



The IpeX World

# Guide to Drupa

With **Drupa 2012** just a short time away, we hope that your plans for exhibiting at the show are going well.

To help you market your presence at the exhibition, you may be aware we have a section on IpeX World dedicated to the promotion of all our Gold, Silver and Bronze members who are at **Drupa 2012**.

In addition to this dedicated online listing, I would like to draw your attention to ***The IpeX World Guide to Drupa***.

This 36-page, DL-size publication, sponsored by *Ricoh Europe*, will include details of all of our registered members who are exhibiting in Düsseldorf in May.

The guide will contain information about the show, as well as details on where to go and what to do in Düsseldorf during your stay.

We will be distributing 20,000 copies from various locations around **Drupa**, and all *IpeX World* suppliers have an option to hand out 50 guides from their own stand, increasing exposure for those suppliers listed in the guide.

In addition to this, we will launch an online "page turning" version of the guide on the **Drupa** section of the *IpeX World* website. This will be promoted to our database of over 100,000 global print professionals, driving an increased number of visitors to our suppliers' profile pages on *IpeX World*.

As an *IpeX World* member you will have a basic entry in the guide that will contain your company name, stand number and basic contact details. There is the option to create an enhanced entry in the guide costing £150. An enhanced entry will give you the opportunity to include a company logo and a 50-word profile. We will also include live links for your website and email address as part of the online page-turning version.

Additionally, we are offering *IpeX World* members the opportunity to take full-page advertisements in the guide, at a cost of £500 per page. You can use this space to advertise your **Drupa** stand, your products or to create an invitation to your stand.

If you would like more information on ***The IpeX World Guide to Drupa***, or would like to enhance your entry or take a full page advert in the guide, please contact:

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