

Register Now & Save!



NOVEMBER 10 - 12, 2011

INTERNATIONAL CENTRE, TORONTO, ONTARIO

WWW.GRAPHICSCANADA.COM

CANADA'S LARGEST GRAPHIC COMMUNICATIONS AND PRINTING SHOW



www.graphicscanada.com

Everything to plan your visit....

Register to attend, book your travel and hotel, research exhibitors, view the floor plan, seminar and conference details and more...



What to expect at Graphics Canada 2011

Innovation

Discover the latest equipment and technologies, some introduced for the first time in Canada.

Technology

3 Halls packed with the latest equipment, ideas and solutions to improve productivity and boost sales.

Networking

Connect with some of the most powerful minds in the industry.

Education

Attend our best seminar program ever and enhance your professional development.

Strategy

Understand the industry trends, where the opportunities are and learn how to reinvent the way to do business.

Convenience

Great location at the Toronto International Centre on 6900 Airport Road, free parking and more co-located events than ever under one roof. For more on show location and directions visit www.internationalcentre.com



SOLUTIONS... for tomorrow's graphic communications industry

Attend and **learn** how to **diversify** and **grow** your company. **Reinvent** the way you do business, find new ways to increase profits and boost sales. **Adapt** to the new challenges of consumer behavior and technology. Take back innovative ideas that you can **implement** to **improve** your operations and **succeed**.



Register before October 28th and SAVE \$30!

Event Highlights:

- | | |
|-------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
|  Canadian Printing Awards |  Printing Sales Training Day |
|  Graphics Canada Seminar Series |  Wide Format & Sign Pavilion |
|  Print Automation Workshop |  Automation Software Zone |
|  PacPrint Canada Showcase |  2011 Postal Forum© |
|  Design City |  Graphics Software Theatre |

and much more...

Show Dates & Hours:

Thursday, November 10th 10 am - 5 pm
Friday, November 11th 10 am - 5 pm
Saturday, November 12th 10 am - 4 pm

Scan with your smart phone
to register now:



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Graphics Canada Expo

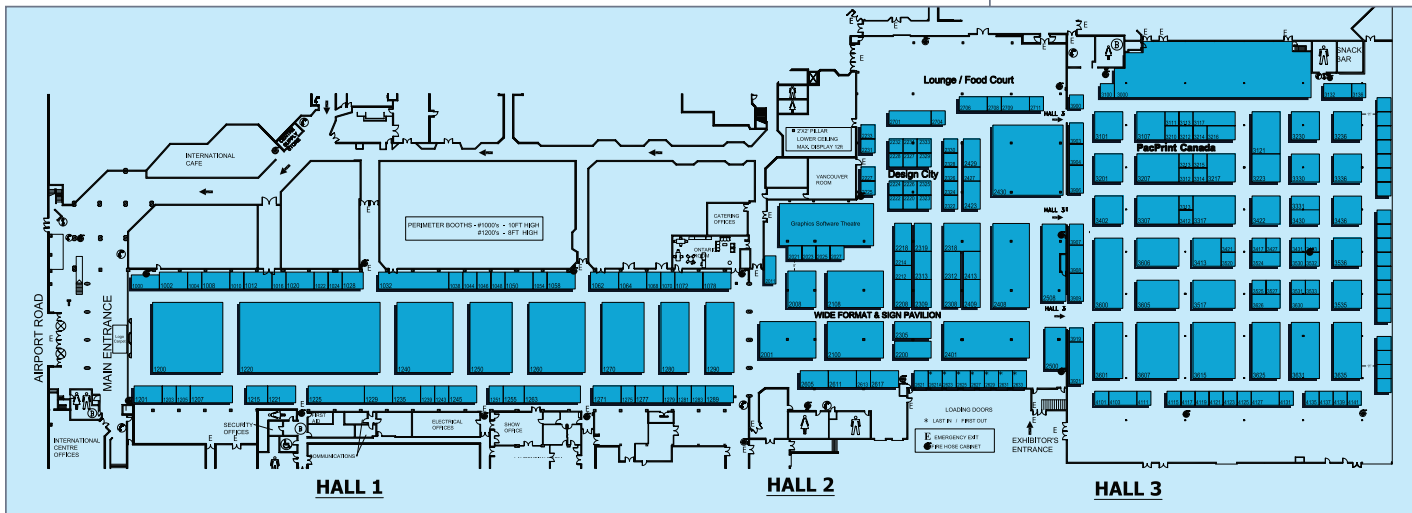
Canada's national and largest graphics and printing exhibition; see 3 halls packed with the latest equipment from 200+ leading suppliers including:



