



**Perfect Time**  
**Perfect Place**  
**One Unique Opportunity**

**Nick Craig Waller**  
**Group Marketing Director**  
**Ipex 2010**

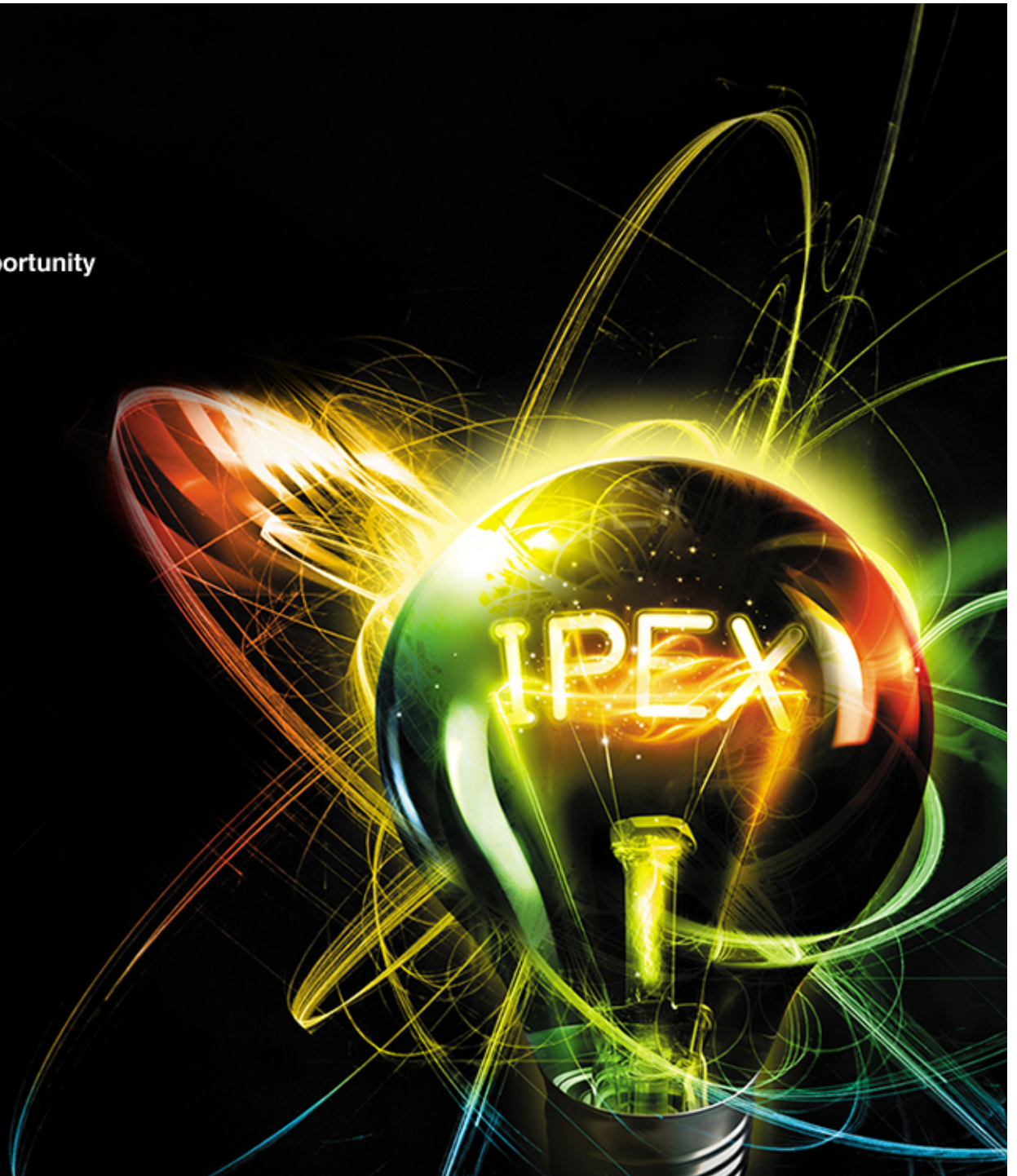




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**216**

Days to go.....



