

WHY GRAPHICS CANADA?

1. Graphics Canada is much more than the country's largest and longest running trade show. No other Canadian event brings together more qualified graphics and print industry professionals under one roof.
2. No other Canadian event covers the **Full Spectrum of Print**, including major features and conferences on **specialty graphics, labels, package printing, wide format, textile, industrial print** and other potential areas of growth and opportunity.
3. Graphics Canada attendance is **larger than that of all other print-related Canadian shows** combined!
4. By far the Canadian show endorsed and sponsored by most print-related industry associations.
5. **Ideal timing and positioning! Held only once every two years**, in early spring, away from the busy fall show season! Suppliers plan extensively to exhibit, buyers look forward to attending the national show!
6. Graphics Canada has the **lowest and most affordable exhibit rates** of any major North American print show, "early bird" rates vary depending on booth size between CAD\$13 – CAD\$22/sq.ft. (**US\$10-17/sq.ft!**)
7. Graphics Canada offers exhibitors **rebates up to 50% of the booth costs!**
8. Graphics Canada has implemented a unique **Hosted Buyer Program and VIP Travel Package where it pays air fare and hotel** for qualified printers from outside Ontario!
9. Graphics Canada offers **individually designed promotion and marketing packages** and campaigns to qualified vendors to exhibit successfully at the lowest industry costs! This can include paying for a number of outside Ontario prospects and customers to visit your booth!
10. Between **4-5,000 separate graphics and printing establishments exist in Greater Toronto Area** alone! Toronto is the city in North America with the highest number of printers/capita!
11. Industry surveys and stats show that **less than 7% of Canadian printers visit the US based shows!**
12. The large majority of Ontario based graphics & printer service providers **never miss Graphics Canada.**
13. Canada's largest supplier based print industry association receives approx. 50% of its funding from Graphics Canada. The show has directly paid back to industry associations, scholarship funds, charities and other industry causes and events more than \$700,000 over the last 6 shows.
14. International Centre has free parking, non-unionized flexible work rules, ideally located across Pearson Airport with thousands of printing establishments within a 30-40 minute driving radius!
15. Graphics Canada 2019 is part of the Canadian Print Week, a series of conferences, awards, tours and other print-related satellite events held around the show. One more reason for buyers to attend!

There is no better opportunity to reach graphics and printing industry buyers, influencers and decision makers at a very low cost than by exhibiting at the Graphics Canada 2019 Show.