

# Press release



## Trade show and event PRINT EAMEA April 13<sup>th</sup> to April 17<sup>th</sup> 2010, Vienna

# A Festival for Print

**“It is most unfortunate that, with the exception of Drupa, there is not one international event for the printing industry in Central Europe”** noted Drupa responsible Manuel Mataré in Düsseldorf in preparation for the 2008 run of the quadrennial world printing show. Mataré’s impulse has been heard. From April 13<sup>th</sup> to 17<sup>th</sup>, 2010 – exactly between the Drupas – the first PRINT EAMEA is to take place in Vienna. PRINT EAMEA will be more than a trade show. It will be a social and networking event, appealing to all working in and around the print industry.

As stated by Rudolf Messer, one of the event proponents and publisher of renowned trade periodicals, the byname EAMEA clearly defines the relevant pull area for this event: “Naturally all of Europe with focus on emerging economies in the East and South, as well as the Near and Middle East and North Africa.” This is a geographic area, for which Vienna is the ideal platform. “No other European city provides better transport connections in the region”, says Messer. “As a matter of fact Vienna’s airport has become a central hub for South and East Europe as well as the Middle East. Additionally, the direct connection with close by Bratislava provides an economically attractive central European destination.”

Easy access is indeed essential as Messer is expecting 20.000 visitors and 450 exhibitors on five days. All manufacturers in the broad field of classic and digital printing or printed communication are invited to exhibit at the fair. This includes pre-press both software and hardware, analog and digital output, and post-press and finishing.

“PRINT EAMEA will not only be a classic printing tradeshow but an event for printing and printed communication. This starts with an exhibition hall layout with wide avenues and plazas to relax and communicate. It includes theatres, cinemas and show arenas for exhibitors in the middle of the action. Opening times from 10 a.m. to 7 p.m. or longer if required are possible. We want to animate the exhibitors to host evening events at their stands.”

An elegant ball in the traditional Viennese style hosted in one of the city’s famous ballrooms on April 15<sup>th</sup>, the third evening, will be the highlight of the event.

Additionally an extensive conference and seminar program directly at the exhibition center as well as in the city is planned. “We invite all associations and organizations to organize concurrent events to the PRINT EAMEA and offer assistance with organization and coordination” says Messer.

True to the Austrian capital’s motto – “Vienna is different” – the municipality will also be included in the event and concrete plans have already been discussed with members of the city council. Messer provides a final argument for Vienna. “Vienna is still affordable. In relation to the diversity of cultural events and the high standard of living, prices are still moderate and hotel rooms reasonable!”

To guarantee a perfect event, a professional event manager has been contracted for the project. Besides, the new Vienna Exhibition Center, operated by Austria’s leading trade show company, Reed Exhibitions Vienna, successfully hosted several international event like the world’s biggest newspaper fair IfraExpo last year. “The new exhibition center is fully multifunctional and provides an ideal infrastructure and is only three metro stations to the city center”, explains Rudolf Messer.

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Potential exhibitors seem to be fond of the conception and location of PRINT EAMEA, too. "The reactions of all we have talked to about our plans are extremely positive and we already have a number of definite commitments for participation. And all this, although we haven't made our plans public yet!" explains Messer. This may also be due to the fact that in 2010 there are no local shows in the surrounding countries, and these emerging markets continue to promise good business. "The only event is the IPEX five weeks later, but it is becoming more and more a regional fair for the UK. And, as the past has shown, Europeans disapprove of Birmingham as a location."

The proponents are optimistic that the event will be a total success. 30.000 square meters of exhibition area are reserved for the PRINT EAMEA from April 13<sup>th</sup> to 17<sup>th</sup>, 2010, "with adequate construction and dismantle times so that large equipment and complicated constructions are possible", says Messer.

### Further Information:

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## Factsheet

*Name:* PRINT EAMEA International Trade Show and Event for Imaging, Printing and Publishing Technologies

*Location:* Vienna Exhibition Center, operated by Reed Exhibitions Vienna

*Exhibition Space:* 30.000 square meters for 500 exhibitors

*Dates:* Tuesday, April 13<sup>th</sup> – Saturday, April 17<sup>th</sup>, 2010

*Nr. of expected Visitors:* 20.000

*Concept & Idea:* A true infotainment industry event, enabling technology exchange and networking and at the same time providing a high level of entertainment.

- Industry Tradeshow with an inviting totally new stand concept
- Application Showcases presenting selected productions
- Exhibitor stand party directly at the trade show on two long evenings
- Ball with international show acts at an impressive and regal location in Vienna
- Integrated cinema and stages in the exhibitor area
- Integrated congresses and seminars organized by exhibitors and trade associations

*Visitor Pull Area:* Continental Europe, North Africa, Near and Middle East including the Gulf Region with a focus on emerging markets.

*Promoters:* Association PRINT EAMEA and an organizing committee composed of trade associations, interest groups, leading industry publications and participating exhibitors

*Event Directors:* Rudolf Messer, Gerhard Bartsch  
*Supporting Event Organisation:* Dr. Werner Sobotka

*Opening Hours:* 10 am to 7 pm on Wednesday and Friday till 8 pm (if required even longer)

*Pricing:* Starting from Euro 200 per square meter (for 5 days)

For more information see [www.print-show.com](http://www.print-show.com), [www.print-eamea.org](http://www.print-eamea.org)