List of Exhibitors

- | | | | |
|--------------------------------------------------|------------------------------------------------------------------------|------------------------------------------------------|----------------------------------------------|
| 1078 3 L Display Inc. | 1032 D&K* | 2231 High Print | 3615 Robert E. Thistle Ltd. |
| 3517 4over Inc. | 3212 Deco Labels & Packaging | 3117 HOP INC. | 3907 Rochling Engineering |
| 3402 Accenta Display Corp. | 3904 Die Supply Guys Inc. | 1032 IG Wrap* | Plastics Ltd. |
| 3217 Access Imaging Inc. | 1281 Dixie Reproductions Inc. | 3532 Imprinter | 3201 Rollem Intl. |
| 3921 Advantage Graphic Supplies | 3525 Docket Manager | 1004 Indel Davis Ltd. | 1283 SAM* INK CANADA (Dot4Dot) |
| 3607 Agfa Inc. | 1028 Dolphies Displays/International Binding & Laminating Systems Inc. | 3605 Insource Corporation | 3111 Sandvik* |
| 3101, 1032 Akiles* | 1275 DRAABE | 2508 International Binding & Laminating Systems Inc. | 3530 Scube Graphics Inc. |
| 3214 AKR Consulting Cda Inc. | 3600 Duplo* | 2008 IQ Exhibit* | 1032 Seal* |
| 2108 All Graphics Supplies | 1046 DURST IMAGE TECHNOLOGY | 1263 J&J Manufacturing | 2008 Seiko* |
| 3909 Announcement Converters | 2214 E.L. Hatton Sales Co. | 4115 Jasdi Magnetics (Canada) Company Ltd. | 2228 SFI (Sustainable Forestry Initiative) |
| 2224 Anstey Book Binding | 3600 EBA* | 3314 Jelly Labels Inc. | 2706 SGS |
| 1020 Artsoft Expo Solutions | 2623 Echollites Corp. | 2617 Jilca International | 2332 Shutterstock |
| 3605 Astro Machine Corp.* | 1280 EPSON Canada Ltd. | 3606 K-North | 2309 Sign Media |
| 1038 ATS Tanner Banding Systems Inc. | 1270 Ernest Green & Son Ltd. | 3605 KAS Paper Systems* | 2621 Simple Signman |
| 1012 Avanti Computer Systems | 3906 EskoArtwork | 3230 KBR Graphics Ltd. | 1000 Sina Printing Inc. |
| 2423 Bard Business Solutions Inc. | 3111 ESSMANN* | 1032 Keencut* | 1279 Sinclair Computer Forms |
| 3111 Bar Plate* | 1032 Expolinc* | 3903 Keng Seng Enterprises Inc. | 3421 South Asia Plastics Group Ltd. |
| 1203 BCT | 1044 EZ Trade Signs | 3605 Kirk Rudy* | 1221 Southwest Bindings Systems Ltd. |
| 2227 Big Stock | 1054 Factor Forms | 3307 Kongsberg* | 1048 Spaark Ltd. |
| 3904 Bobst* | 1024 Fastar Printing Inc. | 1260 Konica Minolta | 1205 SPC Canada |
| 3111 Bohler* | 3422 Fibermark North America, Inc.* | 1032 Ledco* | 3331 Spectracolor Trade Printing |
| 1008 BOSS Logo Print + Graphics Inc. | 2423 FileMaker Pro* | 2605 Macaron Inc. | 3422 Spiral Binding Co., Inc.* |
| 3600 Bostitch* | 3919 Flagship | 3217 manroland Inc./ B & R Moll | 3230 Standard Horizon* |
| 3213 BRAUSSE Group | 3630 Formax | 1215 Maxmedia Graphic Supplies Inc. | 2409 STAM |
| 3904 BSI Components* | 2323 Fotolia | 1016 Metafix Inc. | 2218 Summa* |
