GRAPH EXPO 2012 Embraces Future Print Technology
RFID TAGS ON ATTENDEE BADGES, MULTI-CHANNEL ATTENDEE MARKETING

In keeping with the ‘Print Integrated’ theme for GRAPH EXPO 2012, October 7-10, 2012 at Chicago’s McCormick Place, the Graphic Arts Show Company (GASC) has employed RFID technology to track traffic to show floor sections and pavilions, measure attendee duration on the show floor, and assist vendors in determining interest in their booths.

“Printed electronics are being touted as the next big thing in the graphic communications industry and we are putting this particular RFID technology to good use at GRAPH EXPO,” said GASC President Ralph Nappi. “With the global market for technologies such as RFID expected to reach $24 billion by 2015, this was the perfect venue to both acquaint attendees with the technologies and to use them in a practical application.”

The new program involves adding small RFID tags to each attendee badge, which will allow traffic to be tracked when entering and leaving the show and when attendees visit various sections of the show floor. The RFID data will be connected to registration data to provide reports to GASC in real time and ensure accurate post-show data. Readers also will be available to ‘beta test’ exhibitors to track how and when attendees visit their booths or displays.

The RFID tags, readers, and reports are being provided by AllianceTech, which provides technology solutions for trade shows and conferences. Registration data and integration is being furnished by Convention Data Services, which specializes in event registration support and exhibitor lead retrieval services. Other examples of RFID applications and printed electronics, along with a live ‘Experiential Lab,’ will be seen in the Future Print pavilion (Booth 3457) sponsored by FlexTech Alliance.

Another new initiative for 2012 includes the debut of The GASC Channel (www.gasc.org), where graphic communications professionals can now ‘tune in, turn on’ and get the latest information about GRAPH EXPO 2012 and discover related industry topics. This brand-new online resource by GASC is a go-to website for coverage of GRAPH EXPO 2012 and other GASC events with its mix of related graphic communications information, education and discussions.

As members of the graphic communications industry have become more familiar and more comfortable with the online experience and are regularly using online resources in their businesses, this new resource is designed to be both useful and informative.

Among the major features of The GASC Channel is a series of video presentations covering ‘Hot Products,’ ‘Expo Highlights,’ and ‘Co-Located Events’ at GRAPH EXPO. There also is a ‘Get Smart’ category that offers video coverage of educational

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Let Me Count the Ways...

In September I was asked to speak and represent the equipment sector at a conference in New York for the exhibition industry. The topic was what was GASC doing to adapt and respond to market conditions in our industry. The audience consisted of 125 exhibition industry leaders, primarily independent show organizers. It provided me a great opportunity to consider what GASC has done to respond to the challenges that our industry has faced for some time. While few would argue the structural trends impacting our industry, there are still opportunities in certain sectors, and NPES and GASC have had to adapt to that environment. As I developed an outline for the presentation I realized that despite these pressures, GASC has responded to, and provided support for our exhibitors, which is vital to the success of the show. When asked how, I noted seven key strategies that GASC is executing to which other shows in our industry have not responded:

1. **Making it ‘THE’ Industry Event.**
   
   Expanded and formalized co-located events; in 2010 we began with 22 co-located events such as association meetings, award programs, user group sessions, and annual meetings to name a few; in 2011 that number increased to 34; and in 2012 GRAPH EXPO has sponsored 48 co-located events.

2. **Transparency in Attendee Reporting.**
   
   Today GASC provides an extensive amount of attendance reporting from verified registrations, to the number of buyer companies, and even the market share that the total number of participants represents. Many shows in the printing industry don’t provide verified numbers, much less the detail we do.

3. **Financial Incentives.**
   
   Discounting booth space has never been an option that GASC has offered to our exhibitors; but providing incentives like machinery-hosted packages that encourage equipment are huge and rare offerings from other show producers.

4. **Reducing the Number of Show Days.**
   
   Many recognize that PRINT will move to be a five-day show. The market has clearly dictated that less is better for the number of days to meet customers.

5. **Delaying the Commitment Date and Financial Deposits.**
   
   As our industry dynamics have tightened so have the belts of companies to make commitments and provide deposits for shows far in advance. Over the last few years, GASC has shortened the amount of time necessary to commit to a show and also decreased the amount of a deposit.

6. **Reducing the Cost at the Venue.**
   
   It has been well documented over the last two years how involved GASC has been in working with McCormick Place and the city of Chicago to reduce the costs of all aspects of move-in, move-out, electrical, and food and beverage. Today Chicago is competitive with any major city in the country when it comes to venue costs and less expensive than many international cities.

7. **Co-located Show.**
   
   As previously announced, CPP will be our first co-located industry show joining us for PRINT 2013. This provides more opportunity for leads in the growing and all-important package printing market.

