

# print eamea

Vienna, April 13 - 17, 2010

International Trade  
**Show & Event**  
on Imaging, Printing and  
Publishing Technologies

**2010**



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**Marketplace**  
Social Event and  
Infotainment  
*Knowhow Transfer*



# International Trade Show & Event on Imaging, Printing and Publishing Technologies 2010

■ **In discussion** leading up to the Drupa 2008 many voiced the opinion that Europe needs at least a second print exhibition! Until the cancellation (officially postponement) of the Imprinta Pre Press 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. 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 initiators are 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 it's roots: as a place to meet and communicate. In other words it's time for a true industry event.

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

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

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## the exhibition ! *... a different approach*

No straight aisles and irritating stand numberings.

**Topics arranged** by streets, avenues and plazas. Areas for relaxation and discussion. All visitors and exhibitors will be served free coffee, tea and biscuits.

### Opening hours

Tuesday, Thursday, Saturday: **10 a.m. to 6 p.m.**

Wednesday and Friday: **10 a.m. to 8 p.m.** (if necessary even longer)

### Boothdesign

Open and inviting booths

Exhibitors can choose their own boothdesigner

The Reed company Expoxx will be available if necessary

### Rates

Space rates starting at 200 Euro per squaremeter

(5 exhibition days)





# Range of **topics:**

## **Prepress / Software**

Editorial & Layout Systems  
Photo retouche 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 Print  
Special Applications  
Screen Printing

## **Supplies**

Data Storage Media  
Printing Plates & Blankets  
Chemicals  
Ink, Toner

## **Materials**

Paper  
Foil  
Textiles  
PVC and Plastics

## **Postpress/Finishing**

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

## **Services**

Management Consulting  
Project Management  
Staff and Outsourcing  
Industry Literature  
Trade Press



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## Social Event & *Infotainment* more exhibition topics:

### Theater, Cinema & Stages:

Forum for video presentations; daily two key note speakers; stages for presentation of new developments.

### Trade Media Village & Speakers' Corner:

Open stands with quiet areas and café; stage for podium discussions and presentations, etc.

### Onshow Entertainment & Long Day:

Exhibitors are encouraged to entertain visitors at their booths. Everybody is invited in the evening to stay longer in a relaxed atmosphere with music and attractions.

### Additional Events

#### Seminars, Lectures and Congresses:

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 to host such events can be provided by the Show Committee .

**Digital Print Workshops:** An initiative by HP



# Vienna\* Congress City

■ **Every year**, up to 390 international and national conventions and meetings are held in Vienna. With its ambiance of art and enjoyment, the city on the Danube is also a popular incentive destination.

As a former imperial city with a modern flair, Vienna offers an excellent setting for meetings, optimally combining art and enjoyment. The approximately 240,000 convention participants who visit this Central European capital appreciate this ambiance: in all, they spend almost 800,000 overnights per year in Viennese hotels.

Conference organizers are also delighted with Vienna as a congress city. Not only does it boast three “classic” congress centers, the Imperial Palace, the Austria Center Vienna, and the Vienna Exhibition Center– it also offers more than 100 additional meeting locations such as modern hotels, venerable mansions and university institutes, all of which ensure successful meetings.

With its successful blend of imperial tradition and contemporary creativity, the Austrian capital has established itself as a major player in the global tourism market. Vienna is also one of the most popular cities in the world as an international conference destination.

Serious music lovers have long considered Vienna to be just this side of paradise: one encounters music everywhere, from the sounds of a child practicing a Mozart piano sonata through an open window to street musicians playing classical as well as folk music. There are also many places associated with famous musicians, such as their birthplaces and residences, monuments, tombs and burial sites – and, of course, the many places where their music was (and still is) performed: concert halls, the Vienna State Opera, the Volksoper, Theater an der Wien and many other venues.

A profusion of the arts is just one of the trademarks of the Austrian capital. There is also a strong sense of enjoyment and lifestyle. And, last but not least, a love of shopping – a Vienna experience that will not fail to delight. You will find designer stores, shopping temples and trendy pubs and restaurants right next door to traditional shops where purveyors to the imperial court once served the emperor personally.



