

drupa 2012

print media messe

The largest and most renowned trade fair for printing industry

3-16 May 2012 (Sunday-Wednesday)

Düsseldorf Fairgrounds

www.drupa.com

FACT SHEET

Exhibition Details

Date: 3-16 May 2012 (Thursday-Wednesday)
 Venue: Düsseldorf Fairground (Düsseldorf, Germany)
 Time: 10:00 to 18:00
 Organizer: Messe Düsseldorf GmbH
 Exhibition Scope: No. 1 International Exhibition for printing industry
 Staging Cycle: Every 4 years
 Participation Fees: **Space Only**

- (Space of 20-50 sqm) € 325.00//sqm.
- (Space of 51-100 sqm) € 310.00/ sqm.
- (Space of 101-500 sqm) € 300.00/ sqm.
- (Space of more than 500 sqm) € 285.00/ sqm.
- Open Air Area € 180.00/ sqm.

Complete System Stand

- (Complete System Stand D1) € 420.00/ sqm.
- (Complete System Stand D2) € 445.00/ sqm.

Complete System Stand Special Area for Used Machinery

€ 420.00/ sqm.

* The regular minimum stand space is 20 sqm

* These participation fees does not include sales tax (VAT 19%) & contribution fees (€ 0.60/sqm) to Confederation of German Trade Fair and Exhibition Industries (AUMA)

* Co-Exhibitor Fee € 2,210.00 * Media fee € 435.00

* Registration requires a deposit of € 30.00 (plus VAT) per square meters

Registration Deadline: 31 October 2010

Website: www.drupa.com

Exhibit Profile

- Prepress and Premedia (Software & Hardware)
- Print (Machines and Peripheral Equipment)
- Postpress and Paper Converting (Machines and Peripheral Equipment)
- Paper and Substrates
- Inks and Consumables
- Components and Infrastructure
- Services and Software

Drupa 2010 Exhibition Facts & Statistical Details

Visitors: 390,000 visitors from 140 countries including including 59 % from abroad

Square Metres: 175,272 sqm.

Exhibitors: 1,971 exhibitors from 52 countries

Join us NOW to be part of the world's No. 1 trade fair for printing industry

Local Representative in Thailand Contact Details For This Event

BLI (Thailand) Co., Ltd.

Tel 02 204 2594-5 Fax 02 204 2596

Attn: Amit Roachthavilit (Mr.) Email: amit@bli-thailand.com



Fax Reply@ 02 204 2596

Attn: Amit Roachthavilit (Please fill the information in English)

I would like to
DRUPA 2012

Exhibit

Exhibit with government support

Visit

Company Name _____ Product: _____

Name: _____ Position: _____

Address: _____

Tel: _____ Fax: _____

Email: _____ Website: _____

Fair Profile

Based on the results of 5.079 interviews conducted by means of the Computer Interview System
Subject to change

drupa

world market print media,
publishing & converting
29th of May – 11th of June 2008



Total number of exhibitors	1.968
Origin of the exhibitors	
Germany	709
Other countries	1.259
Number of countries	53

Space (net, qm)	175.272
Germany	71.217
Other Countries	104.055

Total number of visitors (prov.)	389.993
Origin of the visitors	
Germany	41 %
Other countries	59 %

Germany	
West Germany	40 %
South Germany	29 %
Southwest Germany	13 %
North Germany	10 %
East Germany	8 %

Other countries	
Europe	57 %
- EU	47 %
- Eastern Europe	3 %
- Other European countries	7 %
Asia	22 %
- South-/East-/Central Asia	15 %
- Middle East	7 %
South and Central America	7 %
Africa	6 %
North America	6 %
Australia/Oceania	2 %

Countries of origin (Top 8)	
Netherlands	7 %
Belgium	7 %
India	6 %
France	6 %
USA	5 %
United Kingdom	4 %
Switzerland	4 %
Italy	4 %

Visitor structure features	
Trade-visitor	96 %
Average length of stay (in days)	3,2

Frequency of visits	
drupa 2004	45 %
drupa 2000	35 %
First-time visit in 2008	41 %

Industrial sector*	
Printing	41 %
Graphics and pre-press	17 %
Bookbinding and further processing	6 %
Multimedia, e-technologies and Internet	1 %
IT, consulting, logistics, freelance	4 %
Marketing, advertising, PR	3 %
Publishing and media business	2 %
Technology PrePress, Press, PostPress	4 %
Cellulose, paper, cardboard and packaging material	4 %
Graphic specialist trade	2 %
Universities/colleges technical colleges	2 %
Other	7 %

Company size*	
1 - 19 employees	26 %
20 - 49 employees	15 %
50 - 99 employees	11 %
100 - 499 employees	22 %
500 - 999 employees	6 %
1.000 employees or more	13 %

Area of responsibility*	
Management	27 %
Manufacture, production	15 %
Marketing, sales, advertising, PR	13 %
Planning/Design, operations scheduling	8 %
Research, development, construction	8 %
sales, distribution	5 %
Manufacture/quality control	4 %
Servicing, maintenance	3 %
EDP, information and communication technology	2 %
Other	8 %

