

Thursday 29 - Saturday 31 May 2003  
 Sydney Convention & Exhibition Centre  
 Darling Harbour Sydney Australia  
 Once every 4 years  
 Sydney's big print & design show

# printEX 3

## Visitor numbers up, up & up . . .

they came, they saw, they bought



The halls at Darling Harbour were buzzing from the opening of PrintEx03 at 10.00am on Day One until final close on Day Three at 4.00pm – much to the delight of exhibitors and the presenting associations, Graphic Arts Merchants Association of Australia (GAMAA) and Printing Industries Association of Australia (PIAA).

Their commitment to this 'no frills' shell-scheme show was validated by a waiting list of exhibitors. In total, 10,393 registered trade visitors came to the show – which was an increase of 12 percent over the inaugural event in 1999.

Exhibitors expressed their delight at the quality of visitors, the number from interstate, the broad scope of their interests - and ultimately at the number of sales made and leads they received.

The Chairman of the Board of PrintEx03, Angus Scott, said it was extremely positive to hear of so many sales. *"In a market which we are constantly being told is depressed, it is interesting to examine the reasons for such buoyancy at PrintEx," he said. "Certainly in the lead-up to major shows such as this, people begin researching their options, often using the show as the final selection decision point. Also, many would have come to PrintEx to either replace, satisfy requirements for a niche opportunity, or to invest in product which will enhance their production capability."*

Scott said that all exhibitors he had spoken to had enthusiastically expressed their support for involvement in PrintEx's next show which will take place in 2007.

Chris Segart, National President, Printing Industries Association of Australia said that PrintEx03 had achieved results beyond expectations. *"It's turned out to be a great success. The exhibitors I've spoken to have been very positive, with many reporting that they have done good business. The true success of the show will be demonstrated, when suppliers recoup their investment," he said.*

Exhibition director, Tony Farrington, attributed PrintEx's success to the team effort of the exhibitors, presenting associations and organisers. *"PrintEx came together brilliantly with fantastic exhibitor cooperation – it's great to fill a show during what many agree are difficult times. The reaction from visitors, in terms of numbers and feedback, has been terrific. PrintEx has well and truly come of age and I believe we will see enormous development of the show in the future,"*

### Visitor attendance and registration statistics

	On-Site Registrations	Pre-Registrations	Total Visitors	Exhibitor Attendance	Total Show Attendance
Thursday 29th May	973	2673	3646	2158	5804
Friday 30th May	1253	2896	4149	1957	6106
Saturday 31st May	906	1692	2598	1983	4581
<b>TOTAL</b>	<b>3,132</b>	<b>7,261</b>	<b>10,393</b>	<b>6,098</b>	<b>16,491</b>

BY POSITION	Thur %	Fri %	Sat %	Total %
Owner/Partner	25.3	27.6	34.4	27.3
CEO/Managing Director	7.3	6.1	5.4	6
Manager	17.4	16.9	13.6	15.9
Supervisor	3.2	3.3	2.7	3.2
Administrator	2.3	2.3	2.9	2.5
Production	7.2	7.6	6.4	7.5
Operator	4.2	3.6	5.7	4.6
Designer	6.7	7	8.5	7.6
Purchasing	2	2.4	1.5	2.1
Consultant/Educator	1.9	1.8	1.2	1.6
Technical	3.5	3.8	3.5	3.7
Sales & Marketing	10.6	10.6	6.3	9.7
Research & Development	0.9	0.9	0.9	1
Apprentice	0.6	1	0.6	0.9
Student	3.9	2.6	3.6	3.7
Other*	3	2.5	2.9	2.8

\*Other - includes additional positions not listed on the registration form

BY BUSINESS	Thur %	Fri %	Sat %	Total %
Advertising/Direct Marketing/Mail House	4.5	4.4	4.7	4.7
Print Buyer/Broker	3.2	3.1	3.1	3.2
Converter	1.4	1.2	0.6	1.2
Packaging & Label Printing	6.4	5.6	4	5.7
Stationery/Business Forms	4.5	4.4	4.6	4.6
Publishing (books,magazines,newspapers)	5.1	5.2	4.7	5
Multimedia & Online Publishing	2.9	2.6	2.6	2.8
Inplant	0.7	0.7	0.2	0.6
Corporate	1.9	2.3	2.1	2.2
Screen Printing	3.5	2.8	2.6	3.1
Prepress House	5.2	5.2	4.2	4.7
Photography/Photo Library	2.6	2.4	2.4	2.5
Copying/Digital Printing	8.3	8.6	9.7	8.4
Commercial/General Printing	12.3	13.4	15	13.1
Design & Print	15.8	16.3	19.2	17
Government	1.7	1.8	0.9	1.5
Educational Establishment	2.3	1.4	0.9	1.5
Print Trade Services	4.4	5.1	5.2	4.8
Finishing/Bindery	4.2	4.5	5.3	4.4
Service Bureau	1.6	1.7	1.7	1.6
Other*	7.5	7.4	6.3	7.4

