



Paris 2008

24 – 25 -26 Sept. 2008
Paris Expo – Hall 7-2
Porte de Versailles
Paris, France
www.viscom-paris.com



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Viscom Europe: the European event for visual communication in Paris

New dates, new identity and new developments

After 20 years, the Viscom Europe event has become the key meeting place for everybody involved in visual communication. A real 3D showcase of what is on offer in the international market; the show brings together all the major players on the sector: manufacturers, suppliers and service providers. A truly international show, both for visitors and exhibitors, it represents the development of the market. This year it will again present all the latest products and evolutions of the visual communication market.

A very wide range of functions in one place

Visitors from all over the world will have the opportunity to discover, see and make contact with the new media and information tools which make up their daily business environment: screens, posters, displays, signs, business and public space signage, point of sale, store front or window and vehicle decoration, event communication...these are examples of the practical applications for brands, companies or local authorities that will be presented at the show. In addition, specific exhibition zones will answer everyone's requirements:

- **The Turnkey Solutions Village**

In partnership with Synafel, the national association for signs and signage, this area is completely dedicated to the presentation of solutions and know-how. Created in 2004, it allows project managers to easily find the company that will put their ideas into practice.

- **Dynamic Audiovisual Communication (CAD)**

Located by the entrance, this area brings together all the professionals of dynamic audiovisual communication: screen manufacturers, integrators, software publishers or providers of audiovisual content who will present the latest systems in the fields of dynamic signage together with programmes specifically designed to maximise the impact of business messages. 97% of the 2007 show visitors visited this area in 2007 and were "satisfied by their visit" *

 **Presentations, conferences, workshop and new developments:**

- **A focussed programme of conferences**

The entire conference programme touches on the major issues in the market today: innovation and sustainable development, printing on textiles, new technology...many actual case studies and points of view will be discussed. The 2007 conferences generated a satisfaction rate of 93% with more than 500 attendees.

- **An innovation space** which brings together all new developments, new technologies and new media available on the market.

- **Visitor assistance service:** the show website adds value via an interactive visitors map which helps identify the location of exhibitors and to develop a personalised visit schedule. The schedule also allows the optimisation of the visit- a “green” schedule with specialised exhibitors in the fields of screen large format printing- a selection already established and located within the exhibition area.

Note ! New dates!

Viscom Europe 2008

24-25-26 September 2008

Open from 09:30 until 18:00 except Friday when the show closes at 17:00

**Paris Expo Porte de Versailles, Hall 7-2
France**

You will find all the news, information and the conference programme on:

www.viscom-paris.com and on www.rp-net.com

With the support of...



✚ **Viscom Europe key data...**

- 20 550 m² exhibition space
- 250 companies exhibiting- 45% international
- Attended by 12,700 professionals
- 27% international visitors from 97 countries
- 23 French regions
- 30 media
- More than 100 journalists
- 15 conferences and 50 speakers
- 500 conference participants

✚ **Who are the visitors?**

- Professionals (53%): manufacturers of signs and POS, engravers, printers in large and extra large format, photo laboratories, screen printers, sign specialists
- Advertisers (14%): administrations, local authorities, retail. service companies, industrial companies
- Distributors of materials and consumables (16%) for: cutting, signage, Digital printing, engraving, screen printing...
- Specifiers and consultants (17%): communication agencies, architects, designers, creative studios...

✚ **Who exhibits?**

The complete range of manufacturers, suppliers and service providers within the visual communication industry,

Signs – Signage – Digital Printing – Digital Media – Finishing –
Screen printing – Cutting – Engraving and marking – Services

About Reed Exhibitions

Reed Exhibitions is the world's leading exhibition organiser. It organises a vast range of events including professional exhibitions, conferences and meetings: 460 events in 34 countries.

The main events organised by the group in the fields of Marketing and Promotion are:
Viscom Deutschland / Viscom España / Viscom Italia / Point of Sale Marketing-POPAl / PSI
Paris

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