

**GRAPH  
EXPO**

**SEPTEMBER 25-28, 2016**

**Orange County Convention Center | North Orlando, Florida | USA**  
**GraphExpo.com**



## **GRAPH EXPO 16 SHOW PACKAGES**

**You've signed on to exhibit at the show—now make sure you maximize your traffic and sales leads with any one (or more!) of the show packages from The Printing and Packaging Group of NAPCO Media. Reach your prospects before they get to the show, and when they arrive!**

**Click on any package to learn more!**



**GRAPH EXPO 16 Pre-Show Supplements**

**On-Site Show Directory & New Product Reference Guide**

**Countdown to the Show e-Newsletter**

**e-Newsletter LIVE! with Video Option**

**For more information or to reserve, please contact**

**Mark Subers**  
215-238-5092  
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**Mike Hempstead**  
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**Bill Curran**  
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# The Official GRAPH EXPO 16 Pre-Show Sections (August Issues)



By **exclusive** arrangement, Printing Impressions, In-plant Graphics, and packagePRINTING will publish special GRAPH EXPO 16 sections in each of our pre-show issues. The sections will serve as a valuable resource to promote your brand and presence at GRAPH EXPO 16 and will be the pre-event “go to” resource for the latest news, hot technology, and educational sessions for commercial printers, in-plant printers, and packaging printer/converters.

The pre-show issues will be sent to the full distribution of Printing Impressions, In-plant Graphics, and packagePRINTING – 60,000, 20,000, and 22,000, respectively.

Don't miss your opportunity to tell your story to the industry ahead of the show. Ask your representative about the pre-show sections. Standard page rates apply.



**Close Date:**  
July 12, 2016

**Materials Due Date:**  
July 17, 2016

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# The Official GRAPH EXPO 16 On-Site Show Directory & New Product Reference Guide



The Printing Impressions Group and the Graphic Arts Show Co. (GASC) have teamed up to help you attract buyers to your booth at GRAPH EXPO 16. The On-Site Show Directory & New Product Reference Guide, distributed at every hall entrance, registration area, and on the floor contains all the information attendees need to successfully locate your booth and find information regarding your solutions.

The On-Site Directory is the single most important resource at the show for attendees to navigate the full landscape of GRAPH EXPO 16. You've seen the attendees - nose in the On-Site Show Directory to research the vendors, sessions, floor plan... unfolding and folding the floor map continuously to find their next appointment. It's a must have for all attendees.

A full **15,000 copies** of the On-Site Show Directory will be printed for the convenience of the attendees. Take advantage of this captive audience and leverage the many marketing opportunities provided to differentiate your organization from the competition and draw attention to your information presented in the guide.

## Enhanced Listings (Exhibitor/Alphabetical Section):

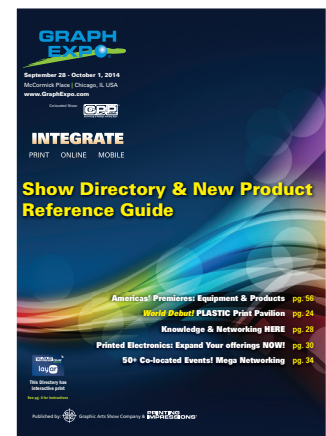
- 4-Color Company Logo
- Full listing highlighted with a color background
- Cost \$750

## Floor Plan Options:

- Business Card Floor Plan Placements (3" x 2 1/2" - limited availability) - Cost \$750
- Map Cover Sponsorship (single sponsor) - Ask representative
- Gate-Fold Spread and Back Cover - Ask representative

## Display Ads:

- Covers - inside front, inside back, and back covers
- Full page, four-color \$8,250
- Half page, four-color \$6,000
- Quarter page, four-color \$3,500
- **NEW!** Enhance your advertising with augmented reality! Make your ad "come to life" with video, 3-D models, and links. Cost varies depending on the experience. Ask your representative to demonstrate this technology for you.