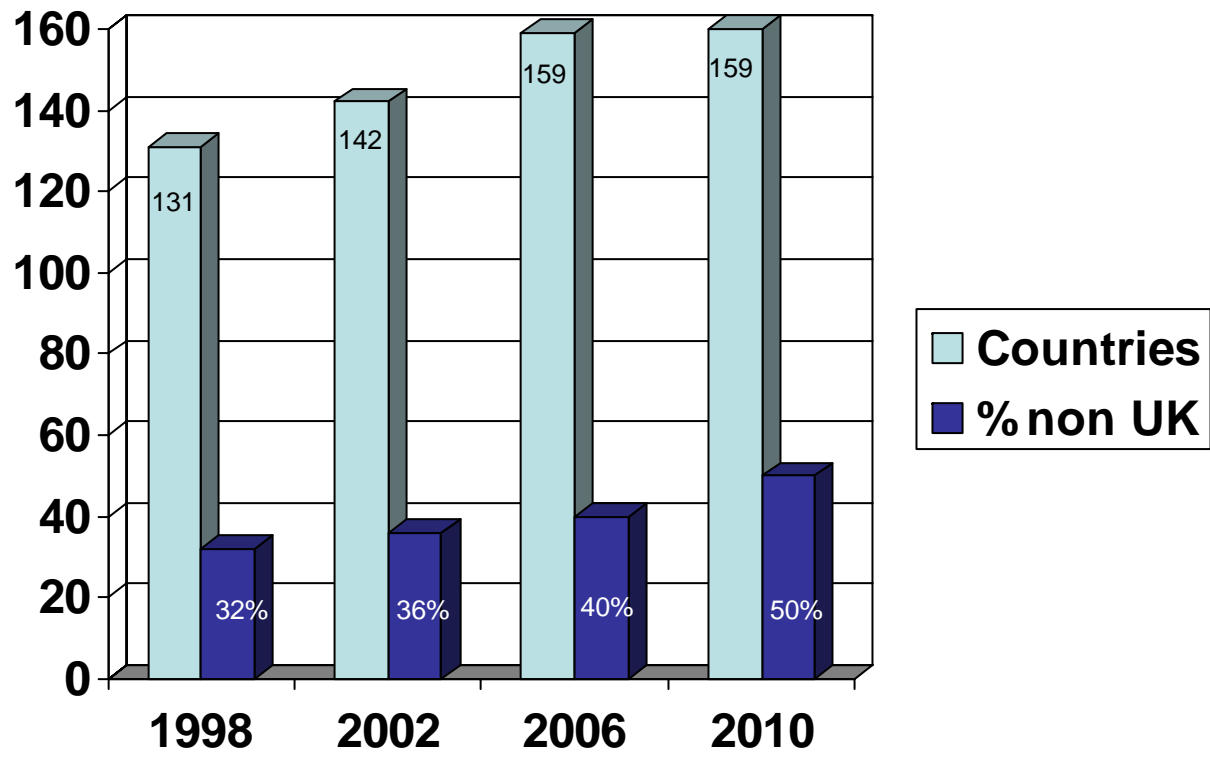
# Ipex 2006 overview

- The largest English speaking printing event in the world
- Unquestionable international credentials
- Record 40% non-UK attendance
- Visitors travelling from 159 countries
- 52,000 visitors / gross 100,000
- 46% visitors were new to Ipex
- Half of all exhibitors came from outside UK
- 31% new exhibitors to Ipex



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# Ipex international attendance



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# Visitor Benefits

- Attracting 1,200 of the industry's suppliers
- Maximise the new product launches and innovation
- Experience the latest technology
- Attending educational sessions – Printers Profit Zone, Vendor Product Demos (live machinery), The Great Print Debates, Knowledge Centre
- See the commercial reality of products launched at drupa
- See the future of your business
- Diversification
- Accessibility to the UK



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# Perfect timing

- Avoid Easter public holidays & global calendar
- Technology becoming commercially available
- Printer investment?
- Improved economic climate?
- Part of the big 4 or 5