NPES and GASC are interested in continuing to execute steps that add value to GRAPH EXPO and PRINT and reduce overall cost. Compared to other shows in our industry, both nationally and internationally, it was acknowledged by participants at this conference that WE are on the cutting edge in the industry.
As print industry suppliers pivot their attention from GRAPH EXPO 2012 to the global PRINT 13 exhibition, coming September 8-12, 2013 to Chicago’s McCormick Place, the Graphic Arts Show Company (GASC) has been hard at work driving new initiatives to increase exhibitor ROI at next year’s show. From the continuous discussions with NPES members, the trades and the media, and working closely with McCormick Place, GASC has adapted and evolved to offer a robust array of initiatives designed to provide the greatest ROI and ultimately deliver more qualified leads.

Among the new offerings and exhibitor benefits for PRINT 13 are:

**Special Machinery Handling Benefit**

Professional target attendees tell us that the #1 thing they want to see at tradeshows is running equipment; it absolutely influences their purchasing. In direct response to this feedback, GASC created a special Machinery Handling Benefit with a variety of options to make exhibiting running equipment very affordable. No other show does this!

**Show Length Adjustment**

Responsive to current industry preferences, GASC reformatted PRINT to a shorter five-day show to both maximize time for exhibitors and best accommodate our target attendees’ needs.

**Show Dates Adjustment**

As a direct result of outreach to show target attendees, the actual exhibition days have been changed so that the new show days coincide with those in which attendees stated they will attend.

**New Work Rules at McCormick Place**

GASC was heavily instrumental in gaining the substantial time and cost-saving changes, and also eliminating the ‘hassle factor,’ from the work rules at McCormick Place so that exhibitors:

- Can set up their own displays.
- Will now benefit from labor crew reductions and related reduced costs/expenses.
- Have gained expanded straight-time, reducing cost/expenses.
- Benefit from new concession and food service with reduced rates on booth food and beverage orders.
- May now bring in food and beverage from outside for booth staff.
- Can bring in their own small freight using our Automobile and Small Utility Vehicle lane (ASUV) dock and rules.
- Gained FREE Wi-Fi throughout McCormick Place, eliminating costs for basic email checking and surfing the web.

**GASC/Exhibitor Marketing Partnerships**

Adding to the continuously expanding array of exhibitor promotional tools, GASC has taken the lead in creating personalized Exhibitor/Member Partnerships. These strategic attendance-building efforts are designed to: target more quality leads; enhance the efforts of motivated exhibitors who are interested and willing to ‘do more;’ and, create more advance exposure leading to more pre-show leads, on-site booth traffic, and post-show leads to fill the sales pipeline.

**The GASC Channel**

New for 2012, The GASC Channel (www.gasc.org) is now the ‘go-to’ online resource for and about GASC events. The GASC Channel links directly to the GRAPH EXPO Show Planner and attendee, exhibitor, and media registration.
In PRIMIR’s newly released study, “Evaluating and Understanding Non-Print Revenues of N.A. Printing Companies,” State Street Consultants investigated the non-print services that printers currently offer, their implementation successes and failures, as well as future growth opportunities. This key study provides an understanding of North American print revenues divided between traditional ink/toner on substrates versus other services print firms offer. These research findings help firms in the printing industry supply chain understand the total opportunity for their products and services, along with potential growth areas for new offerings for both printers and suppliers.

According to the study, total 2011 printing industry revenue was $156.5 billion. However, as shown in Figure 1, only 86.5% of that revenue was generated from actual printing; the remainder was generated from a vast array of services print firms offer their clients today, such as mailing and fulfillment services, design, data management and marketing services.

The study examined 26 non-print (or ancillary) services. The leading non-print services offered by respondents in the 18 market segments (commercial printers, in-plants, service bureaus, etc.) include mailing services, fulfillment and warehousing, design services, data management services, and marketing services. These and the other non-print services accounted for more than 13% of the total industry revenue in 2011 (see Figure 2). By 2016, the non-print revenue percentage will increase to more than 20%. Over 70% of the non-print growth will be attributed to one key segment—commercial printers. Many will offer a full range of non-print services.

Clearly this information is important to printers, for whom the path to profitability will be these non-print services—many of which often lead to increased ink-on-paper revenues as well. Thus, manufacturers of equipment and supplies can expect to see declining shipment volumes for their products corresponding with the declining print shipments. Yet, astute suppliers will examine new business opportunities or ‘ancillary’ services that complement their primary business in order to support their print firm clients’ evolving needs.

The comprehensive PRIMIR study “Evaluating and Understanding Non-Print Revenues of N.A. Printing Companies” provides a complete look at the market, examines the vast array of services, analyzes the opportunities and threats, provides case studies, and offers recommendations to all firms in the print value chain. An Executive Synopsis of this study was recently mailed to NPES members.