## High-value Placements:

- Cover Post-it
- Cover Tip
- Inserts and other inserted and bound collateral

**Close Date:**  
August 12, 2016

**Materials Due Date:**  
August 19, 2016



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# GRAPH EXPO 16 Countdown to the Show e-Newsletter

Be featured in the show e-Newsletters sent directly to over 50,000 pre-registered and prospective attendees who are gearing up to attend the event in Orlando, Florida. There will be 7 editions of the "Countdown to the Show" e-Newsletter broadcast in the weeks leading up to the show. The GRAPH EXPO 16 e-Newsletter is a great way to reach buyers and drive traffic to your booth.

## Bonus for GRAPH EXPO 16

The e-Newsletter will also be distributed to **Printing Impressions, In-plant Graphics** and **packagePRINTING** e-Newsletter recipients — more than doubling the audience to your ad!

### A - Basic Announcement

- \$550 per edition
- Includes all of the following:
  - Company Name and Booth #
  - Announcement headline of 150 characters
  - Announcement body of 500 characters
  - Up to four links; web, email or file downloads
  - Plus "View Profile" and "Add to Planner" buttons
  - Limited to 25 per edition

### B - Featured Announcement

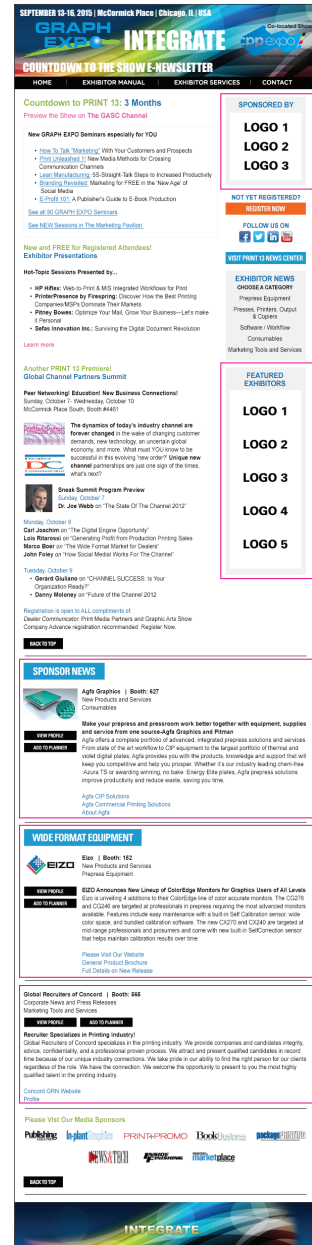
- \$975 per edition
- All of the features of a Basic Announcement plus:
  - Logo prominently located under "Featured Exhibitors"
  - Top placement in your product category section
  - 125x125 pixel image alongside your announcement
  - Limited to 15 per edition

### C - Premium Sponsorship

- \$1,625 per edition
- All the features of a Featured Announcement plus:
  - Your brand is one of three sponsors of the e-Newsletter
  - Logo located just below header banner
  - Top placement as "Sponsor News" above all other exhibitors
  - Limited to 3 per edition

## Broadcast Dates

- WED 8/10/16
- WED 8/17/16
- WED 8/24/16
- WED 8/31/16
- WED 9/7/16
- WED 9/14/16
- WED 9/21/16



PREMIUM

FEATURE

PREMIUM

FEATURE

ANNOUNCEMENT

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# Countdown to the Show e-Newsletter Insertion Order Form

SEPTEMBER 25-28, 2016 | Orange County Convention Center  
North Orlando, Florida | USA

## Please Choose ONE Category:

Categories are subject to change

- Wide Format Inkjet Printing and Photo Imaging
- Package Printing & Converting: Folding Carton, Flexible, Labels & Tags, Corrugated
- Commercial Printing and Quick/Small Commercial Printing and Book Printing/Publishing
- Mailing & Fulfillment
- Corporate/Education/Government Printing Centers/In-Plant and Transactional Printing
- Manufacturing/Industrial Printing: 3D, Printed Electronics, Decorative
- Newspaper Printing/Publishing
- Marketing/Creative Services/Media/Print Buying

Click on any field to select or type in it. After you are done, you can save and e-mail it to: [msubers@napco.com](mailto:msubers@napco.com)

### ORDER CONTACT INFORMATION

Exhibitor:

Contact:

Telephone:

Booth #:

Email:

Address:

City:

State / Zip:

### CREDIT CARD INFO

- VISA    MC    AMEX

Name - Card:

Credit Card #:

Exp. Date: Val Code:

Signature:

Rates are net. All reservations are non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form.

