



Ggraphics central

SIGNAGE • DECORATION • PRINTING

AT THE ASI SHOW CHICAGO
JULY 14-16, 2015 MCCORMICK PLACE, CHICAGO

A NEW MARKETPLACE FOR SIGNAGE, DECORATION AND GRAPHICS PROFESSIONALS

PROSPECTUS

EDITION 1

PRODUCED BY:



IN CONJUNCTION WITH:



MEDIA SPONSORS:



REACH A CROSSOVER AUDIENCE
of advertising specialty and graphics professionals
looking to expand their B2B product offerings with
signage, decoration and printing services.



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Presented in conjunction with *The ASI Show*®, Graphics Central offers a unique business opportunity for manufacturers of equipment, supplies and software for sign making, textile decoration and large-format printing. As a Graphics Central exhibitor, you'll meet advertising specialty distributors serving a broad range of clients who also buy signage, decorated garments and graphics for their businesses.

The **Advertising Specialty Institute (ASI)** is the largest media, marketing and education organization serving the promotional products industry, with a network of over 25,000 distributors and suppliers throughout North America. ASI hosts trade shows in five cities per year (Orlando, Dallas, Long Beach, New York and Chicago), all featuring full education conferences, networking opportunities and manageable one-floor/one-hall layouts.





EXHIBITORS

Ideal candidates for Graphics Central exhibit space are companies that:

- produce signage or manufacture/distribute equipment and supplies that are used to produce signs
- manufacture or distribute equipment and supplies used to decorate garments, textiles and promotional products, including advertising specialties
- manufacture or distribute equipment and supplies for wide-format digital printing for such applications as POP promotions, outdoor advertising and other promotional graphics

ATTENDEES

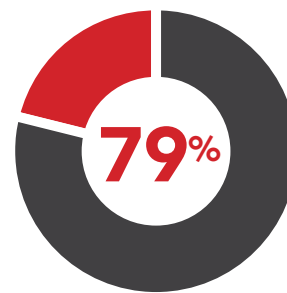
The ASI Shows draw significant attendance from companies involved in signage, decorated apparel and graphics—**buyers you won't see at other industry events.**

The majority of ASI Show attendees are distributors of advertising specialties, representing companies with \$16.7 billion in industry sales. They come to the show seeking ways to offer their customers additional products and services, including signage, decoration and graphics—natural complements to the promotional products, awards, engraving and wearables they source at The ASI Show.

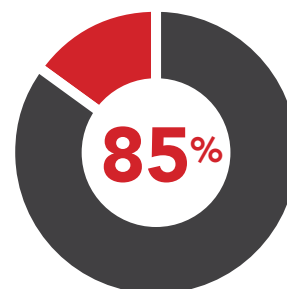
Graphics Central will tap into these buyers, while giving signage and printing professionals the ability to explore new market opportunities in the promotional-products industry—all drawing from the most powerful audience databases in the industry.

Plus, Graphics Central exhibitors will benefit from networking opportunities with companies who exhibit at the ASI Show that are looking to grow their businesses by expanding product offerings and capabilities.

4,318 ATTENDED THE ASI SHOW CHICAGO/GRAPHICS CENTRAL IN 2014



HAVE PURCHASING AUTHORITY



FOUND NEW PRODUCTS



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SHOW DETAILS

With anticipated attendance of nearly 5,000 professionals and more than 700 exhibits, **The ASI Show Chicago** will feature a unique lineup of educational sessions, demos, new product highlights and networking opps. All-American football legend, Peyton Manning will keynote.

EDUCATION

Tuesday, July 14

EXHIBITS

Wednesday, July 15 | 10:00 AM – 5:00 PM

Thursday, July 16 | 10:00 AM – 3:30 PM

VENUE

McCormick Place, Hall F1 & F2
Chicago

EXHIBIT PRICING

10x10 \$2,529

10x20 \$5,058

20x20 \$10,116

Corners: Add'l \$399 per corner

ST Media will market Graphics Central to a regional subscriber base from *Signs of the Times*, *Screen Printing* and *The Big Picture* magazines, **68% of which are decision makers (owners and executive management)**.

