

2008 EVENT SUMMARY

TOTAL EXHIBITORS

564 Exhibiting Companies

Square Feet Filled with Industry Technology **443,018**

Equipment-Product Segment Square Footage:

Press/Finishing/Mailing.....**84%** Prepress.....**16%**

63% of exhibitors exhibited equipment at the show

Average number days visiting exhibits..... **1.8**

First time attendees..... **29%**

Average company size
among show attendees..... **129 employees**

TOTAL ATTENDEES

8,801 Verified Buyer Companies Attend

Total Attendees Verified at the Show **26,405**

Exhibitors **8,656**

Attendees **17,749**

QUICK FACTS

38% of attendees traveled
over 400 miles to attend this show.

70% of attendees rated their value in
attending “EXCELLENT” “VERY GOOD.”

71% of attendees came to find unique
print applications at the show.

82% of attendees have purchasing influence.

Geographic – United States

East Central	55%
Mid Atlantic	11%
West Central	10%
South Atlantic	8%
New England	6%
Pacific	6%
Mountain	4%

Geographic – International (Top countries)

Canada	55%
Mexico	15%
Germany	12%
India	5%
United Kingdom	4%
Japan	3%
Switzerland	3%
China	2%
France	2%

Principal Business

Printing	62%
Transactional Printing	7%
Publishing/Media	6%
Package Printing/Converting	6%
Design & Prepress	4%
Mailing & Fulfillment	3%
Marketing/Advertising/PR	2%
Trade Bindery/Finishing	2%
Multimedia/Software Dev.	1%
Other	7%

Annual Sales Volume

Less than \$500,000	13%
\$500,000 to \$1 Million	11%
\$1,000,001 to \$3 Million	15%
\$3,000,001 to \$5 Million	10%
\$5,000,001 to \$10 Million	10%
\$10,000,001 to \$20 Million	12%
More than \$20 Million	29%

Company Size

1 – 19 Employees	31%
20 – 49 Employees	16%
50 – 99 Employees	16%
100 – 249 Employees	15%
250+ Employees	22%

Job Titles

CEO/Senior Management	48%
Marketing/Advertising/Sales	17%
Press-Production	12%
Designer/Prepress Operator	7.5%
Information Technology	3%
Editorial/Educator	2.5%
Purchasing/Print Buyer	2%
Postpress Operator	1%
Other	7%

Top 5 Reasons for Attending

1. See new products and developments
2. Keep up-to-date on industry trends/issues
3. See specific products
4. See specific companies
5. Evaluate and compare equipment/products for future purchase

Top Equipment & Product Interest Categories Indicated by Attendees

1. Digital Presses & Supplies
2. Bindery/Finishing Equipment
3. Wide Format Inkjet Printers & Supplies
4. Software: Design & Prepress
5. Workflow Management Systems
6. Mailing & Fulfillment
7. Offset Litho Presses & Supplies

PRINT 09 Preview

The majority of GRAPH EXPO 08 attendees—**78%**—said they will “definitely” or “probably” attend PRINT 09.

85% of GRAPH EXPO 08 attendees said they would recommend a friend or colleague attend PRINT 09.