



## Plenty of Positives Flow from PrintEx11

In a period of extensive industry change, the popularity and impact of an industry exhibition can be difficult to predict, but for all involved in PrintEx11 the outcomes from the show have been overwhelmingly positive, reports PrintEx11 Chairman, Mitch Mulligan.

“We have been delighted with the enthusiastic response of both exhibitors and visitors to the show, which I think has been evident to anyone who has been at the SCEC over the past couple of days,” Mulligan said late on Friday just prior to the show’s close.

With a total of 8513 visits to PrintEx11 and the co-located Visual Impact Image Expo over the three days, numbers are down on 2007 figures, however the drop is in line with industry contraction over that period and so, says Mulligan, the 2011 attendance has been very much in line with expectations.

As expected, 76% of visitors were from the local New South Wales market, with the remaining 24% drawn from interstate and overseas. Of those, 11% were from Victoria, 6% from Queensland and 3% from New Zealand.

“What has been very encouraging is the breakdown of those numbers and the response from people on the floor, all of which point to very positive outcomes from the show,” Mulligan says.

“Almost exactly half the visitors to PrintEx11 were key decision makers – CEOs, MDs, owners or partners, or senior management, most of them from commercial print shops or digital print businesses, and this was reflected in the strong leads, and numerous sales, generated at the show.

“Another pleasing aspect was the growing numbers in what we call the ‘second tier’ categories of design, advertising and marketing personnel, as these are key decision makers in terms of creating and placing print,” he adds.

“Educating and inspiring these markets to add more print to the mix will be critical as we move forward and face ever-increasing competition from other media.

“Given the concerted effort we have made with the PrintEx11 Pop Art Poster Competition it’s great to see a growing number of visitors from these categories at the show – and to see their response to the Power of Print stand and the information, both printed and on banners around the show, which challenged perceptions and provided important information on the effectiveness and sustainability of print.”

Attendance at the PrintEx Forum Series has also grown from previous shows. More than 120 people attended the first session to learn about opportunities for print in a digital world from a panel of experts, well over 200 gathered on Day 2 to hear an inspiring address by Todd Sampson on Creativity and Innovation and the need to be brave, and more than 150 assembled on the final day to hear Göran Roos, international innovation and strategy expert, discuss future technologies and the way to innovate for business success.

“As always, the show itself was a backdrop to numerous opportunities for networking, which can be as valuable as anything at a show like this,” says Mulligan.

“Many exhibitors took the opportunity to hold functions for their customers, our friends from New Zealand gathered on Thursday while a large Aussie contingent enjoyed the National Print Awards on Thursday night.

“Then, there are the opportunities to catch up with colleagues, customers, suppliers and friends for lunch, coffee or a drink after the show – even informal encounters in the aisles of the show which, as many of us know, can be as important as any organised meeting.

“In short, the ability to bring together the majority of leading suppliers to the industry under one roof so that visitors can ‘see, touch and feel’ the technologies, products, services and innovations which will shape their future, coupled with educational and networking opportunities, has proven as valuable in 2011 as it has ever been,” Mulligan says, “and the positive benefits that will flow from PrintEx11 are likely to be seen for many months to come.”

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