



# Bulletin

Idealliance Monthly News

October 2017 • Volume 2, No. 9

## PRINT 17 Draws Crowds – and Buyers

Some 20,000 people from the graphic communications industry gathered at McCormick Place in Chicago last month for five days of education, networking, and an up-close look at the latest innovations and technologies as the PRINT17 show returned to the Windy City, Sept. 10-14.

Industry professionals from around the world came to see new products from more than 450 exhibitors. PRINT 17 highlights included the new “Distinguished Leader” speaker series, with top marketing experts sharing their unique perspectives on how technology is changing our world and exploring the integration of print and digital. In addition, there were more than 50 seminars and panels.

The event also provided an opportunity to give back to the local community, with the first annual “Celebrate PRINT! Party with a Purpose” at the House of Blues Chicago. PRINT 17 attendees donated to Family Rescue, one of the largest domestic violence agencies in Illinois.

“At our annual GRAPH EXPO/PRINT show, we bring together our community of industry manufacturers, dealers, distributors, and their attendee customers to grow their businesses and expand their knowledge through exhibits, education, and relationship building,” said Thayer Long, president of NPES.

“Our promise for PRINT 17 was very clear: Learn it here, see it on the show floor, then go back to your businesses and do it! The show’s variety of

learning opportunities provided attendees with education that will help them stay ahead as business and technology continue to evolve.”

“PRINT 17 is the one chance to try different things, learn about new processes, and then actually take that back and apply it in our own market,” said Douglas Spink III, Owner of All Right Mailing. “We did buy a lot of equipment this year at the show – from six vendors. PRINT and GRAPH EXPO are a must-do every year.”

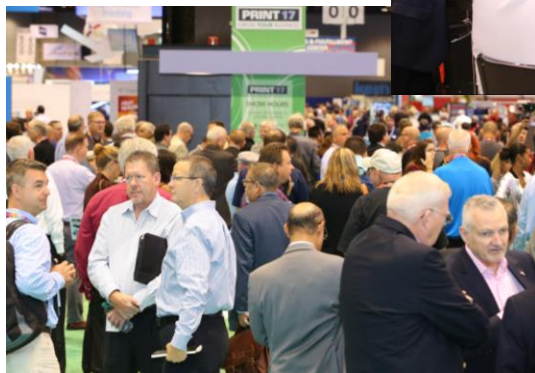


Activity at Idealliance’s PRINT 17 booth was brisk, particularly for the informative presentations by a variety of industry experts and the afternoon member socials that gave show-goers an opportunity to relax, network, and trade information on what they had seen and learned during the show that day.

To learn more about happenings at PRINT 17, visit [www.print.org](http://www.print.org)



*PRINT 17 drew large crowds of visitors to show floor demonstrations and booth activities providing an up-close-and-personal look at the latest products and technologies.*



### New Applications

Buyers and manufacturers came together for the unveiling of new technology solutions, the latest software, and unique new applications. Attendees prepared to purchase were able to conduct intense research over the course of a few days and make their decisions after comparing and experiencing the equipment.

“Interest and demand for our modules has been fantastic at the show,” commented James Self, Sales Manager at Compact Foilers. “We just received an order for 30 of our foiling modules—the largest single order in the company’s history—at PRINT 17,” added Director Tim Self. “We will need to increase our production capability to cope with the demand.”

GRAPH EXPO will return to Chicago next year, September 30 – October 3, 2018, and will remain in Chicago through 2020.