



Where the printing industry in the  
Middle East and North Africa meets.



Airport Expo Dubai

14 - 17 March • Dubai

**GULF PRINT  
& PACK 2011**

[www.gulfprintpack.com](http://www.gulfprintpack.com)

## WHY EXHIBIT?

- This is the only dedicated event for the market in the Middle East and North Africa (MENA) and has been established since the early 1990's.
- You have the backing of a professional organizer, who understands the region and sector, and has extensive experience of running working machinery shows.
- The event reaches the top printers, packaging print houses and brand owners in the region.
- Buyers in the region are serious investors in top quality equipment.
- The extensive marketing campaign will use our vast network of media and association partners to draw in buyers.

## EXHIBITOR PROFILE:

### Manufacturers / suppliers of:

- Print origination equipment
- Plates and plate making equipment
- Printing machinery, sheet- and web-fed
- Printing materials: paper, board, foils, films, etc
- Inks, coatings and varnishes
- On-press ancillary equipment and controls
- Print finishing / binding equipment
- Press room handling equipment
- Tools and dies
- Software
- Pre-press equipment

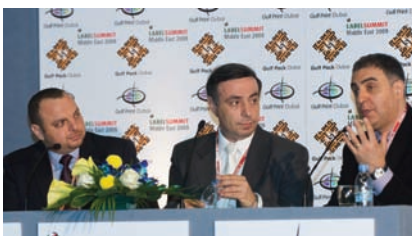
## VISTOR PROFILE:

### Printers of:

- Package printing
- Leaflets / brochures
- Flexible packaging
- Cartons and boxes
- Corrugated packaging
- Newspapers & magazines
- Labels
- Reports and documents
- Point of sale and display
- Security features
- Book publishers

“The numbers of visitors were much higher than we had expected... we have had a good number of serious enquiries from potential customers from all over the region.”

Ayman Aly, CANON



## THE FACTS\*:

\*figures based on the 2009 Gulf Print and Gulf Pack show

72%

OF VISITORS ARE INVOLVED IN THE PURCHASING DECISION

71

NUMBER OF COUNTRIES VISITORS CAME FROM

7,000

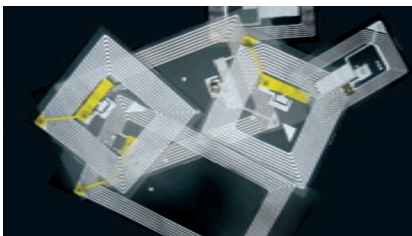
NUMBER OF ATTENDEES

## NEW FOR 2011

- **NEW MANAGEMENT** - now managed by the team behind the successful Labelexpo Global Series, bringing expertise from running large machinery shows and attracting the right visitors worldwide
- **TARGET COUNTRIES** - The geographic reach of the show has been enlarged attracting visitors from across the Middle East and North Africa. In particular: Saudi Arabia, Lebanon, Iran, Qatar, Oman, Kuwait, Bahrain, Syria, Egypt, Turkey, Jordan, Morocco, Sudan, Nigeria and Kenya.

“We used this exhibition to launch three new digital presses and the interest was phenomenal.”

Chris Lynch, XEROX



## LET US HELP YOU DRIVE TRAFFIC TO YOUR STAND

You are buying more than just a stand at Gulf Print & Pack 2011 - you are buying into one of the biggest marketing campaigns in the industry. BE A PART OF IT! Sign up now and our award-winning marketing team will ensure you are mentioned in our press releases, promotional emails, direct mail and inserts to our own hand-built databases and that of our partners.

### WHY YOU NEED TO BE THERE...

Hurry! The sooner you sign up, the more free publicity you will receive during the next few months. Your competitors have already booked, don't be left out. Book your stand today and use the show as an opportunity to spend exclusive time with your customers and prospects.

### MEDIA AND ASSOCIATIONS:

A number of media and association partners are already supporting Gulf Print & Pack 2011. However, the marketing team is always looking to forge new relationships with associations and publications that can aid in the promotion of the show.



The Middle East and North Africa  
present some of the greatest printing  
opportunities in the world today.

Contact us to discuss how your  
business can benefit!

**Dubai office:**

Fairs & Exhibitions  
PO Box 36851  
Dubai  
United Arab Emirates

**Tel:** +971 (0)4 286 7755  
**Fax:** +971 (0)4 286 6166  
**Email:** sales@gulfprintpack.com

**Head office:**

Tarsus Group  
Metro Building, 1 Butterwick  
London, W6 8DL  
United Kingdom

**Tel:** +44 (0)20 8846 2700  
**Fax:** +44 (0)20 8846 2801  
**Email:** sales@gulfprintpack.com

Organized by:



A Tarsus Group Company



**ABOUT THE ORGANIZERS:**

Gulf Print & Pack was launched in 1990 by Fairs and Exhibitions (F&E), one of the leading event organizers in the Middle East. F&E has been operating in the region since the 1970s and uses its vast local knowledge and connections to create exciting new opportunities for exhibitors.

Since 2007 F&E has been part of Tarsus Group, the global media company. Tarsus has extensive experience in the printing and packaging sectors and organises the Labelexpo events around the world. It also publishes the renowned Labels & Labeling magazine.

In association with:



14 - 17 March • Dubai

**GULF PRINT  
& PACK 2011**

[www.gulfprintpack.com](http://www.gulfprintpack.com)