



The ultimate business connector

Experience the Ipex effect every day of the year

Make valuable connections with the global printing industry using a powerful new online resource – **Ipex World**.



www.ipex.org

The Ipex effect



The ultimate business connector

Ipex World will help you keep that light shining brightly. Complementing the highly successful Ipex brand, it is an online supplier directory, a source of business information, a lead generator and more.

This is your opportunity to be part of it.

Print industry pedigree

Ipex is world-renowned as the largest English-speaking global technology event for print, publishing, media and the communications industry.

Every four years it acts as a catalyst and a global showcase, bringing printers and graphic arts professionals to the UK to do business with the world's leading suppliers.

Ipex facts and figures

In 2010, with the world economy in the grip of recession, Ipex helped get the industry moving again.

- **78,248** pre-registrants from 168 countries
- **50,322** unique visitors from 135 countries
- **48%** of visitors from outside the UK (a record international attendance)
- **24,558** companies represented
- **517** journalists and media professionals
- **980** exhibitors

We achieved these impressive results in a collaborative partnership with suppliers, buyers and other stakeholders, and by harnessing the strength and sophistication of online marketing.

An effective formula

Every four years ...

... buyers come to Ipex to:

- Find the right suppliers
- Research the market/technology/products
- Make short and long term investment intentions
- Discover how to expand their customer base and increase profits
- Compare products
- Start and build relationships
- Find new opportunities
- Get expert advice

... suppliers come to Ipex to:

- Generate sales leads and sales
- Gain reaction to new technology/beta products and R&D programmes
- Research and develop products
- Educate customers
- Launch new products
- Build relationships
- Make an impact in the media
- Gain a competitive advantage

In other words, they all come to make the right business connections.

Now you don't have to wait until the next Ipex exhibition to experience the Ipex effect. **With Ipex World now you can enjoy it 24 hours a day, 365 days a year.**

The ultimate business connector

Ipex World aims to be the print industry's leading online resource, giving buyers and suppliers the information they need every day to keep improving their business.

It will use the vast amount of non event-specific information already on the Ipex 2010 website, such as company and product details, in a sectionalised structure that mirrors every stage of the graphic arts workflow:

- Pre-Press/Pre-Media
- Digital Printing
- Integrated Marketing/Cross Media Platforms
- Printing/Press Machinery/Output
- Finishing and Post-Press Systems
- Packaging and Converting
- Consumables and Paper
- Used Machinery



"Ipex 2010 demonstrates that the printing industry is back in business."

**Frank Romano, Professor Emeritus,
Rochester Institute of Technology, USA**

Ipex World will be built on a database of **2,500** suppliers to the print industry and a community of more than **200,000 professionals worldwide**. This powerful combination will ensure your company, products and other information are easily available to the buyers you want to reach, wherever they are. And they are easily available to you.

Every time a user visits your page on Ipex World, and wants to download information they will be prompted to provide basic details (name, company, email), which will be passed directly on to you.

Each lead is potentially the beginning of a valuable new relationship.

A comprehensive resource

To ensure it generates a loyal, active audience of regular users, Ipex World will also feature a wealth of other content, including:

- Newsletters
- Interviews with key industry professionals
- Ipex Connect, our manufacturer-agent matchmaking service
- Seminars and presentations from Ipex partners, such as Pira, Infotrends, Intergraf, PrintSpeak, Xplor, Nick Devine (The Print Coach), BPIF and more
- White papers and press releases
- Discussion boards
- Special offers
- Customer case studies
- Blogs
- Rich media, including podcasts, video, webinars and Ipex TV
- RSS feeds
- Global event listings (not just Ipex products)
- Global interaction platform for media/associations/user groups
- Printer-to-printer contact

As the site grows, so will its community of users who, in turn, will generate more information, expertise and opinion.

Ipex World delivers real benefits

For suppliers

- A year-round lead generator that can keep your sales flowing
- The only online resource of its kind in the industry
- A highly cost-effective way to reach new prospects
- Founded on the global strength of the Ipex brand
- Built on fantastic up-to-date data
- Quantity – 200,000 existing contacts
- Quality – up to date, detailed and accurate
- Value – from active buyers who have attended or registered for Ipex or attended other IIR Exhibitions print shows
- International – with unique global reach
- An effective way to increase traffic to your own site
- A launch platform to dozens of potential markets
- Quickest route to market for products and services

For buyers

- A trusted source of business information
- A unique global networking opportunity
- An effective way to research issues, trends and purchasing decisions
- A source of independent, unbiased content
- A chance to benefit from being part of a global community
- Details of print events around the world – from international exhibitions to local conferences
- To network on-line with other print professionals

Why your customers will use Ipex World

In the run-up to Ipex 2010 (June 2008 to May 2010), the Ipex website generated impressive user statistics (35% up on the 2006 show marketing cycle):

- **3,063,065** page views
- **581,192** unique users (average per month 21,525)
- 7 pages (average) viewed per visitor
- Average of 5 minutes, 28 seconds spent per visit to the site
- **86,281** unique users visited the exhibitor list
- Exhibitors changed or added to their content 8 times on average
- Some exhibitors' pages were visited by more than 5,000 unique users

"It's like a light has been switched on and everybody in the industry has just woken up."

**George Clarke, President of Ipex 2010 and
MD of Heidelberg, talking about the
exhibition**

Remarkably, even when the exhibition closed and marketing activity virtually ceased, user numbers remained high: more than **15,000** unique users a month continue to visit.