### Questions?

Contact Mark Subers  
215-238-5092  
[msubers@napco.com](mailto:msubers@napco.com)

Check the box of the edition/level combinations you would like. If checking electronically, the form will automatically calculate your cost totals. A disabled box indicates that edition / announcement level is sold out.

Edition	Broadcast Dates	Content Submission Deadline	Basic \$550 each	Featured \$975 each	Premium \$1,625 each
1	WED 8/10/16	WED 8/3/16	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	WED 8/17/16	WED 8/10/16	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	WED 8/24/16	WED 8/17/16	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	WED 8/31/16	WED 8/24/16	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	WED 9/7/16	WED 8/31/16	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	WED 9/14/16	WED 9/7/16	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	WED 9/21/16	WED 9/14/16	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

\*Although we make every effort to broadcast on the above dates, dates are subject to change without notice.

**Total:**

	X	X	X
	<b>\$550</b>	<b>\$975</b>	<b>\$1,625</b>
	=\$	=\$	=\$

**Total Before Discount: \$**

**Discounted Amount: \$**

**Total Order: \$**

### Specs for e-Newsletter Announcements:

- Headline:** 150 Characters (with spaces) maximum
- Body Text:** 500 Characters (with spaces) - this amounts to about 3-4 sentences. No HTML code can be included in the body text. Body text is contained to one paragraph (no breaking spaces between lines of text), use of Bullets will force the bullets into paragraph form, not list form. Bullets can still be used to break up text in the body.
- Links:** Up to 4 links (Please name links). Link to a website, email, or we can host a press release/event invite/flyer - No Flash or .jpg Files. Document uploads must be .pdf or .doc *only!* Please convert file types to .pdf or .doc prior to uploading.  
**Additional Specs for Feature/Premium Announcements:**
- Logo:** 130 x 40 pixels (rectangular) or 80 x 80 pixels (square). Logos are placed at the top of the page and link down to your announcement.
- Image:** 125 x 125 pixels (logo or product photo). Image Files will be placed directly next to the announcement. Logos will only be placed next to the announcement if your logo is uploaded into the image area in addition to the Logo area. For Logos & Images, we can accept .jpg, and non-animated .gif files. Please convert file types to .jpg or .gif prior to uploading. No HTML code can be used to link an Image or Logo to a website.
- Category:** Make sure to choose category from drop down menu when uploading content.

# GRAPH EXPO 16 e-Newsletter LIVE! with Video Option



## What is your story for GRAPH EXPO 16? Let us help you tell it.

The daily e-Newsletter **LIVE!** will be sent to all attendees - **PLUS** a bonus distribution to **over 70,000** *Printing Impressions, In-plant Graphics* and *packagePRINTING* e-Newsletter recipients. As the GRAPH EXPO 16 masses prepare for their day by checking email - e-Newsletter **LIVE!** will be there to guide their actions.

**Distributed to 2 Highly Responsive Lists!**

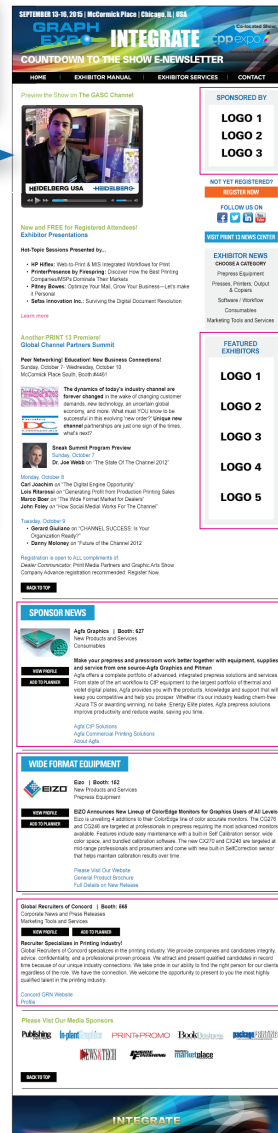
## How does it work?