# The Congress is dancing



## The Earl of Metternich ...

... succeeded to re-organize the political structure of Europe at the beginning of the 19th century by having the congress dance. Since then Vienna has been famous for its ball events. Major decisions in political and economic life are made much easier in a pleasurable environment .

## The Mayor of Vienna ...

... and the Austrian Minister of the Economy will host an impressive and imperial 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 purchased on-line or via associations and organizations. The proceeds will be donated to a worthy non-profit organization.

# Facts\*

## Location

Vienna Exhibition Center, operated by Reed Exhibitions Vienna

## Concept & Idea

A truly infotaining industry event, enabling technology exchange and networking as well as 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 imperial location in Vienna
- Integrated cinema and stages in the exhibitor area
- Integrated congresses and seminars organized by exhibitors and trade associations

## Timetable

- Friday:** April 9, 2010  
additional building day (for hall B)
- Saturday:** April 10, 2010  
additional building day (for hall B)
- Sunday:** April 11, 2010  
main building day
- Monday:** April 12, 2010  
main building day
- Tuesday:** April 13, 2010  
first exhibition day (10 a.m. to 6 p.m.)
- Wednesday:** April 14, 2010  
second (long) exhibition day  
(10 a.m. to 8 p.m., longer if necessary)
- Thursday:** April 15, 2010  
third exhibition day (10 a.m. to 6 p.m.)  
imperial evening ball
- Friday:** April 16, 2010  
fourth (long) exhibition day  
(10 a.m. to 8 p.m., longer if necessary)
- Saturday:** April 17, 2010  
fifth (last) exhibition day (10 a.m. to 6 p.m.)
- Sunday:** April 18, 2010  
first day pulling down
- Monday:** April 19, 2010  
second day pulling down

## Visitors' Origin Areas

Continental Europe, North Africa, 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 and Gerhard Bartsch

## Events and Educational Program

Dr. Werner Sobotka

## Vienna Exhibition Center

- Totally newly constructed fairground followed by the latest aspects of modern event business
- Convention center with highly developed communication technology
- Near the amusement park PRATER and in close neighborhood to the city center
- Direct connection to the airport and main railroad stations by public transportation

## References

A number of major events, fairs and conventions like IfraExpo in 2007, the international tradeshow and convention for newspaper publishers and newspaper technology as well as the international convention of cardiologists

## Why Vienna?

- International capital of culture and tradition in the heart of Europe
- Historical orientation to the south and the east
- A city full of historical sights
- Famous for its hospitality

## Vienna calling

- The integration of the event within the entire city appeal is one of the secrets of an appealing location
- Flags, specially decorated windows etc.
- The visitor is welcomed by the city
- Vienna's officials have given a commitment to support the event
- „Vienna is different“

# ... and Figures

## How to get there?

Vienna Airport and the stationed airlines are the hub and central point for flights to Southeast Europe, Middle East and Northern Africa. 45 minutes to Bratislava, the central destination for low cost carriers.

## Other shows?

Exactly between DRUPA 2008 and 2012  
No Polygrafia Poland (2009/2011)  
No PrintExpo Hungary (2009/2011)  
No EmbaxPrint Czechia (2009/2011)  
No Dataprint Austria (2009)  
Five weeks prior to Ipex Birmingham (May 18 to 25, 2010)

## Expectations

500 Exhibitors, 30.000 net squaremeters, 20.000+ visitors

## In comparision

**Drupa:** 1.800 exhibitors, 170.000 sqm net, 400.000 visitors

**Ipex:** 1.100 exhibitors, 130.000 sqm, 52.000 visitors

**Graphexpo:** 650 exhibitors, 46.000 sqm, 31.000 visitors

**Ifra Expo:** 370 exhibitors, 15.000 sqm net, 11.600 visitors

**Poligrafia:** 325 exhibitors, 10.000 sqm net, 14.000 visitors

figures as published respectively by estimation



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