\*Other - includes other businesses not included on the registration form

BY STATE / OVERSEAS	Thur %	Fri %	Sat %	Total %
ACT	1	2.1	3.1	1.9
NSW	74.7	69.8	73.7	77.4
NT	0	0	0	0
QLD	5.7	8.1	7.2	5.8
SA	1.8	2.4	1.7	1.7
TAS	0.5	0.6	0.3	0.4
VIC	9.2	10.2	9	8.4
WA	2	2	1.2	1.3
Overseas	5.1	4.8	3.7	3.1

# BUSY, SUCCESSFUL, REAL BUS



*"For us, PrintEx03 has been far and away the busiest show we've done, and we've got really good leads. It also represents much better value for money than other shows because of its condensed, small stand nature. Here we compete on an equal footing with the larger stands."*

**Chris Churchwood, Cello Paper**



the BOARD



*"Within 15 minutes of the doors opening on Day One, every staff member on this stand was busy in a one-on-one with someone – and it didn't stop. Overall I would rate PrintEx03 as one of the best graphic arts trade shows I've done in Australia in the last 25 years. PrintEx is the kickstart the industry needed again."*

**Andy McCourt, Cyrachrome**



*"It's been very busy; an excellent flow of traffic; the right type of customers and the least number of tyre-kickers. PrintEx03 has shown that the industry is still alive."*

**Mark Wilton, Creo**

*"We've seen a good cross-section of printers, graphic designers, advertising agencies and end users, plus a lot of people here from interstate and we've been pleased by how many have made the effort to come specially to see us."*

**Darren Delaney, Allkote**



# INNESS, GREAT LEADS & ORDERS



CROWDS



*"The reaction from visitors has been excellent – at times we've had up to 30 people in the stand. We've also seen lots of students, which is good, and people from other stands."*  
**Craig Roddiffe, The Font Shop**



*"As a new exhibitor, PrintEx has given us a feel for the industry as we've had the opportunity to talk to people from both large and small businesses."*

**Adam Gottlieb, inkman.com.au**



AWARDS

*"PrintEx03 has reaffirmed our commitment to the Sydney marketplace – we've written an enormous amount of business, exceeding our expectations."*  
**Phillip Rennell, Currie Group**



*"The quality of people coming through has been fantastic but what has been particularly interesting is the general optimism and upbeat attitude of people."*  
**Meredith Darke, Intergraphica Print & Pack**

*"For our company to go out and find 30 leads would take a lot more work than coming to PrintEx for three days."*  
**Sean Crichton-Browne, Minolta Business Equipment**



**"G'DAY G'DAY... exhibitors enjoyed the industry-wide opportunity to meet with friends and colleagues at a special networking drinks session"**



# workshops tap knowledge enthusiasts

Attendance at the workshops was enthusiastic with several seminars having standing room only. Particularly popular were topics relating to colour issues such as Roland DG's and Chromoticity's respective presentations on Colour Management.

Workshop convener, Christine Piper, said there were a number of workshops which also went extremely well including Kodak's Thermal CTP Plate Technology; CPI on Digital Proofing; PIA's Breaking the Broking Myth and Web Dynamics on Web Tension Control.

*"And of course, as always, the Adobe presentations on Adobe Indesign and Acrobat 6.0 were extremely popular with the sessions very over-subscribed,"* said Piper.



## PRINT AWARDS winners on display too



For the first time at a major exhibition, the Gold winners of the 2003 Print Awards winners were displayed at PrintEx03. Alf Carrigan, Chairman of the National Print Awards together with committee member Graham Luke were on hand to generate interest amongst potential entrants and sponsors of the event.

*"Next year will be our 21st birthday celebrations, which we plan to make into a gala party and presentation,"* said Carrigan.

The 2004 awards will take place in the Ballroom at the Sydney Convention and Exhibition Centre, on Friday 19 May,

*"I'm sure we will fill all 900 available seats, especially as we are hoping for a record number of entries."* Displaying the award winners at PrintEx resulted in many requests for further information when the Awards' entry forms are circulated later this year.

*"The purpose of being at PrintEx is primarily for image-building – the test will be to see how this translates into greater participation by the industry,"* said Graham Luke.

**GAMAA**

Graphics Arts Merchants Association of Australia



Printing Industries Association of Australia

PrintEX03 presented by

## associations leverage this once in 4-years OPPORTUNITY

Industry associations were grouped together at PrintEx which enabled those from all interest-areas to gather information on which association might best suit their needs.

AGDA, LATMA, LIA, JPE, PIA, GASAA, SGIAA and TAFE all had stands, and provided visitors with information about their membership criteria and other services.

Many also took the opportunity to hold meetings at PrintEx. The Australasian Association of Printing Teachers (AAPT) ran its

27th annual conference - 25 delegates from printing and allied trades across Australia spent 1.5 days in conference sessions.

The SGIAA held both its regular monthly meeting and its federal board meeting at PrintEx; the PIA National Council Executive Committee held its meeting, as did the National Printing Industries Training Council.

Kwik Kopy also took advantage of PrintEx to hold its buying meeting for all Australian franchise operators.

