshow.com**





Sales leads, new contacts, face-to-face conversations, signed contracts. Success. That is every company's primary strategic goal. Super sales reps are one way of engaging your customers. Another is to be a key player at major industry events, where a perfect blend of new and cutting-edge equipment, with an effective brand strategy, will secure mindshare, garner credibility as an industry leader, and clinch new business.

Print World 2016, the biggest graphic arts industry event of the year, will deliver all that and more. A national and international audience drawn from the entire spectrum of the graphics communications value chain, all 10 provinces, key U.S. states and even several other countries, will be ready to see

your equipment, products and services, and to hear your key messages. Take advantage of exciting sponsorship opportunities and other key activities and initiatives to further enhance your message. It all adds up to a perfect selling environment. Only Print World delivers the complete package.



Print World, held every two years, occupies 125,000 square feet of exhibit space at the world-class Enercare Centre. The Enercare Centre, in bustling downtown Toronto is Canada's premier, state-of-the-art show facility.

Previous exhibitors who have found success at Print World include Adobe, Agfa, Delphax, EFI, Epson, Esko, Fujifilm, GBC, KBA, Konica Minolta, Manroland, Mutoh, pitney Bowes, Presstek, Pressdown, Ricoh, Riso, Sydney Stone, Unisource, and Xerox among other leading brands.

**Book your booth now!**  
**(905) 625-7070**

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## Print World: Focus on the visitor

A happy visitor is a good customer. Print World makes the show experience easy, exciting and full of learning opportunities:

- A full line-up of keynote speakers to open each show day
- Seminars and panel discussion with leading printers and industry experts
- Special floor zones for added learning opportunities
- Informal networking opportunities
- An easy online registration system
- Steady and consistent communications regarding show highlights for unique experience
- A floor layout that is easy to navigate
- Special discounted rates on hotel and air travel

## A full value package for exhibitors

When you book your booth at Print World, we put our marketing and communications vehicles to work for you. Print World delivers an entire marketing package to maximize your return:

- Free show promotion using our print and online media properties to promote your presence at Print World for months prior to show
- Extensive advertising campaign in all relevant trade magazines
- Printed and online direct-marketing messages to create buzz and drive attendance
- Personalized e-invitation program you can use with your clients
- GraphExpo 2016 will be moving from Chicago to Orlando. Fewer Canadians will attend.
- Marketing to the Northeastern U.S. to expose your company with a new audience
- Targeted audience marketing to draw clients from the entire graphics communications value chain
- Targeted enhanced marketing to identified core audiences
- Special sponsorship opportunities during the show to enhance your exposure
- A state-of-the art show facility with easy access and efficient move-in and move-out processes
- Large, rectangular floorplan with limited cross-aisles gives all exhibitors superior floor traffic

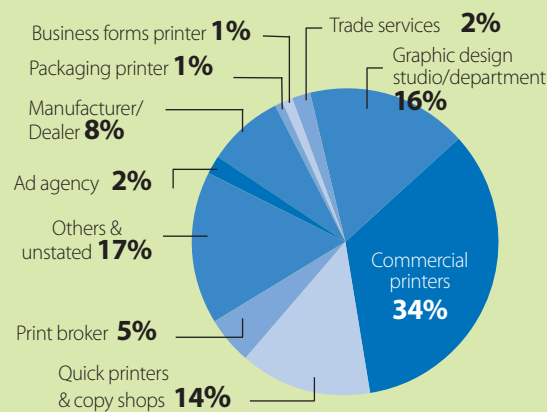
## A QUALIFIED AUDIENCE WITH PURCHASING POWER

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.

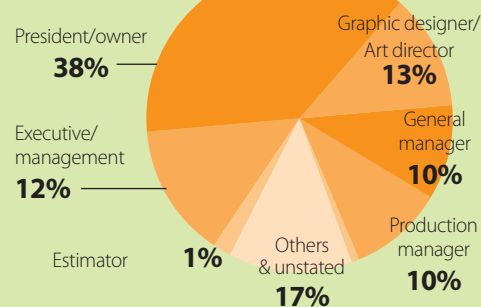
BASED ON 2012 PRINT WORLD

**Total Attendance: 5,000 Plus**

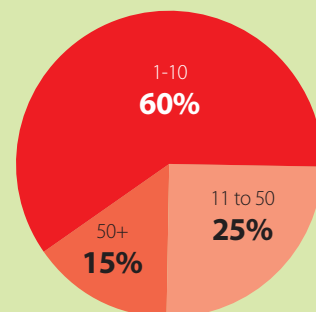
### Attendee business types:



### Attendee job titles:



### Visiting company employee size:



# RATES & DATES

## Exhibitor services

As part of your exhibitor package you will receive:

- Siderail drapery (Height: 3ft.)
- Backwall drapery (Height: 8ft.)
- 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
- 24-hour security during the show
- Storage space if required
- Material handling (except for equipment)
- Minimum booth size: 10 ft. x 10 ft.

## Energare Centre



## Exhibit rates

NORTH SIDE OF HALL:

- per sq ft: \$24.00 CDN

SOUTH SIDE OF HALL:

- per sq ft: \$24.00 CDN

## Terms

When applying for space:

- Prior to February 29, 2016, 15% of the total payment due with the signed Space Application Contract.
- Between March 1, 2016 and July 31, 2016, 40% of the total payment is due with the signed Space Application Contract.
- After August 1, 2016, 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.



## Toronto: a print powerhouse

One of the world's most multicultural cities in the heart of the largest print market in North America means more business

- Toronto is Canada's largest print market and the 3rd largest in North America
- Intense competition in a large metropolitan area means investment is rebounding
- The city is at the centre of the largest printing market in North America, encompassing Ontario, Quebec, the Northeastern United States and key Midwestern states
- Easy and affordable travel on regional airlines from New York and key USA centres on the Eastern seaboard, including Boston, Pittsburgh, Philadelphia and Washington, makes it easier to access a show in Toronto than one in Orlando, Florida (Southern USA)
- A lively, thriving and safe city centre offers hundreds of restaurants, some of the best theatre in North America and more than 30,000 hotel rooms, all within easy access of the Energare Centre. Great for client entertaining
- Print World offers hotel and travel packages, and free shuttle services from the hotel to the show for your out-of-town customers

For more on Toronto:  
**seetorontonow.com**



## For more information contact

### President

SANDY DONALD  
905-625-7070 ext. 230  
s.donald@northisland.ca

### Account Executive

GERALD FRUEHWIRTH  
905-625-7070, ext. 223  
gerald@graphicmonthly.ca

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