

Conception: A Festival for Print

print
eamea
Vienna, April 13 - 17, 2010

International show and
event on imaging,
printing and publishing



Starting position:

In the discussion leading up to the Drupa 2008 many voiced the opinion that Europe needed at least a second international print exhibition in between. Until the cancellation (officially: postponement) of the Imprinta Prepress show in 2002 there was an international exhibition approximately half the size of Drupa. A number of potential exhibitors suggested at that time that an alternative event was needed; but to date no one has acted on this interest.

As such, the only international event within the four year Drupa cycle is the IPEX in Birmingham. It is billed as an international trade show, but is in reality designed for primarily British and English speaking visitors. Additionally, the high exhibition costs as well as the expensive and unattractive location have made it an unloved alternative with a successively greater regional character. The exhibitors are drawn only from British manufacturers or local representatives of international companies and budgeting for the event is done locally.

A number of current discussions with international manufacturers and suppliers have confirmed that an international event focused on EAMEA and hence the Emerging Markets is of great interest.

Concurrently to this interest, the initiator is of the opinion that the time has come for an event concept that can transform the medium trade show into a vehicle capable of providing fresh content and innovative impulses for the printing industry. It is time for an event which focuses on the interests of the visitor and not the organizers! It is time to bring the trade show back to its roots: as a place to meet and communicate. In other words it is time for a true industry event.

Organizations and associations should be invited to organize their own events in coordination with PRINT EAMEA at the same time in Vienna. Additionally, an exciting and diverse social and cultural program should be offered.

With the appeal of an attractive location the decision makers from a wide reaching area including the Middle East and Northern Africa will be inspired to visit.

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: Two halls 30.000 sqm, 15.000 sqm net for 300 exhibitors

Dates & Opening Hours: Tuesday April 13th – Saturday April 17th 2010

Friday	April 9, 2010 – additional construction day (for hall B)
Saturday	April 10, 2010 – additional construction day (for hall B)
Sunday	April 11, 2010 – general construction day
Monday	April 12, 2010 – general construction day
Tuesday	April 13, 2010 – first exhibition day (10 am – 6 pm soft end)
Wednesday	April 14, 2010 – second exhibition day (10 am – 8 pm soft end)
Thursday	April 15, 2010 – third exhibition day (10 am – 6 pm soft end) followed by the big Viennese ball
Friday	April 16, 2010 – fourth day (10 am – 6 pm soft end)
Saturday	April 17, 2010 – fifth exhibition day (10 am – 6 pm sharp)
Sunday	April 18, 2010 – first dismantling day
Monday	April 19, 2010 – second dismantling day

Number of expected visitors: 10.000

Conception & 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, theatres 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 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

Organiser: MacksMedia GmbH. in cooperation with a professional exhibition and event company and supported by Reed Exhibition Messe Wien as operator of Messecenter Vienna

Event management: Rudolf Messer (director), Gerhard Bartsch, Petra Reifeltshammer

Supporting Events: Dr. Werner Sobotka

Stand Construction: Chosen by the exhibitor. If required Expoxx, a subsidiary of Reed Exhibitions, can provide competent stand construction

Space rent pricing: Starting from Euro 200 per square meter (for 5 exhibition days). See registration form.

Exhibition topics:

Prepress / Software

- Editorial & Layout Systems
- Photo and Colour Management
- Content and Data Management
- Administrative Systems
- Workflow and Integration Solutions

Prepress / Hardware

- Computer and Processing Systems
- Data Storage
- Photo Capture (Photography, Scanner)
- Monitor and Visualization Systems
- Proofing and Correction Systems
- Plate Developers and Computer to Plate

Print

- Commercial Offset Systems
- Packaging Print Systems (Flexo, etc)
- Digital Production Printing Systems
- Industrial Digital Print
- Large Format Digital Print
- Speciality Applications
- Screen Printing

Supplies & Materials

- Electronic Media
- Plates
- Chemicals
- Ink, Toner
- Paper
- Metal and Foil
- Textiles
- PVC and Plastics

Postpress / Finishing

- Online Systems
- Punch, Score and Cut
- Transport
- Numeration and Addressing
- Enveloping and Mail Metering

Services

- Management Consulting
- Project Management
- Personal and Outsourcing
- Industry Literature
- Trade Periodicals
- Associations and Interest Groups

Infotainment: Theater, Cinema, and Stage: Forum for video presentations; daily two key note speakers; stage for presentation of new developments.

Trade Media Speakers Corner: Open stands with quiet areas and café; stage for podium discussions and presentations, etc.

Long Day: Exhibitors are encouraged to invite the visitors to stay longer at their stand in a relaxed atmosphere; with music and attractions. Soft end in general.

The Grande Ball: The Mayor of Vienna and the Austrian Minister of the Economy host an impressive and regal ball in the traditional Viennese style with international show acts. The location is either in the opulent setting of the Viennese City Hall or the imperial palace. Invitations are extended to event participants, exhibitors' invited guests (tickets may be purchased by exhibitors at a reduced rate) as well as national and international industry participants. Tickets to be purchase on-line or via associations and organizations. The proceeds will be donated to a worthy non-profit organization.

Additional & Side Events: International organizations and associations are invited to organize their own events in coordination with the EAMEA. This invitation is also extended to exhibitors; if needed additional space has been reserved to be leased out for such events.