| 1070 Bunting Magnetics Co. | 3430 Francotyp Postalia Cda Inc. | 3230 MGI Digital* | 3431 Surgically Clean Air Inc. |
| 3615 C.P. Bourg* | 2625 Frontline System* | 1201 Millenium | 3600, 3601 Sydney Stone |
| 2305 Caldera | 1200 FujiFilm Canada Inc. | 1245 ML System | 3317 T. G. Graphics |
| 1271 Cambridge Label Inc. | 3531 G.T. Specialties | 3600 Morgana* | 1022 Teckmark Label Systems |
| 3427 Canada Post | 1290 GBC | 3207 Muller Martini Canada Inc. | 2225 Tembec/Kallima |
| 3113 Canadian Metal Ad Corporation | 3904 Gerber* | 2208 Multicam Canada | 3422 Terry C. Stapley Co. Ltd. |
| 4117 Canadian Printing Industries Sector Council | 2625 Globalink Imaging Ltd. | 2613 Multiple Pakfold Business Forms | 1277 The DFS Group |
| 2325 Cascades | 2319 Glue Dots Intl. | 2001 ND Graphics | 2318 The Drafting Clinic Canada Ltd. |
| 3107 Case Paper Co. | 3101 Glunz & Jensen* | 1032 Neschen* | 2008 The Drawing Centre |
| 3215 CCM Die Supply/Channel Creasing Matrix Inc. | 2011 Graphic Arts Magazine | 2200 North American Euro Product Inc. | 2430 The PaperLinX Canada Group of Companies |
| 3111 Central Die Supplies Inc. | 2611 Graphic Whizard* | 2408 Oce Canada Inc. | 2627 The Printing Klub |
| 2008 CET* | 1255 GTI Graphic Technology Inc. | 3615 ODM* (On Demand Machinery)* | 1225 THERM O TYPE CORP. |
| 3600 Challenge* | 2308 Gyford Standoff Systems | 3101 OKI* | 1243 Timports |
| 2429 Cheelo Graphics Inc. | 3000 Heidelberg Canada Graphic Equipment Ltd. | 3624 Online Print Solutions | 1032 TransferRite* |
| 3111 CITO* | 3111 Helimold* | 2500 P.O.P. Display | 3101 Triumph* |
| 2701, 2702, 2703 Creativity Intl. | 2218 Hexis* | 2222 Pearson Canada | 1058 Ultima Displays |
| | | 2329 PEFC | 3132 Unigraph Intl. Inc. |
| | | 3417 People in Biz Corp./ Neotech Industries | 3121 Unisource Canada Inc. |
| | | 3111 PG Wood Laserply* | 2218 Value Vinyls* |
| | | 3111 PPCTS* | 1235 Value Rite |
| | | 3101 Pressdown Services Inc. | 1032 Velcro* |
| | | 1250 Presstek Inc. | 3908 Vertex Graphic & Business Equipment |
| | | 1010 Prime UV IR Equipment | 1289 Vistek |
| | | 2312 Primera Technology Inc. | 1068 VPF Waste |
| | | 1207 Print Action | 3605 W + D Direct Marketing Solutions* |
| | | 2100 Printer's Parts | 3111 Wagner* |
| | | 3111 Printguard* | 3111 Wingenback Inc. |
| | | 1239 PrintLink | 2708 Worden Insurance & Financial |
| | | 1229 Prisme Technologies | 1072 World of Tape |
| | | 2401 PROVEER | 1220 Xerox Canada Ltd. |
| | | 2633 QDE Displays & Exhibits | 1064 Zund Canada |
| | | 1050 R.S. Canada Inc. | |
| | | 2218 Ram Imaging Products Inc. | |
| | | 3904 Rayner Die Board | |
| | | 2413 Reveal Marketing Group | |
| | | 2327 RGD Ontario | |
| | | 1240 Ricoh Canada | |
| | | 3524 Riso Canada Inc. | |

Companies with an * are represented in the booths shown.