Occupational position	
Independent entrepreneur/partner/freelance	19 %
Managing director/board member/head of an authority etc.	17 %
Main department head/other employee with managerial responsibility	8 %
Department head/group leader	19 %
Employee/civilant servant	13 %
Skilled worker	9 %
Trainee	4 %
Other	4 %
Student, pupil, not working	7 %

Influence on purchasing/procurement decisions*	
Decisively	27 %
Collectively	29 %
In an advisory capacity	22 %
No influence	15 %

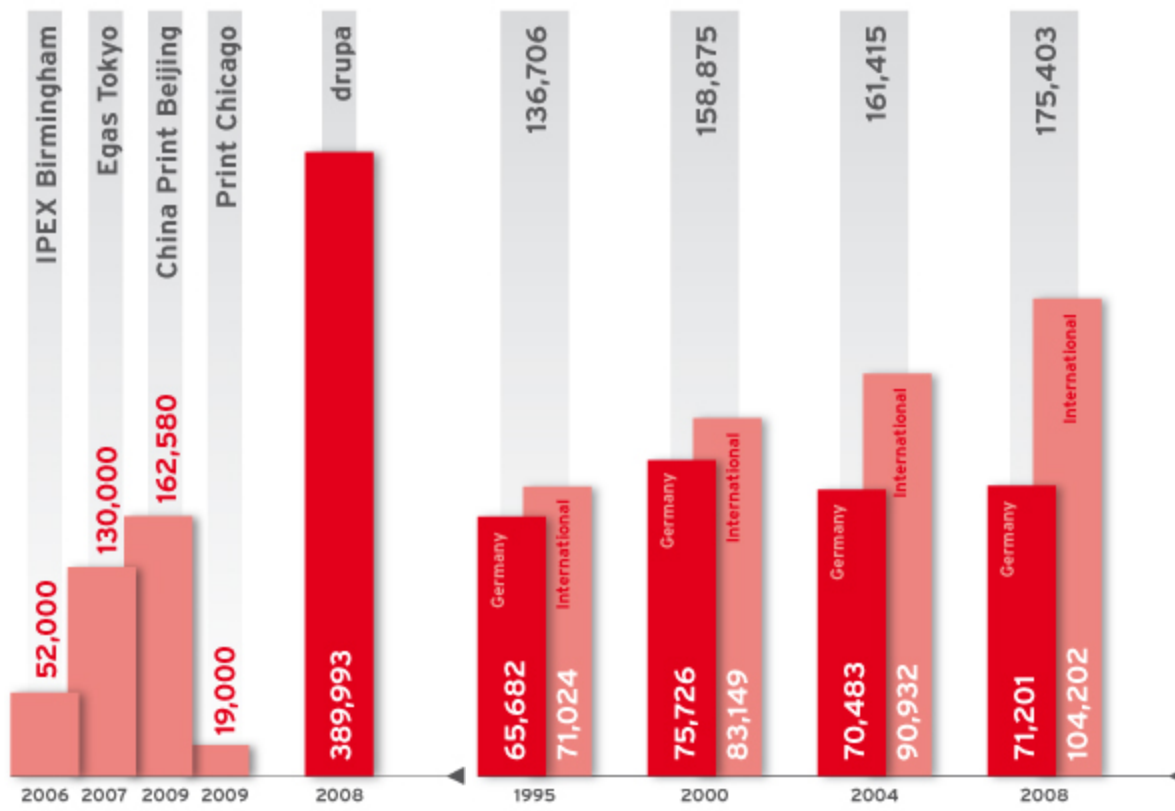
Interest in product ranges (Several answers possible)	
Print (machines - equipment - accessoires)	63 %
Pre-press and media (systems - equipment - software)	41 %
Bookbinding, print processing (machines - equipment - accessoires)	27 %
Materials, consumption goods (incl. printing links - printing materials)	23 %
Paper processing (machines - equipment - accessoires)	20 %
Packaging material production (machines - equipment - accessoires)	16 %
Services	11 %
Used machines	8 %
Other	7 %

General assessment	
Satisfied	97 %
Not satisfied	3 %

Messe Düsseldorf GmbH
P.O. box 10 10 06
D-40001 Düsseldorf
Phone: +49 (0) 211/4560-01
Fax: +49 (0) 211/4560-668
info@messe-duesseldorf.de
www.messe-duesseldorf.de

