



Think Key Facts

Think background:

- Northprint success spans over 43 years and 21 event cycles. It has therefore seen off a number of economic downturns while remaining a driver in the majority of improving climates
- Northprint is the only national general print event in the UK
- Northprint is statistically proven a national print event, generating visitor attendance from throughout the whole of the UK -58% north / 42% south

Think timing:

- Northprint 2011 is the first UK platform to follow Ipex 2010 for new products, services or enhancements to be showcased to a dedicated UK market
- Following one of the deepest economic downturns in 2008/2009, Northprint 2011 is perfectly timed to take advantage of an improving economic climate and an existing mood for investment.
At Ipex 2010, UK printers confirmed their plans to invest over the next 12 months:
 - Digital / wide format / inkjet: 38%
 - Offset: 16%
 - Post press / finishing: 19%
- Previous Northprint visitors questioned on industry events indicated that ONLY 33% of UK buyers who visit Northprint will traditionally visit Drupa. This means that those UK businesses which did not attend Ipex 2010 and will not attend Drupa 2012, are highly likely to visit Northprint 2011 if suppliers are there showcasing their technology

Think resources:

- The Northprint 2011 team has a proven track record of successfully delivering print events: Ipex 2010, Ipex South Asia, DPW, TPE!, etc. The team will work in partnership with exhibitors and communicate transparently with them to ensure the success of Northprint 2011
- Northprint 2011 has access to a newly compiled visitor database of 139,000 UK contacts, 42,000 of which come fresh from Ipex 2010

- Northprint has been historically strong on in-plants/CRDs, corporates and government departments and for the 2011 edition, we have approximately 4,000 on the database
- The Northprint 2011 team has close working relations with a number of trade associations & members of the media including the BAPC, BPIF, ProSkills, Haymarket/PrintWeek, Whitmar & PrintSpeak. We will work closely with these associations & media partners and many more, to encourage their members' interest in and attendance to the 2011 show

Think outside the box:

- The new look Northprint 2011 will help its exhibitors generate business, but selling more print more profitably requires an educational process, that's why we are carefully producing content-rich features to enable printers to make more money by adopting new mindsets & therefore new technologies which you, exhibitors, provide
- Printers Profit Zone (PPZ) was a roaring success at Ipex 2010. You just have to ask those who attended or simply who walked past the feature theatre! At Northprint 2011, the PPZ will focus on UK-specific business issues, open the debate on rival printing technologies and will also offer master classes on sales and profit
- An Exhibitor case-study theatre is also in the pipeline. Some vendors are looking to promote a higher sales performance amongst printers through end-user case studies
- Northprint 2011 will focus, in partnership with the BPIF, on the issue which is crucial to many of our prospective visitors: how to obtain funding in the current economic climate? A BPIF Finance Clinic will be set up on the showfloor where experts & advisors will provide help and offer practical advice
- Northprint 2011 wants to invest in tomorrow's printers, and will therefore host the annual PrintIT awards programme to be held on the final day of the event. This will provide a further incentive for visitors to attend on the final day

It is crucial to point out that we're mindful of your time vs. ROI and will therefore limit any content-rich session to approximately 30 minutes. Some features will attract with them a new breed of visitors, such as the financiers or creatives, creating further opportunities for our exhibitors to generate leads and access those who might not be chequebook holders but certainly influence the print buying process.

Think New Business!

Can you afford not to participate at the new look Northprint 2011?

To be part of your favourite and only national print show in 2011, call Nisrine Nehmé on
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