ST'S PROSPECTS BY PRIMARY BUSINESS

Commercial Printer **28%**

Service Bureaus **18%**

Decorator **34.6%**

Sign Shop (commercial, vinyl, non-electric) **41%**

SALES CONTACTS

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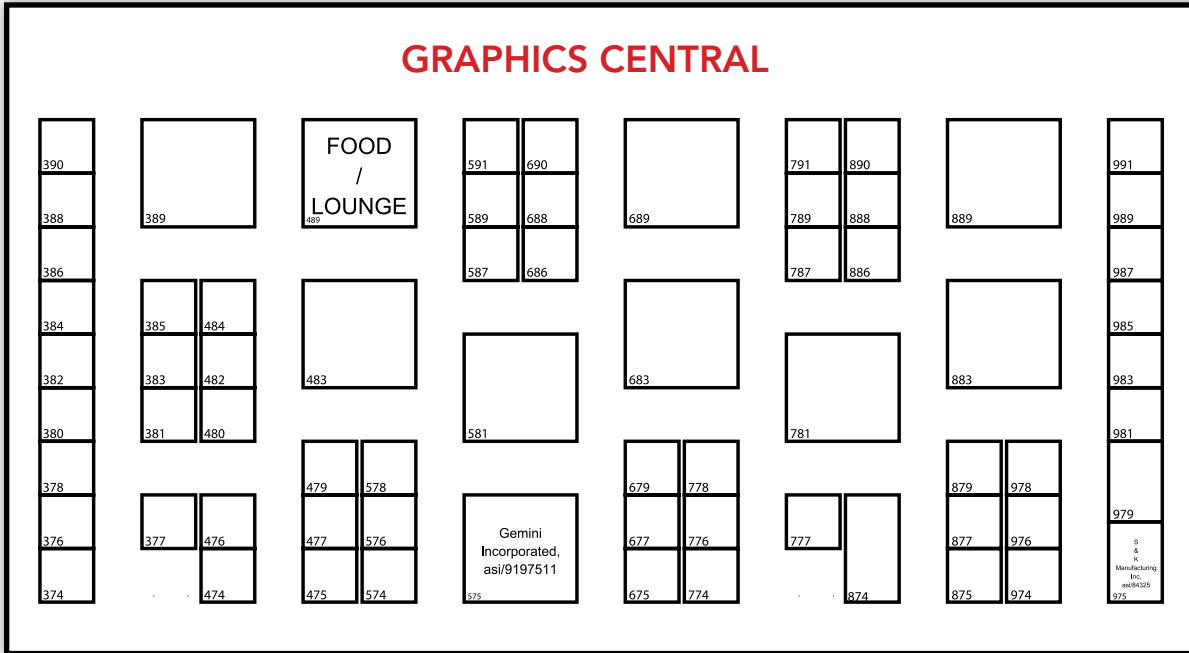
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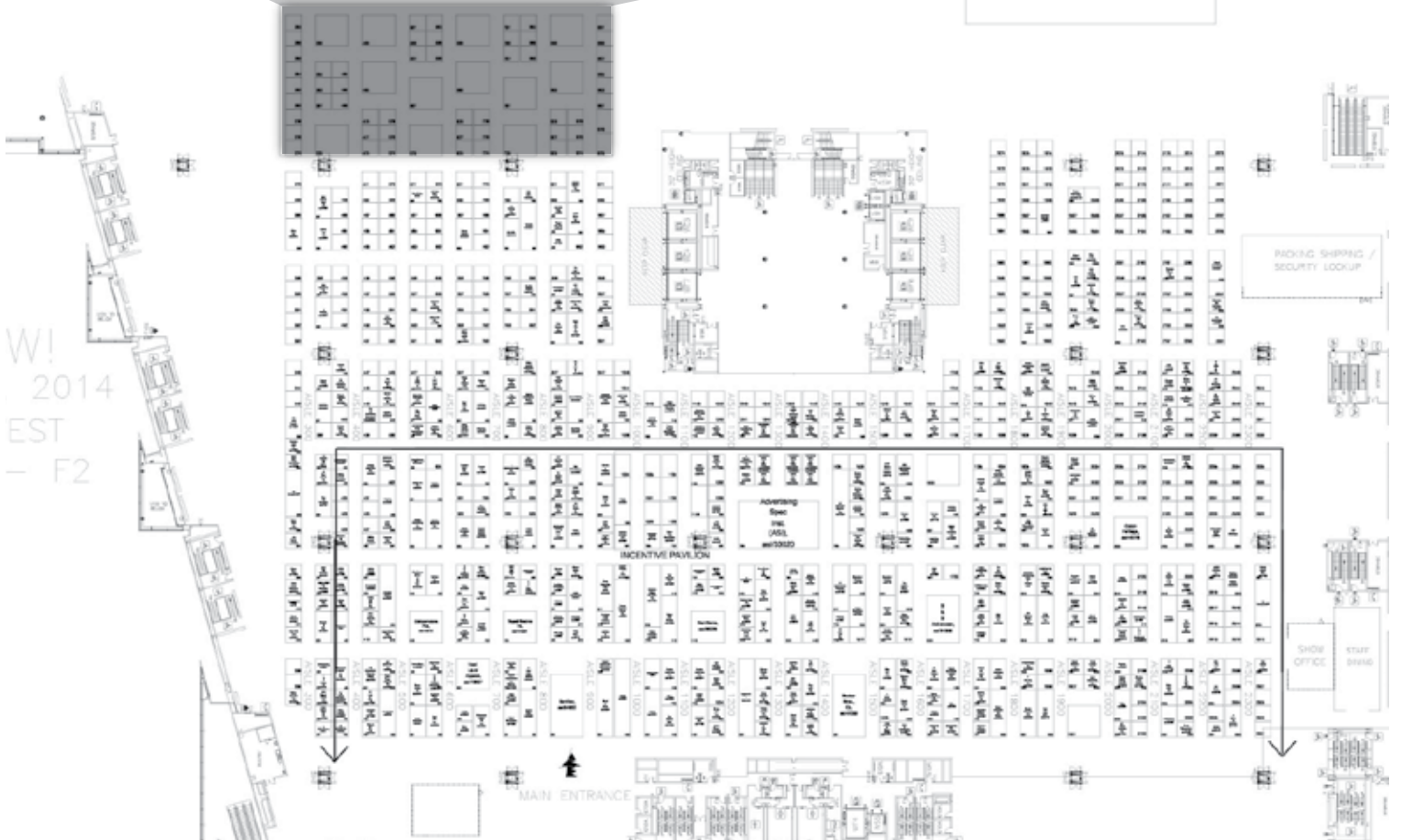
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FLOOR PLAN

GRAPHICS CENTRAL



FOOD COURT





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To learn more about exhibit opportunities in the Graphics Central at *ASI SHOW* Chicago, contact:



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