Graphics Canada Seminar Series

Thursday, November 10th

- 10:15 am **Relevant Environmental Bylaws for Toronto Printers.** Presented by City of Toronto
- 11:00 am **Business Trends and Where the Opportunities are for Printers.** Presented by Josh Ramsbottom
- 11:45 am **Inkjet Technology: Progress, Trends and Where the Business Opportunities Are.**
Presented by Vince Cahill
- 12:30 pm **Development and Growth of QR Codes.** Presented by Petar Bozinovski, Crucial Interactive/Skuyou
- 1:15 pm **Is Your Company Print Ready? Implementing the National Skill Standards in Your Workplace.**
Presented by CPISC
- 2:00 pm **Technology vs. Marketing, Where Do I Invest?** Presented by Dave Kew
- 2:45 pm **Things You Need to Know About the G7-Process.** Presented by Martin Habekost
- 3:30 pm **Greening the Printing Industry, Lessons from Local Leaders.** Presented by City of Toronto and Partners in Project Green
- 4:15 pm **Web-to-Print. What It Really Means?**

Friday, November 11th *Concurrent Sessions*

- 10:15 am **Networking in the 21st Century.** Presented by Dave Fellman
- 10:15 am **Integrating Online Communications and Print**
- 11:00 am **Inkjet Technology: Progress, Trends and Where the Business Opportunities Are.** Presented by Vince Cahill
- 11:00 am **Digital Marketing for Printers: How to Stand-out from the Competition.** Presented by Ed Menashy
- 11:45 am **Uncommon Solutions for Common Obstacles and Objections.** Presented by Dave Fellman
- 11:45 am **Preparing a Workforce for the Future: Understanding Generational Differences.** Presented by Josh Ramsbottom
- 12:30 pm **HR Tools for Success: The Benefits of HR for the Printing and Graphic Communications Industry.**
Presented by CPISC
- 1:15 pm **Google Apps as a Print Trade Collaboration Tool.** Presented by Steve Falk
- 1:15 pm **Future of Print** (from an Advertising Agency Point of View). TBD
- 2:00 pm **MSP: What It Really Means To Be A Marketing Services Provider.** Presented by Dave Fellman
- 2:00 pm **Digital Presses. A Pre-Purchase Primer.** Presented by Dr. Abhay Sharma
- 2:45 pm **What You Always Wanted to Know About Colour and Colour Measurement.** Presented by Martin Habekost
- 2:45 pm **Print 2020 - The Future of Print.** Panel Session
- 3:30 pm **Trends and Opportunities for Small to Midsize Business, Tips from the Pros.**
Panel Discussion - Moderated by Dave Kew
- 3:30 pm **PDF/VT and Transpromo: Future Possibilities and Implications.** Presented by Jason Lisi

Saturday, November 12th

- 11:45 am **Social Media for Printers.** Presented by Natalia Gilewicz
- 12:30 pm **Lean Manufacturing for the Printing Trades Environment**
- 1:15 pm **PDF/VT - Powering the Next Generation of Personalized Print.** Presented by Mark Lewiecki

Seminar times, titles and topics may change, for an updated program and registration visit www.graphicscanada.com



Seminar Series Registration Fees:

Each Seminar:

\$25 *before* October 28th

\$40 *after* October 28th

1-Day Seminar Series Pass:

\$99 *before* October 28th

\$149 *after* October 28th

3-Day Seminar Series Pass:

\$149 *before* October 28th

\$199 *after* October 28th

More Education

Printing Sales Training Day

Back by popular demand, a full day of learning, Thursday, November 10th beginning at 8:00 a.m. and running until approximately 5:30 p.m. If you're looking for maximum training with minimum time away from the field, this is the program you're looking for! Register now for this dynamic, full-day seminar for \$149, show admission is included with your registration.