The Printing Impressions Group's booth at GRAPH EXPO 16 will include a video interview studio. For those adopting the Video Sponsorship LIVE!, Mark Michelson, Editor in Chief, *Printing Impressions*, will interview one of your key executives to determine your organization's focus for the event. In turn, we will use this framework to shoot a location/booth video of the equipment/technology discussed in the interview. The location shot can include key staff/product managers describing key features and benefits of your offerings.

## e-Newsletter LIVE! Options:

### V: Video Sponsorship LIVE!

- \$4,500 per edition
- All the features of a Premium Sponsorship plus:
- 2-3 min. "Key Executive/Product" video professionally produced by NAPCO's Video Services Group
- Video distribution to all GRAPH EXPO 16 attendees, Printing Impressions Group newsletter audience, PIWorld, and The GASC Channel
- Limited to 3 per edition



**PREMIUM**

**FEATURE**

**PREMIUM**

**FEATURE**

**ANNOUNCEMENT**

### A: Basic Announcement LIVE!

- \$550 per edition
- Company Name and Booth #
- Announcement headline of 150 characters
- Announcement body of 500 characters
- Up to four links; web, email or file downloads
- Plus "View Profile" and "Add to Planner" buttons
- Limited to 25 per edition

### Broadcast Dates

Sunday	9/25/16
Monday	9/26/16
Tuesday	9/27/16
Wednesday	9/28/16

### B: Featured Announcement LIVE!

- \$975 per edition
- All of the features of a Basic Announcement plus:
- Logo prominently located under "Featured Exhibitors"
- Top placement in your product category section
- 125x125 pixel image alongside your announcement
- Limited to 15 per edition

### C: Premium Sponsorship LIVE!

- \$1,625 per edition
- All the features of a Featured Announcement plus:
- Your brand is one of three sponsors of the e-Newsletter
- Logo located just below header banner (below video sponsorship)
- Top placement as "Sponsor News" above all other exhibitors (below video sponsorship)
- Limited to 3 per edition

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## Insertion Order Form

SEPTEMBER 25 - SEPTEMBER 28, 2016  
ORANGE COUNTY CONVENTION CENTER | NORTH ORLANDO | FLORIDA, USA

Click on any field to select or type in it.

After you are done, you can save and e-mail it to: [msubers@napco.com](mailto:msubers@napco.com)

### ORDER CONTACT INFORMATION

Exhibitor:

Contact:

Telephone:

Booth #:

Email:

Address:

City:

State / Zip:

### CREDIT CARD INFO

VISA  MC  AMEX

Name - Card:

Credit Card #:

Exp. Date: Val Code:

Signature:

Rates are net. All reservations are non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form.

### Questions?

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[msubers@napco.com](mailto:msubers@napco.com)

**Please choose ONE category that best describes your organization:**

Categories are subject to change

- |  |  |
|--|--|
| <input type="checkbox"/> Art & Graphic Design            | <input type="checkbox"/> Marketing Tools and Services          |
| <input type="checkbox"/> Consumables                     | <input type="checkbox"/> Paper & Substrates                    |
| <input type="checkbox"/> Content & Document Management   | <input type="checkbox"/> Prepress Equipment                    |
| <input type="checkbox"/> Electronic Publishing Systems   | <input type="checkbox"/> Presses, Printers, Output and Copiers |
| <input type="checkbox"/> Package Printing & Converting   | <input type="checkbox"/> Post Press & Bindery Equipment        |
| <input type="checkbox"/> Ink & Toner                     | <input type="checkbox"/> Software / Workflow                   |
| <input type="checkbox"/> Mailing & Fulfillment Equipment | <input type="checkbox"/> Wide Format Equipment                 |

Check the box of the edition/level combinations you would like. If checking electronically, the form will automatically calculate your cost totals. A disabled box indicates that edition / announcement level is sold out.

