



PRESS RELEASE
27 January 2010

FESPA Americas Attracts Strategic Decision Makers

Pre-registered delegates indicate strong investment intentions

Registration for FESPA Americas is underlining the strategic focus of delegates to the show and indicating that visitors are coming to Orlando to make key decisions and investments.

Attracting a host of senior decision makers, 55% of whom have final decision making power, FESPA Americas is indicative of market growth, with 40% business owners and a further 32% CEO's, Directors and senior management. Survey data has also revealed that nearly 20% of pre-registered visitors intend to invest during the show, 35% in the six month period after the show and a further 12% in the year following the event.

FESPA's Managing Director, Frazer Chesterman, comments "Our pre-registration statistics clearly demonstrate that exhibitors can be confident of achieving positive sales results at FESPA Americas. They are a confirmation that the market is ready to invest again, and that FESPA, alongside Graphics of the Americas, is the place to do so. The Americas are ready for a brand new, innovative event and the increase in registrations of 40% experienced by partner event Graphics of the Americas in comparison with last year, together with senior individuals declaring their intention to invest, proves this."

FESPA Americas offers visitors an enhanced event experience with numerous on-floor features to attend throughout the show, differentiating it from other exhibitions within the market. The appeal of these added-value events, including the Global Business Forum, Wide Format Print Shop Live, Digital Textile Conference, Screen Masters Workshop and the Wrap Cup is high, with 50% of attendees stating their intention to attend one or more.

Visitors have also been attracted by the co-location of FESPA, Graphics of the Americas and The Solutions Event, powered by ISS. With each show specializing in a different market sector, delegates will have the opportunity to explore the latest graphic arts, wide format and apparel technologies under one roof.

Frazer concludes, "The co-location of FESPA Americas with Graphics of the Americas and ISS ensures that visitors maximize their exhibition experience. Each of these events is appealing in its own right, but positioned side-by-side the value of the shows are tripled. We're pleased to see that FESPA's unique event format is attracting visitors of this calibre."

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About FESPA

Founded in 1962, FESPA is a not-for-profit federation of trade associations and an organiser of exhibitions and conferences for the screen and digital printing industries. FESPA's dual aim is to promote screen printing and digital imaging and to share knowledge about screen and digital printing with its members across the world, helping them to grow their businesses and learn about the latest developments in their fast growing industries.

FESPA member organisations include 26 separate National Associations in Europe, and 10 Associate Member Associations in Australia, China, India, Japan, Korea, Mexico, Nepal, the Philippines, Thailand and Sri Lanka.

Forthcoming FESPA events include:

- FESPA Americas 24-26 February 2011, Orlando, USA
- FESPA Digital 2011 – 24-27 May 2011, Hamburg, Germany
- FESPA Fabric 2011 24-26 May 2011, Hamburg, Germany
- FESPA Asia 26-28 October 2011, Singapore
- FESPA European Summit, 17-18 November, Barcelona, Spain
- FESPA Digital 2012, 21-24 February 2012, Barcelona, Spain
- FESPA 2013, 25-29 June 2013, London, UK

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