



EXHIBITOR PROSPECTUS

23-26 May 2017

Melbourne Convention & Exhibition Centre

Connect with
... PRINT & SIGN

Connect with
... PEOPLE

Connect with **... NOW**

pacprintTM 2017

www.pacprint.com.au

presented by



co-located with



organised by



sponsored by



Connect with... PRINT & SIGN

PacPrint is the most comprehensive and relevant business-to-business event serving the evolving needs of the printing, sign & graphic communications industry.

Since 1970, PacPrint has been the internationally recognised platform for Australian and International suppliers of printing and graphic communications technology and services to generate business opportunities with targeted, informed and motivated buyers from throughout the Asia-Pacific region.

Organised by Visual Connections Australia, PacPrint is presented by Visual Connections Australia and the Printing Industries Association of Australia (PIAA). PacPrint17 will be co-located with the Visual Impact Expo – one of Australia's leading showcases for the signage, engraving, display and wide format market.

EXHIBITIONS OFFER AN UNPARALLELED OPPORTUNITY TO ENGAGE WITH YOUR TARGET AUDIENCE IN A LIVE ENVIRONMENT, MAKING THEM ONE OF THE MOST DIRECT FORMS OF MARKETING THERE IS.



13,372
There were 13,372 total visits over five days of PacPrint13

72% OF VISITORS STATED THAT THEY "STRONGLY AGREE" OR "AGREE" THAT 'PACPRINT IS VERY IMPORTANT TO MY BUSINESS'

“
In real terms PacPrint13 provided Bottcher with the opportunity to connect with key decision makers and articulate our value offering whilst assisting in consolidating our leading market position.
”
Mitch Mulligan
Managing Director
Bottcher Australia

REASONS TO EXHIBIT AT **pacprint 2017**

- Generate new sales leads
- Launch new innovative solutions
- Promote your company, products or services
- Maintain your status as a player in the industry
- Meet buyers and decision-makers face-to-face
- Reach over 12,000 industry professionals within 4 days



86% OF VISITORS WERE "VERY SATISFIED" OR "SATISFIED" WITH PACPRINT

“
We have had a very good show. The numbers might be down from the last PacPrint but just like Drupa, PacPrint attracts the right people. The visitor quality is very high.
”
Nicola Bissett
Optimus MIS

83%
Of visitors stated that they "definitely will" or "probably will" recommend to associates in the industry that they should visit PacPrint

61%
Of visitors stated that they held direct authority or influence for purchasing the types of goods or services seen at PacPrint

79%
Of visitors who had direct authority or influence for purchasing, saw something at PacPrint that they were likely to buy after the exhibition

WHO WILL VISIT

pacprint™

2017

“Customers are more specific, they do their research first and know what they want to see. The plus side of having slightly fewer people is that you can actually spend time with your customers without having to rush to the next appointment.”

Ian Martin
General Manager Trade
WRH Global

\$532,843

THE AVERAGE BUSINESS WRITTEN AS A RESULT OF EXHIBITING AT PACPRINT13 WAS APPROXIMATELY \$532,843



THE TOP 5 VISITOR CATEGORIES FROM VISITOR RESEARCH UNDERTAKEN AT THE LAST PACPRINT IN 2013

> JOB FUNCTION

CEO / Managing Director / Manager / Owner / Partner **50.1%**

Sales & Marketing **11.9%**

Student / Apprentice **9.8%**

Designer **9.0%**

Production **7.5%**

> INDUSTRY CATEGORY

Digital Printing **17.6%**

Commercial Printing – General & Promotional **14.0%**

Designers – graphic **12.1%**

Signage **5.7%**

Digital **5.5%**

> OTHER JOB FUNCTIONS

- > Administrator
- > Consultant / Educator
- > Finance / Accountant & Estimator
- > Operator
- > Purchasing
- > Research & Development
- > Supervisor
- > Technical
- > Media

> OTHER INDUSTRIES

- > Acrylic
- > Airbrushing
- > Artwork / Graphic Design
- > Awards & Trophy
- > Banner
- > Braille & Tactile Signs
- > Cheques & Security Printing
- > Componentry System
- > Consumables
- > Copying
- > Corporate
- > Direct Marketing, Advertising, Marketing
- > Display
- > Embroidery
- > Engraving / Laser / Etching
- > Envelope Manufacturing
- > Flatbed Printing
- > Government
- > Greeting cards, Calendars, Diaries
- > Heat Transfer
- > Illuminate Signage / Neon / LED / Light Boxes
- > Industry Association
- > Inplant
- > Internet Web Design & Production
- > Label Printing
- > Laminating
- > Large Format Printing
- > Mail House
- > Multimedia
- > Offset / Pad Printing
- > Packaging
- > Paint
- > Paper Merchant
- > Photography / Photo Library
- > Plotters / Cutters
- > Prepress House / Service Bureau
- > Print Broker
- > Print Buyer
- > Print Supplier
- > Promotional Items
- > Publishing
- > Routing
- > Screen Printing
- > Software
- > Stationery
- > Sublimation
- > Substrates
- > Trade Binding & Finishing
- > Vinyl

“Decision makers attended the show. We had strong orders and many opportunities going forward.”

Anthony Harvey
Marketing and Channel
Manager ANZ, Kodak
Graphic Communications
Group

95%

95% of exhibitors stated they “will” or “may” exhibit at PacPrint17

95%

95% of exhibitors were “very satisfied” or “satisfied” with PacPrint13

85%

85% of exhibitors stated that they “strongly agree” or “agree” that PacPrint is a must attend event

KEY STATISTICS
from
pacprint
2013

Connect with ... **PRINT & SIGN**

Connect with ... **PEOPLE**

Connect with ... **NOW**

pacprint[™]
2017

COMPANIES REPRESENTED BY VISITORS TO PACPRINT13 INCLUDED

- > 3M
- > ABnote Australasia
- > AIW Printing
- > Amcor
- > Apple
- > Australia Post
- > Australian Government
- > Australian Industry Group
- > AXA Australia
- > Bamba Press
- > Bauer Media Group
- > Blue Star Group
- > Cadillac Printing
- > Carter Holt Harvey
- > Clemenger BBDO
- > Colorpak
- > Corporate Express
- > Craft Inprint
- > Fairfax Media
- > Hannanprint
- > IBM
- > IPMG
- > Kmart Australia
- > Kraft Foods
- > Kwik Kopy
- > Labelmakers Group
- > Lindsay Yates Group
- > Lonely Planet Publications
- > M & C Saatchi
- > Microsoft
- > News Limited
- > Note Printing Australia
- > Offset Alpine Printing
- > OPUS Group
- > Oxford University Press
- > Pacific Brands
- > Pacific Magazines
- > Penguin Books
- > PMP
- > Print Media Group
- > Printgraphics
- > Pronto Print Solutions
- > Qantas
- > QBE
- > Random House Australia
- > Reader's Digest
- > Rural Press
- > Sign A Rama
- > Snap Printing
- > TMA Group
- > Visy Industries

BOOK

YOUR

STAND

NOW!

Contact us now to discuss opportunities for your business at PacPrint17

PETER HARPER – General Manager (Trade Shows and Publications)

T +61 2 9868 1577

M 0418 267 952

E peterh@visualconnections.org.au

SARAH MOORE – Event Manager

T +61 2 9868 1577

M 0418 161 602

E sarahm@visualconnections.org.au

JENNY HARRIS – Event Manager

T +61 2 9868 1577

M 0439 427 747

E jennyh@visualconnections.org.au



presented by

Visual Connections



co-located with



organised by

Visual Connections

www.pacprint.com.au