Deadline to submit content is TUE 7/15/16

Edition	Broadcast Dates	Basic \$550 each	Featured \$975 each	Premium \$1625 each	Video*
1	SUN 9/25/16	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	MON 9/26/16	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	TUE 9/27/16	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	WED 9/28/16	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		X <b>\$550</b>	X <b>\$975</b>	X <b>\$1,625</b>	X <b>\$4,500</b> per edition
<b>Total:</b>		= \$	= \$	= \$	= \$

\*Please fill out Production Schedule Form on next page.

**Total Before Discount: \$**

**Discounted Amount: \$**

**Total Order: \$**

### Specs for e-Newsletter Announcements:

- Headline:** 150 Characters (w/ spaces) maximum
- Body Text:** 500 Characters (w/ spaces) - this amounts to about 3-4 sentences  
No HTML code can be included in the body text. Body text is contained to one paragraph (no breaking spaces between lines of text), use of Bullets will force the bullets into paragraph form, not list form. Bullets can still be used to break up text in the body.
- Links:** Up to 4 links (Please name links). Link to a website, email, or we can host a press release/event invite/flyer - No Flash or .jpg Files. Document uploads must be .pdf or .doc *only!* Please convert file types to .pdf or .doc prior to uploading.

### Additional Specs for Feature/Premium Announcements:

- Logo:** 130 x 40 pixels (rectangular) or 80 x 80 pixels (square). Logos are placed at the top of the page and link down to your announcement.
- Image:** 125 x 125 pixels (logo or product photo). Image Files will be placed directly next to the announcement. Logos will only be placed next to the announcement if your logo is uploaded into the image area in addition to the Logo area.  
For Logos & Images, we can accept .jpg, and non-animated .gif files. Please convert file types to .jpg or .gif prior to uploading.  
No HTML code can be used to link an Image or Logo to a website.
- Category:** Make sure to choose category from drop down menu when uploading content.



# e-Newsletter LIVE! Production Schedule Form

This form will be used as the basis for your organization's **e-Newsletter LIVE!** Video. **Mark Michelson**, Editor in Chief, *Printing Impressions*, will interview one of your key executives defined on this schedule below live at *Printing Impressions'* video booth or within your booth. The interview will include a strategic, high-level description of the key products/services that your organization is promoting at GRAPH EXPO 16.

The *Printing Impressions'* Video Services team will use this framework to shoot a location/booth video of the equipment/solution defined during the interview and listed on the schedule below. The location shot can include key staff/product managers describing key features and benefits of your offerings. These videos will be professionally edited and launched in the e-Newsletter LIVE! of your choice.

## Key Executive to be interviewed by Mark Michelson:

Name	Title	Company
<input type="text"/>	<input type="text"/>	<input type="text"/>
Phone	Email	Date/Time:
<input type="text"/>	<input type="text"/>	<input type="text"/>

High-level description of GRAPH EXPO 16 Strategy:

(IMPORTANT: All videos must be shot at least 1 day before they are launched. For example, if your organization is scheduling a video sponsorship for Tuesday, September 15, 2016, the key executive interview and location/booth videos would need to be shot by COB Monday).

## Key products/services being promoted at GRAPH EXPO 16:

### Product/Service 1

Name	Product Manager to be interviewed	Description
<input type="text"/>	<input type="text"/>	
Phone	Email	
<input type="text"/>	<input type="text"/>	

### Product/Service 2

Name	Product Manager to be interviewed	Description
<input type="text"/>	<input type="text"/>	
Phone	Email	
<input type="text"/>	<input type="text"/>	

### Product/Service 3

Name	Product Manager to be interviewed	Description
<input type="text"/>	<input type="text"/>	
Phone	Email	
<input type="text"/>	<input type="text"/>	

Please note: a pre-event conference call will be scheduled two weeks before GRAPH EXPO 16 to ensure all the information on this schedule is accurate, confirm dates/times, and review the production process. Additional product/services can be shot and the video format may be customized. However, these modifications may incur additional costs.

Contact your marketing advisor if you have any questions regarding the e-Newsletter LIVE! Video Program.

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