

france 2007

A NEW NAME, A NEW LOGO: VISCOM, A FEDERATIVE BRAND

The Visual Communication trade shows have had their name changed to viscom. As a unique and federative brand, viscom was chosen in order for the brand to exert its influence within the sector throughout Europe.

In the future, Visual Communication France 2007 will be known as **viscom** visual communication **France 2007**; and the European version 2008 as **viscom** **Europe**. A unique brand, **viscom** is to be the name of the six visual communication trade fairs organized by Reed Exhibitions in Europe: Prosign and VisCom in Germany, Sign in Spain, and Visual Communication in Italy and France. This new federative name will enable the brand to look at the market from another angle, with the best arguments and advantages, building their position as trade fair leaders in Europe on their synergies and their complementary nature.

A new name, a new logo...

Short and catchy, the name **viscom** is easy to remember. Conveying dynamism, the word embodies the values of expertise, leadership and innovation. The arrow in the logo picks out the initials « v » and « c » associating **viscom** with the visual communication sector. The arrow illustrates the sector's techniques as a whole and indicates which road we should all be following ...

The base line, « Visual communication trade fair » will still be binded to the name **viscom** and reinforces the fact that neither the fair's offering or the national or international developments already organized are to be affected by these changes.

The advertising campaign will once again be hitting an emotional note with those intriguing faces using large scale realisations. This campaign is the key element of the pertinent and multichannel action plan which **viscom** France 2007 will be rolling out this year. Over two million messages will be put into circulation in magazines, and on internet sites...

Finally, the same team which contributed to building the visual communication trade fairs' reputation of excellence, now called viscom, will still be serving the profession. Today more than ever before, viscom is facing the future.



In partnership with



►► Photos available on request.



The show dedicated to large - and extra large-format Visual communication

The Show

- **When:** 26-27-28 September 2007, 9.30am-6.30pm (9.30am-5.30pm on 28/09)
- **Where:** Paris Expo – Porte de Versailles, Hall 7/3
- **How often:** Held every year, international in even-number years, domestic in odd-number years.
- **Exhibitor profile:** Manufacturers, distributors and service providers
- **Sectors represented:** Signs - signage - large and XL format digital printing - finishing - cutting - engraving - marking - screen printing - screens – Machines and consumables.

Key figures

The Visual Communication France 2005 show brought together **8.697 professionals**: exhibitors, 7.107 visitors and 48 journalists from B2B and general publications.

The show in 2005 (compared to the figures from 2003):

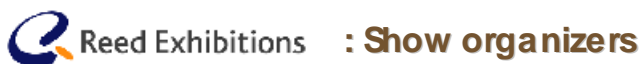
- + **18 %** exhibition area
- + **11,2 %** of visitors

Visitor profile (2004 figures)

- **52 %** of visual communication professionals
- **21 %** of end users
- **19 %** of influencers
- **8 %** of hardware distributors

Some figures which confirm that the show is in adequation with its market:

- **64 %** of visitors are decision makers (head office, purchasing, advertising ...)
- **40 %** of visitors are influencers and end users
- **12 %** of visitors are from abroad whereas 2005 is the national edition
- **6 %** of visitors represent a company of over 1.000 employees



Reed Expositions France is a division of Reed Exhibitions and organizes 60 trade and general public shows in sectors as diverse as jewellery, art, audiovisual, franchising, house and home, environment, publishing and new technology.

Besides the **viscom** show in Paris, Reed Exhibitions also organizes a number of shows in the visual communication sector in Europe: in Germany, in Spain and in Italy.

The team :

- Divisional Director : Valérie Lemant Tel : +33 (0)1 47 56 21 72
 - Marketing Director : Eric Carabajal Tel : +33 (0)1 47 56 24 82
 - Promotion Manager : Alexandra Bouvard Tel : +33 (0)1 47 56 24 33
 - Sales Director : Gildas Rondepierre Tel : +33 (0)1 47 56 21 19
 - Sales Manager : Judith Aremon Tel : +33 (0)1 47 56 50 37
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