For more information on PRIMIR visit: www.primir.org or contact Jackie Bland, PRIMIR Managing Director, at e-mail: j bland@primir.org or phone: 703/264-7200.

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Chicago Area NPES Members Meet Congressman Joe Walsh

**XEIKON AMERICA HOSTS MEETING IN ITASCA**

Executives of Chicago area NPES member companies had an informative and lively exchange of opinions and ideas with U.S. Representative Joe Walsh (R-8-IL) on September 27 during the congressman’s visit to Xeikon America’s plant in Itasca, which is located in the new 8th Congressional District of Illinois. The event was organized as part of NPES Government Affairs’ continuing efforts to connect Association members with their elected representatives in Congress, and as a follow-on to this past June’s successful Capital Hill Fly-In/Print’s Voice 2012. According to NPES President Ralph Nappi, the meeting at Xeikon America was the second step in a two-part strategy of engaging members of Congress both in Washington, D.C. and in their congressional districts.

First elected to Congress in 2010, Walsh represents the 8th Congressional District of Illinois in the 112th Congress, and is running for re-election on November 6 to the 113th Congress from the newly re-drawn 8th District, which has the distinction of including the facilities of 18 NPES member companies—the most of any congressional district in the country. His opponent is Iraq War veteran Democrat Tammy Duckworth, the former Assistant Secretary for Public and Intergovernmental Affairs in the U.S. Department of Veterans Affairs and the Director of the Illinois Department of Veterans.

Congressman Walsh serves on the House Oversight and Government Reform Committee that has jurisdiction over the United States Postal Service, and is the Chairman of the Subcommittee on Economic Growth, Taxation and Capital Access of the House Small Business Committee—all key areas of interest for NPES member companies.

In welcoming Congressman Walsh, Xeikon America President Michael Ring noted that the Chicago area is the hub of the nation’s printing and publishing industry and the home of dozens of companies that supply it with technology, as represented by the NPES members who attended the meeting. He and NPES Government Affairs Director Mark Nuzzaco also gave an overview of NPES’s public policy priorities, with a heavy emphasis on the need to enact postal reform legislation before the 112th Congress adjourns at the end of the year.

In his remarks Congressman Walsh emphasized the widespread partisan disagreement in Washington over fundamental issues facing the country, and the importance of this year’s elections in setting the course of the nation for the next 20 years. He also stressed his support for postal reform, and urged NPES members to keep pushing the House GOP leadership to address it in the ‘lame duck’ session of Congress that will surely follow the election. Finally, he praised NPES, Xeikon and those in attendance for their involvement in the democratic process.

NPES encourages other Association members to consider hosting plant tours for their elected officials, and would be pleased to help facilitate such events.

For more information contact NPES Government Affairs Director Mark J. Nuzzaco at phone: 703/264-7255 or e-mail: mnuzzaco@npes.org.
For quite some time, NPES has hosted ‘outward’ trade missions to different parts of the world affording members the opportunity to develop, maintain and expand foreign markets. The tables were turned September 16-17 when, for the first time, NPES was host to an ‘inward’ trade mission from the Indian Government Printing office. The delegation’s mission was to learn about the latest U.S. manufactured printing technology in preparation to purchase all new technology, based on the Indian Government’s allocation of 10,000 crore rupee to completely renovate its printing systems.

As the government entity responsible for all of the printing from different quarters of the government of India, approximately 15 independent plants are functioning under the umbrella of the Directorate of Printing. They are seeking the best technology available globally with high speed and maximum quality to upgrade their operations.

The redevelopment program includes pre-press, post-press and printing technology. The possible addition of digital printing is also being considered. Apart from the basic equipment and machinery in the print workflow, they seek ancillaries to reduce waste to streamline their workflow and MIS systems.

At the request of the delegation, representatives from the following NPES member companies were invited to attend: Air Motion Systems, Burgess Industries, EFI, ECRM, Kempsmith Machine Company and Prime UV Systems. Each member conducted a 25-minute presentation followed by questions from the delegation.

“Personal relationships are critically important for our members in today’s business climate,” said NPES President Ralph Nappi. “We would like to receive more inbound trade missions, while at the same time we encourage our members to participate in NPES outbound trade missions as a means of expanding and developing business opportunities.”

The day at the NPES office concluded with a visit to a local printer, ColorCraft of Virginia, that offers offset and digital printing. The delegation continued their weeklong trip with visits to Eastman Kodak Company, Xerox and Goss International.

NPES members will have an opportunity February 23-28, 2013, to get a firsthand look at the Indian Printing Industry during the NPES Trade Mission to India. The Print Business Outlook Conference 2013, February 24-25, is jointly organized by NPES and the Indian Printing Packaging & Allied Machinery Manufacturers’ Association (IPAMA) in conjunction with the PRINTPACK INDIA 2013 show, and is also supported by the U.S. Commercial Service (USCS).