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# Perfect partners



MULLER MARTINI



Pitney Bowes



FERAG



SCREEN



KBA



xerox



Canon



RYOBI

GOSS | INTERNATIONAL



SHINOHARA  
1919

Horizon

Duplo KONICA MINOLTA

RICOH



AGFA Agfa

FUJIFILM



Kodak

manroland

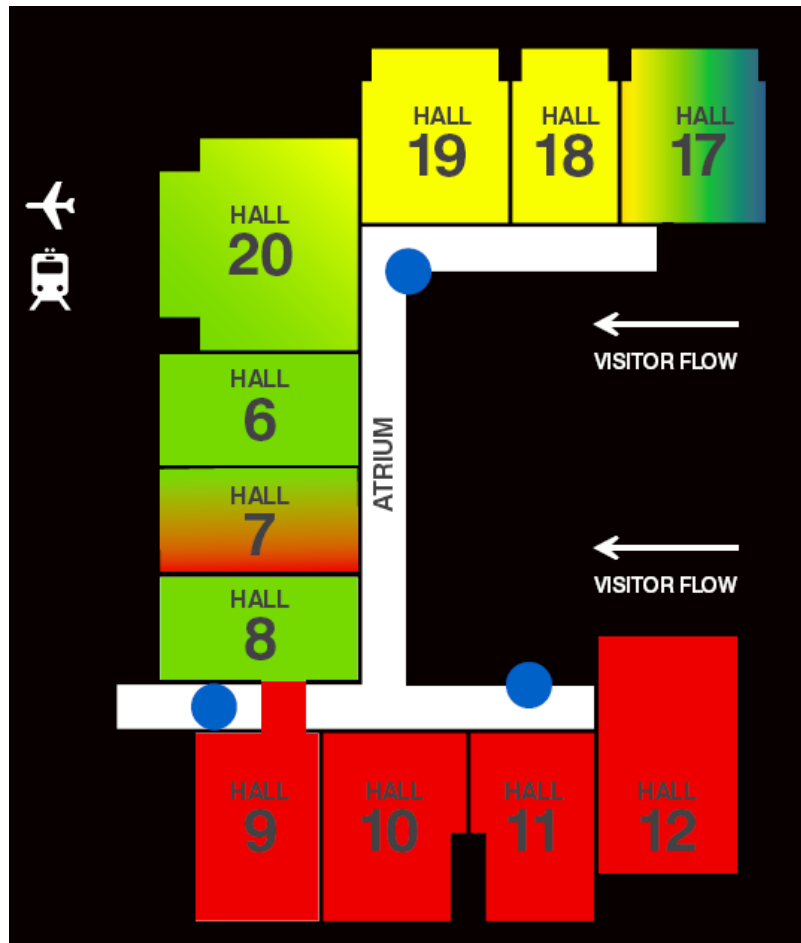
KOMORI

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# Perfect footprint



## KEY

-  CREATION & DESIGN/  
PRE-MEDIA/  
DIGITAL SOLUTIONS
-  OUTPUT/PRESSES
-  POST PRESS SYSTEMS/  
PACKAGING & CONVERTING
-  THE PRINT PROCESS:  
PRE/PRESS/POST/USED  
EQUIPMENT (UPEX)
-  VISITOR ENTRANCES



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# One unique opportunity



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# Marketing Tools

- Database
- Global Associations Programme
- Direct Marketing
- Advertising/Inserts
- SMS
- Website/SEO
- Social Media
- PR and Ipex Media Summit
- Co-Marketing
- Attendance at other shows/own label events
- Working with the Global Media