- How To Think Like A Winning Salesperson
- Prospecting In The 21st Century
- Time Management and Organization
- Fact Finding, Opinion Finding and Opportunity Finding
- Questioning Skills
- Preparing and Presenting Your Proposal
- Uncommon Solutions For Common Obstacles and Objections
- Negotiation Skills & Strategy
- Get All The Value From Every Customer
- Goalsetting and Achievement

Take advantage of the opportunity to build 21st Century Printing Sales skills and attitudes, for complete seminar description and to register visit www.graphicscanada.com



Print Automation Workshop - Saturday, November 12th

Why the interest in automation? CIP4 found through an analysis of 70 case studies that the average reported ROI for print automation with JDF-enabled systems is 277% annualized. Given the troubles in the economy, printers are compelled to seek great productivity and efficiency, and JDF-enabled print automation is the proven solution. During the seminar you'll learn more about the basics of JDF automation, details on the business case for automation, and tips and lessons learned gathered from successful printers on implementing print automation. You'll also learn about JDF-enabled solutions, where to find them on the show floor and what to look for and have time to ask questions you may have about you program. Make the most of your time at Graphics Canada, the entire cost of this program is only \$20 for registration before October 28th; don't miss this relevant workshop! For registration and detailed agenda please visit www.graphicscanada.com

RGD-Idea Exchange Panel Discussions - Thursday, November 10th

New Beginnings in Book Design - 10:30 am

Panelists include: Derek Finkle, Founder, Canadian Writers Group; Fidel Pena-Guzman R.G.D., Creative Director & Partner, Underline Studio; Anita Sultmanis, Director of Marketing, Harlequin Enterprises; Laura Stein, Creative Director, Communication, Bruce Mau Design

The Transformation of Print - 1:30 pm

Panelists include: Yen Chu R.G.D., Creative Director, Parcel Design; Adrian Norris, Managing Editor, Presentation and Design, The Globe and Mail; Mikey Richardson R.G.D., Creative Director & Partner, Amoeba Corp.; Jennifer Schelfhaut, Manager of Creative Services R.G.D., TD Asset Management; James Wilson R.G.D., Principal & Creative Director, Overdrive Design

Sign up now to attend these captivating and inspirational panel discussions on the future of book design and transformation of print. More details, times and registration for these sessions at www.rgdontario.com/ideaexchange/

...and Free Sessions

Graphics Software Theatre

An old favorite, a 3-day, non-stop program of free seminars in the Software Theatre located on the show floor in Hall 2. Visit www.graphicscanada.com for times, complete topics and seminar descriptions. *Seminars include:*

- Adobe CS5 Design Workflow
- Creating 3D Video and Animation in Photoshop CS5
- Working with Camera RAW in Photoshop CS5
- Touchup Tricks in Photoshop CS5
- Creating Rich Interactive Documents in InDesign CS5
- New Creative Tools in Illustrator CS5
- Automating Text Formatting with InDesign CS5
- Fast and Easy Text Effects in InDesign CS5
- Working with Long Documents and e-publishing
- Applying Industry Standard Layout Rules in InDesign CS5
- Photoshop CS5 Studio Techniques Using Layers

The 2011 Postal Forum© presented by NAMMU- The National Association of Major Mail Users

The Forum will provide a wide variety of free presentations, each designed to increase knowledge, understanding and share best practices. Postal industry experts will be on site, leading the seminars/information sessions that include time for questions and interaction, Thursday, November 10th & Friday, November 11th. *Topics include:*

- POCAD: Improve Your Accuracy, Improve Your Results
- VAM (Value Add Mailer) – Canada Post Partner Program
- The Five Best Ways to Incent Mail Use - What's on Your Wish List?
- Mail Works: Mail Performs in a Multi-Media Campaign
- The Mail Clinic: The Mail Docs are at Your Service

Graphics Canada Wide Format & Sign Theatre

An intensive program of seminars and training on wide format digital printing market and technologies co-organized by SGIA and Sign Media on Friday, November 11th. Sessions take place in the Wide Format Theatre on the show floor, are free of charge for visitors and include:

- Wide-Format Inkjet Technology and Markets Overview
- Inks & Materials for Wide-Format Inkjet Printing
- Opportunities in Digital Textile Printing
- Supercharge Your Large Format Printing Sales
- Color Management for Wide-Format Inkjet
- Current and Future Developments in Inkjet Technology
- Wide-Format Inkjet Users Panel Discussion

Other Collocated Events

- Canadian Printing Awards
www.printaction.com/CPA
- Design City
www.designcityshow.com
- InDesign & ePublishing Seminars
- OPIA - Ryerson Industry Reception
- MPS - COPA Corner

See it all...www.graphicscanada.com





231-11 Ruddington Drive, Toronto, ON M2K 2J6



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