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**GASC ANNOUNCES “ECONOMIC STIMULUS” PLAN
FOR PRINT 09 EXHIBITORS**

Unprecedented Financial Relief Package Expected to Provide Nearly \$3 Million in Credits

Reston, VA – In a decisive response to the current economic situation, the Graphic Arts Show Company (GASC) has announced the PRINT 09 Subsidy Plan, a stimulus package that will reduce for every exhibitor the cost of participating in this year’s show. Supporting this unprecedented financial relief package are GASC partners the National Association for Printing Leadership (NAPL), the Printing Industries of America, and NPES The Association for Suppliers of Printing, Publishing and Converting Technologies (NPES). PRINT 09, the year’s largest and most comprehensive global graphic communications exhibition and conference, opens September 11 – 16, 2009, in Chicago’s McCormick Place.

“In these troubled times, we can’t settle for business as usual,” said Ralph Nappi, GASC President. “That is why GASC has stepped forward with the PRINT 09 Subsidy Plan to support the companies that provide equipment, products and services to the graphic communications industry. Through this subsidy plan, we will be able to present the kind of robust, comprehensive industry exhibition and conference that attendees have come to expect from PRINT and ensure a productive, valuable trade show experience for exhibitors as well.”

GASC provides two stimulus plan options for exhibitors participating in PRINT 09. Option one is designed for companies with heavy machinery that occupies a large percentage of their booth space, which allows for unlimited machinery material handling at the show site. The second option features limited material handling, but encompasses both machinery and non-machinery, at the show site.

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Altogether, GASC expects to offer up to \$3 million in credit through the PRINT 09 Subsidy Plan. Nappi estimates average exhibitor savings will range anywhere from \$550 to \$165,000, depending on the size of exhibitors’ booth space.

PRINT 09 is expected to welcome more than 650 exhibitors who will showcase the entire gamut of printing-related equipment, products and services this fall. The global graphic communications show will fill the North and South halls of the expansive McCormick Place with the latest technologies in commercial and quick printing, publishing, high-volume enterprise output and more. To aid attendees in getting the most out of their show-going experience, PRINT 09 will feature a number of special show floor features, including several brand-new pavilions, such as GREENspace, dedicated entirely to the issue of sustainability, and PackPrint, a trade-show-within-a-trade-show specifically for package printing. PRINT 09 will also offer a full educational seminar program with more than 90 sessions in 14 knowledge categories.

For complete information, visit: www.print09.com.

About Graphic Arts Show Company (GASC)

PRINT 09 is produced by the Graphic Arts Show Company (GASC). GASC is owned by the National Association for Printing Leadership (NAPL), NPES The Association for Suppliers of Printing, Publishing and Converting Technologies (NPES), and the Printing Industries of America. GASC is located at 1899 Preston White Drive, Reston, VA 20191 USA, telephone: (703) 264-7200, fax: (703) 620-9187, e-mail: info@gasc.org.

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