This conference, titled, Mission Possible—How to Profit from New Technology, to be held in advance of PRINTPACK INDIA 2013, will serve as a forum for participants to learn firsthand about the opportunities and challenges in the Global Print Market, and provide a platform for forging partnerships between U.S. and Indian companies. Over 300 print leaders representing commercial printers, newspaper publishers and package printing markets are expected to participate.

The NPES Trade Mission, in conjunction with the conference and the show, provides NPES participants the opportunity for plant visits.

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Indian Government Trade Mission Pursues Best Global Technology

NPES MEMBERS’ INPUT SOUGHT FOR PLAN TO UPDATE INDIAN GOVERNMENT’S PRINTING SYSTEMS

(From l to r) Pictured during the delegation’s visit to NPES are Dr. Ashok Singhvi, Joint Secretary, Ministry of Urban Development; Mr. A. K. Sinha, Director of Printing; Mr. Kip Smythe, Vice President, Global Programs, NPES; Mr. Mike Paschall, Vice President of Sales & Marketing, Kempsmith Machine Company; and, (front) Mrs. Sinha.
As our industry continues to morph and adapt into a new age of media communications, the NPES 2012 Annual Conference, set for November 10-12 at the Miramonte in Indian Wells, California, offers a unique opportunity to gain new insight and direction.

Themed ‘Driving Growth through Innovation,’ our conference will feature top industry experts and distinguished business innovators who will explore a variety of topics including printed electronics, the impact of electronics on print, the global perspectives of print and publishing, and opportunities in emerging technologies—all essential to understanding the state of print today and business growth opportunities.

Spotlighting ‘Print’s Role in the Communications Mix’ will be noted printing/publishing veteran Bob Sacks (aka BoSacks), President/Publisher, Precision Media Group.

BoSacks is a ‘tell it like it is’ columnist, lecturer and veteran of the printing/publishing industry who frequently in his e-newsletter, “Heard on the Web: Media Intelligence,” promotes the belief that print is not dead, it is merely naturally evolving. “There will come a time, and it might be sooner than some expect, that the Web and the digital process makes more revenue than printed products, but that exchange on the pyramid of business success does not mean death. It just means sharing the revenue pie with worthy others,” says BoSacks.

With his expertise on both sides of the industry, printing and publishing, BoSacks will bring a valuable perspective to the conversation. This fact-filled myth-busting session will delve into the technological past, present, and future possibilities for printing and publishing at the digital edge. Through his discussion of the disruptive factors of changing technologies and social patterns; analysis and market predictions of printed paginated products; the power of digital pagination and why it drives revenue; and, how different communication media alter what we communicate, he will reveal where we are today, where we are going, and provide actionable advice.

Registration for the NPES 2012 Annual Conference is open online now at: www.npes.org. For more information contact Carol Lee Hawkins, NPES Assistant Director Membership at e-mail: cchawkins@npes.org or phone: 703/264-7200 x 232.
GAERF Sponsors PrintED National Teachers Conference

COLLABORATION, CO-LOCATION AND CLEMSON CAMPUS CONTRIBUTE TO SUCCESS

The idea of a PrintED National Teachers Conference (PNTC) was first discussed in 2011. Thanks to $20,000 funding from the Graphic Arts Education and Research Foundation (GAERF), and a plan to co-locate the meeting with the 87th annual International Graphic Arts Education Association (IGAEA) Conference, the concept became a reality when the PNTC took place July 22-24, 2012, on the campus of Clemson University, Clemson, South Carolina.

With 36 registrants for the three-day conference, representing 16 different states, attendees included: secondary and post-secondary instructors, department of education supervisors, Printing Industries of America affiliate personnel, and one vendor representative.

The conference program was tailored to provide PrintED-specific information to attendees, interspersed with IGAEA hands-on sessions held in the university’s state-of-the-art classrooms and labs.

Based on the feedback and participant survey results, the 2012 PrintED National Teacher’s Conference was a success. Survey respondents unanimously indicated that they would like to see a PrintED conference offered next year. Most importantly, the content delivered was on target, relevant and well-received by the participants. Co-locating with the annual IGAEA conference provided an optimum forum that added to the success of both conferences.

“GAERF is proud to continue its commitment to supporting education initiatives by bringing together graphic communications educators from across the country to gain knowledge, share ideas with colleagues, and ultimately help to expand the PrintED program nationwide,” says GAERF President Ralph Nappi. “The PrintED National Teachers Conference, held in conjunction with the IGAEA National Conference, provided the ideal venue for a national learning community to take hold. We are grateful to PGAMA and to Clemson University for the time and effort expended in planning and executing these highly successful co-located events.”

For more information about PrintED visit: www.gaerf.org or contact GAERF Director Eileen Cassidy at e-mail: ecassidy@npes.org or phone: 703/264-7200.