With a comprehensive marketing campaign for Ipex World underway, we expect this to increase substantially, making Ipex World a superbly effective way to reach large numbers of print professionals for a minimum investment from as little as £499 +VAT per year (less than £45 a month).

Introducing Ipex World to the industry

Our comprehensive marketing campaign will include:

- Search Engine Optimisation (SEO)
- Paid search with Google
- Link building programme with affiliate partners
- Display advertising and online advertising
- In-house and third-party newsletters
- Social media
- Association and media partnerships
- Offline marketing to suppliers and visitors
- Sponsorship programmes
- Growing Ipex branded events throughout the world

Get involved and get the rewards

It's easy to benefit from Ipex World – and you can adjust your participation according to your objectives and results.

We want to build the most comprehensive print information resource in the world. You don't even have to be an Ipex exhibitor, just a legitimate supplier to the industry. However, to really take advantage of this unique resource, you can tailor your activity to your marketing and sales objectives:

- Use enhanced listings to generate more leads
- Get your products, not just your company, online
- Upload useful content to reinforce your brand, such as videos, white papers, podcasts etc
- Advertise using banners, buttons and text
- Sponsor pages, sections or themes
- Use surveys, polls and discussions to gather information and highlight your brand
- Use blogs and podcasts to gain trust and explore new ideas
- Vital marketing comparisons
- Video blogs

Please note: A basic listing is free and will include only your company name and contact details and will not be linked to any product categories.

Bronze: £499 + VAT

Access to basic Supplier Zone functionality;

1. Logo
2. Profile (50 word limit)
3. Press releases x 1
4. Contact details
5. Ability to tick up to 3 product categories

Silver: £749 + VAT

As per the Bronze package plus;

1. Profile (75 word limit)
2. Product Images x 3
3. White Papers & Press Releases x 3
4. Brochures x 3
5. Special Offers x 1
6. Video x 1
7. Access to Communities module – Ipex Connect
8. Ability to tick up to 10 product categories

Gold: £949 + VAT

As per Silver. Gold allows 7 of each feature and the ability to tick more than 15 product categories.



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Make the right impact

Lead generation packages cost from as little as £499 a year, with bespoke sponsorship packages from £5,000.

See below for the rate card. All prices +VAT.

| ADVERTS | No of positions available | Rotation | 12 month rate |
|--|---------------------------|----------|---------------|
| Home page banner | 1 | 5 | £1,200 |
| Banners within specific section | 20 | 5 | £1,200 |
| Button on home page | 3 | 5 | £999 |
| Button throughout site | 60 | 5 | £799 |
| MPU on home page | 1 | 5 | £1,750 |
| Tower ad on home page | 1 | 5 | £1,499 |
| Tower ad throughout site | 20 | 5 | £999 |
| Sponsorship of a product section | 8 | 1 | £3,500 |
| Polls | 1 | 1 | £1,500 |
| Ipex Connect | 1 | 1 | £15,000 |
| Web Packages - annual package only | n/a | 1 | From £499 |
| Sponsorship of individual product categories | 840 | 3 | £500 |
| Subsequent categories | 840 | 3 | £399 |
| Footer banner on Home page | 1 | 5 | £1,200 |
| Product of the month | 1 | 1 | £2,000 |
| Demo of the month | 1 | 1 | £2,000 |
| Newsflash Editor | 1 on a monthly basis | 1 | £1,000 |

| SPONSORSHIP/EMAILS | Max No pa | Rotation | Price each |
|--|-----------|----------|------------|
| Solus Survey sponsorship and results/data | 12 | 1 | £4,000 |
| Email Newsletter Sponsorship | 42 | 3 | £3,000 |
| Email inclusion in newsletter/product newsletters | 42 | 3 | £400 |
| Podcasts - hosting/button on home page and inclusion in email newsletter | 48 | 1 | £2,000 |
| Webinars - inc home page promotion and inclusion in email newsletter | 12 | 1 | £10,000 |
| Competition sponsors | 48 | 1 | £750 |
| Data rental £300 per 1000 for direct mail, £400 per 1000 for email | | | POA |
| * Ask for the data selection form | | | |

Our sponsorship packages are available on a first-come, first-served basis.

For more information, and to create the right effect at the right price, contact Nick Craig Waller on +44 (0)20 7017 7020 / +44 (0)20 3377 3940 or ncraigwaller@iirx.co.uk

The people behind Ipex World

Ipex World is provided by the Ipex team at IIR Exhibitions, part of Informa plc. IIR has run Ipex since 1993, giving us a deep understanding of and commitment to the international print industry.

Informa is the leading international provider of specialist information and services. It publishes more than 2,500 subscription-based information services, including academic journals, news and databases. Informa also has more than 50,000 academic and business book titles in print. It is the largest publicly-owned organiser of conferences and exhibitions in the world, running more than 8,500 events a year.

Contact the team on +44 (0)20 7017 7020 / +44 (0)20 3377 3940 or ncraigwaller@iirx.co.uk today and find out how Ipex World can benefit your business!

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www.ipex.org

The online networking resource for the print industry

Register your interest today!



I am interested in the following directory packages:

Bronze Silver Gold Sponsorship/Advertising opportunities (tick box)

Title (Mr, Mrs, Miss, Dr etc) _____

First name _____

Surname (family) _____

Job Title _____

Company Name _____

Email _____

Telephone _____

Fax back/scan this form to +44 (0)20 7 017 7818 or ncraigwaller@iirx.co.uk immediately to avoid disappointment