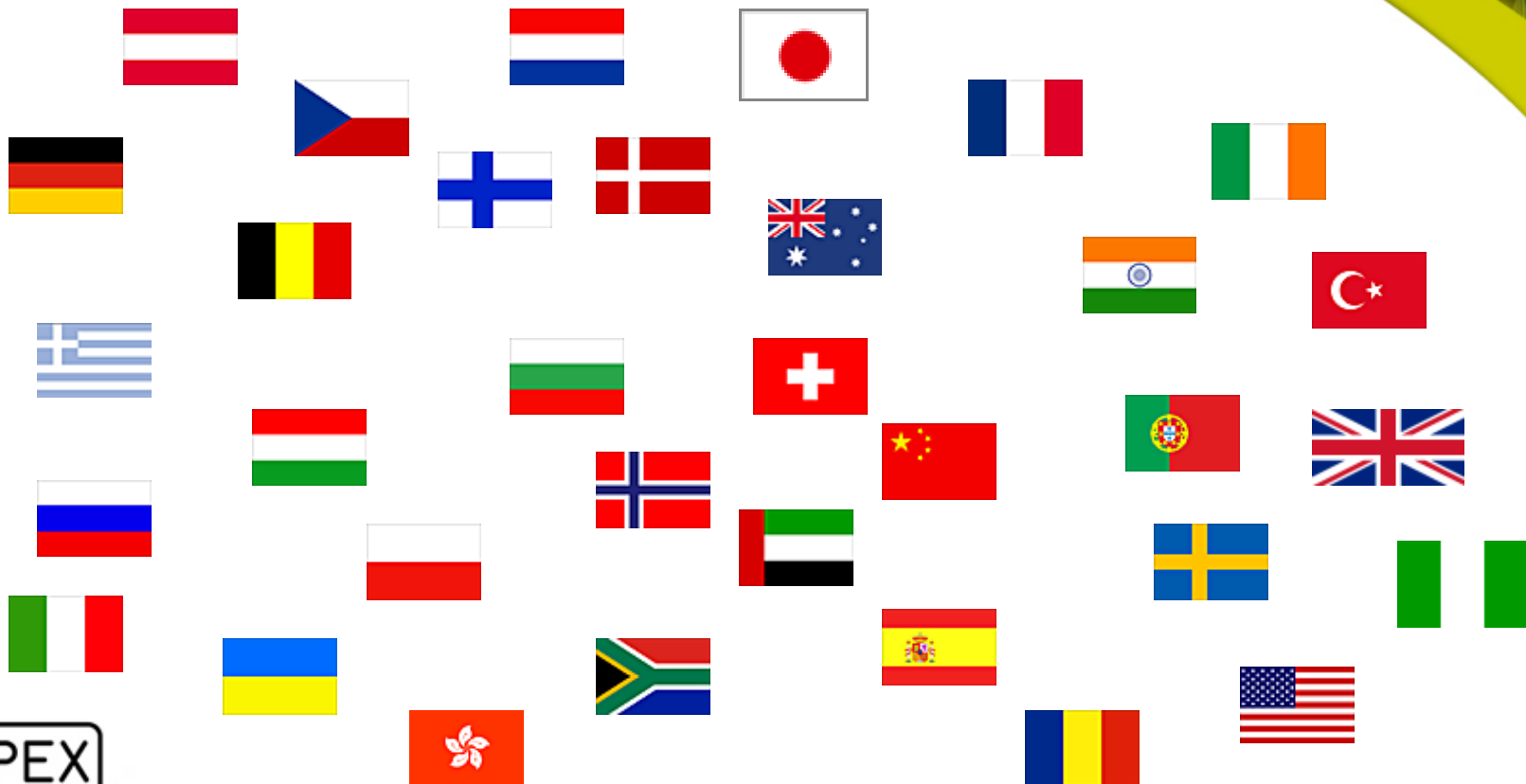


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# International Reach



- Advertising, Inserts, Data, Sponsorship activities will be taking place in the following countries:



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# Innovations



## my IPEX



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# Visitor Attractions/Experience

- Ipex Guided Tours
- Product Trails
- Ipex Daily
- Vendor Product Demos
- International Days
- Printers Profit Zone
- Springboard
- Ipex After Hours
- External events
- Event Catalogue

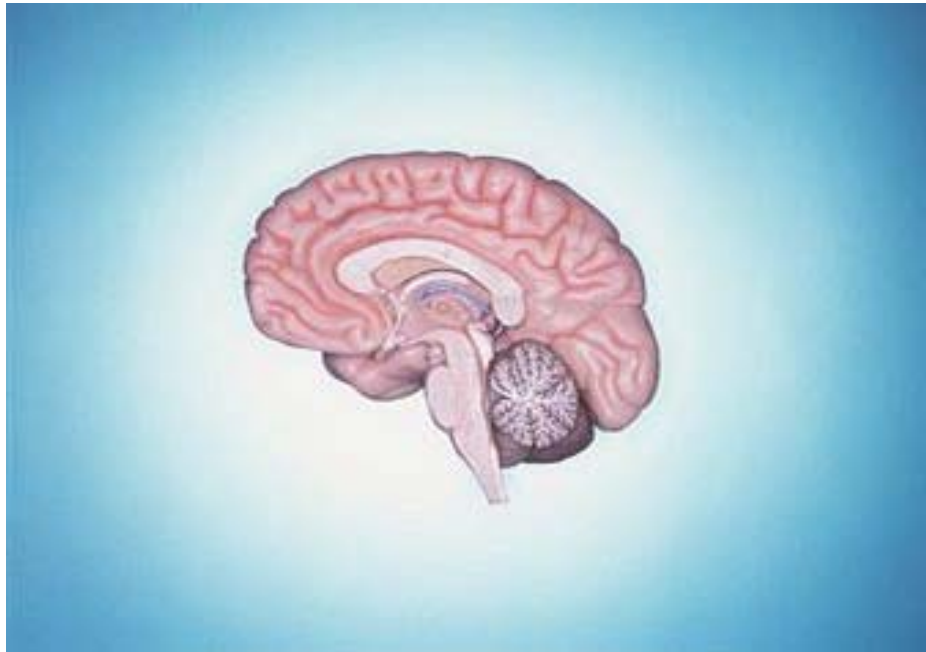


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# Ipex Knowledge Centre

- The Ipex Knowledge Centre



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# The Co-Marketing Toolkit



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# Birmingham highlights – the Perfect Place

- Dynamic, confident and expanding city
- £17 billion investment over next 10 years
- International railway station 70 minutes from London
- Airport - 9 million passengers serving 100+ destinations



# Accommodation Partners



[www.ipexinbirmingham2010.com](http://www.ipexinbirmingham2010.com)

Ipex hotline:

Tel: +44 (0)121 202 5143

Fax: +44 (0)121 202 5123

Email: Natalie Coulson - [Natalie.Coulson@marketingbirmingham.com](mailto:Natalie.Coulson@marketingbirmingham.com)



[www.ipex.org.uk](http://www.ipex.org.uk)

Ipex hotline:

Tel: +44 (0)208 582 0460

Fax: +44 (0)208 582 0464

Email: [fiona@ctem.co.uk](mailto:fiona@ctem.co.uk)



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# We need your help!

- Spread the word!
- Suggestions!



*We're Backing PrintIT!*



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# Perfect Time



# Perfect Place



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