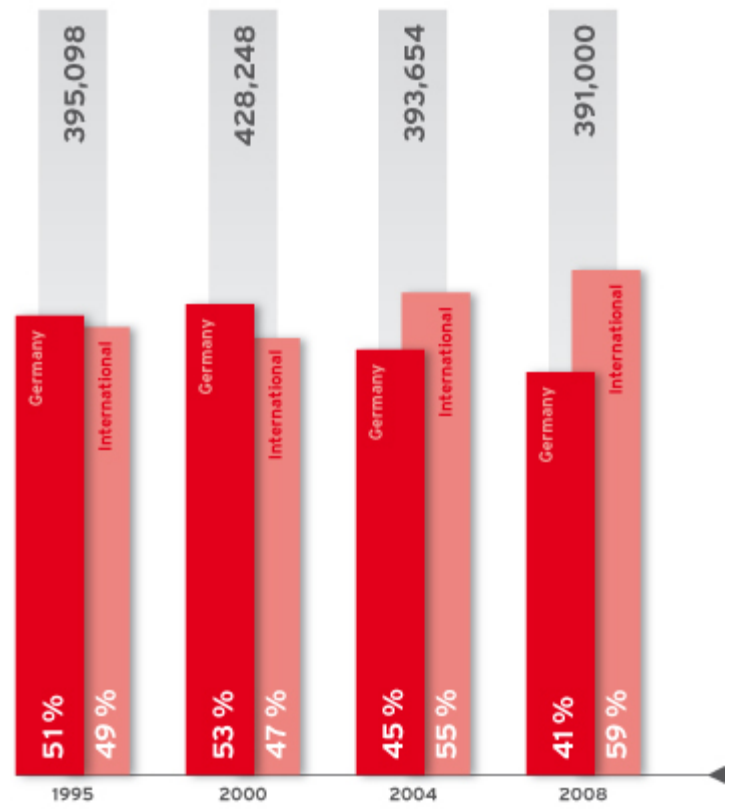
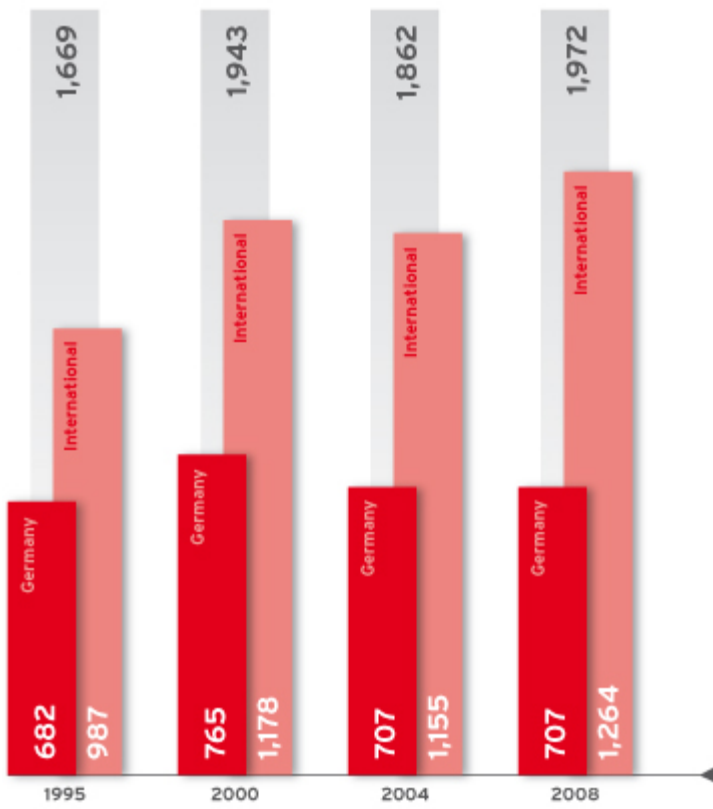


* difference to 100% = pupil, student, not working (7%)



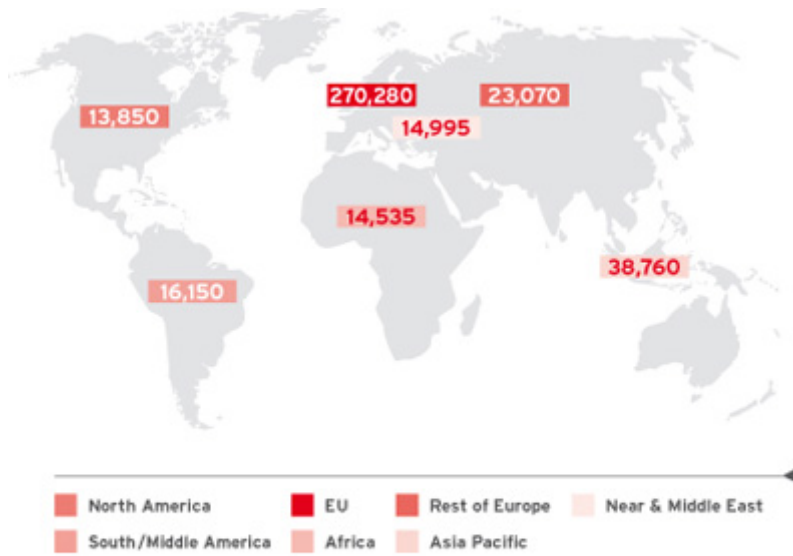
Competition fairs
Comparative numbers of visitors

Development net area in sqm
drupa 1995 to 2008



Development exhibitor number
drupa 1995 to 2008

Development visitor number
drupa 1995 to 2008



Number of visitors according to economic regions
drupa 2008



Overall evaluation by
visitors to drupa

Scale 1 > very satisfied to 5 > very dissatisfied