

# International Success for Visual Communication Europe 2006

Visual Communication Europe 2006 confirms its position as an international trade fair leader for the visual communications sectors.

Between 20 and 22 September, the Visual Communication Europe 2006 trade fair brought together **12,716 professionals**. Visitors and journalists particularly valued the rich variety of innovations presented at the trade fair, the clarity of the product range and the placing in perspective of visual communication within an overall, cohesive communications strategy.

With **22 countries represented**, **68 new brands**, **244 exhibitors** and over 18,000 m<sup>2</sup> of exhibition space, once again this year the trade fair focused on the overall product range of techniques and realisations available in visual communications.

## An appropriate format

### The great success of the lectures

The lectures – organised this year for the 1<sup>st</sup> time – were a great success with **21 expert speakers contributing and an audience of over 270** for the 6 lectures offered.

As a reminder, the lecturers addressed the 3 major themes of visual communications:

#### Digital and screen printing

- Challenges and perspectives for those involved in digital or screen printing
- Inks (solvents, eco solvents, UV, etc...): the strengths and weaknesses of existing solutions

#### Display signs and signposting

- Recycling and protection of the environment, the obligations of display sign and signposting professionals
- How can display sign facility products become more quality-focused and better integrated with the city?

#### Advertisers and influencers

- How to design and implement a cohesive overall communications policy.



## A world-wide professional trade fair

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### A strong international presence

A strong, tangible internationalisation of visitor profiles for this 2006 edition, given the representation of **97 countries**. Europe in its widest sense was an issue for 44% of foreign visitors, 56% of whom came from other parts of the world.

### A meeting of professionals in the sector

The European version of the trade fair brought together all the communications professionals. **Printers, display sign designers, signposting designers, engravers and screen printers accounted for 53% of the visitors.**



The presence of **advertisers** was maintained at **13.85%** this year whereas the number of **influencers** showed an increased interest in comparison with 2004: **16%** in 2006 as against 14 % in 2004.

There was also a strong increase in the number of distributors visiting, who visited the European version in even greater numbers ...

Finally, the increased presence **of advertising agencies (9.46%) and printers (13.93%)** confirms the trends of the market towards large format. We are seeing a real growth in awareness of the benefits of this advertising medium in advertising plans.

## An unmistakable position in the market

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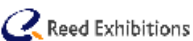
The 2006 version definitively positioned the trade fair as an enhanced source of exploration for influencers given that **42% of visitors came in order to prepare or place an order.**

In the main, professionals in the sector are seeking **media and consumables for printing, signposting, display signs, screen printing, etc ...** Over 34% of these professional visitors have an interest in the printer products on offer and especially large format.

56% of visitors were the sole decision-makers for visual advertising issues in their companies. The other influencers were generally involved in the purchasing process due to their advertising, artistic or purchasing roles.

For influencers visitors and advertisers, their intention to exchange ideas was clear. **On a sourcing mission, they were looking for new media, tools and materials for their forthcoming events operations.** They found the resources they needed to promote their global image or brand reputation.

**Visual Communication France 2007: 26, 27 and 28 September 2007.**

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