



Netletter n.2

Dear visitor,

Medprint is coming up!

The second issue of our newsletter focuses on promotional activities and services that will make your visit more convenient and interesting.

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Interview to Marco Spada - President of Medprint

1) President Spada, tradition and figures forecast success, and now you also have a brand new exhibition complex and a new location. What kind of exhibition can we expect?

Let me say this clearly: no one should miss Medprint 2007. The offer will be all-comprehensive and rich in technology.

I would like to highlight the presence of leading brands in pre-press and digital printing, and the great variety of products on display. These technology and solutions are specific for satisfying the needs of users of the central and southern regions.

2) Is Medprint focused on the national market or can we expect visitors from foreign countries?

Rome has a new exhibition facility, at the core of a larger user pool and without the structural limits that have hindered the growth of Medprint in Naples. The vast majority of printing, converting and graphic arts professionals in the central and southern regions do not attend the great trade events in the North. Medprint was designed for them. Grafitalia and Converflex are still the main international events for this industry.

3) Exhibitions are undergoing a downturn, what is their actual role today?

In my opinion, exhibitions are still an irreplaceable opportunity to get up-to-date, very different from corporate "open days" which are often biased and do not offer any means of comparison. Medprint is available for over 22.000 professional market players who have never had the chance to take part in such an all-comprehensive exhibition, traveling no more than 2-300 km from their company.

4) How can exhibitions continue to attract market players and visitors?

I fully agree with the policy carried out by Centrexpo, which consists in organizing very specific exhibitions designed on visitors' profiles. Medprint is one of them. In a rapidly changing world, those exhibitions that are still based on out-of-date models, aiming at filling up their pavilions with visitors instead of focusing on their irreplaceable role as a collective marketing tool are bound to die out.

Shuttle service: from Florence, Perugia, Naples and Bari

In order to make the trip to Rome easier, we are setting up a free shuttle service for those visitors who book it within March 10th. The shuttles will depart from Florence, Perugia, Naples and Bari, taking visitors to Medprint and driving them back at the end of the day.

You can book the shuttle **within March 10th** by sending an e-mail to tdoria@centrexpo.it. The service can be booked until all seats have been assigned. The reservation will be followed by an e-mail providing all details for the trip.

On-line pre-registration

The on-line pre-registration service will be available starting from Thursday March 1st. Just visit www.medprint.it, click on the pre-registration/invitation button and follow directions to fill in the form. The procedure is easy. The service will be active until **April 15th 2007**. Save time and avoid queues at the reception, register now.

"Medprint was my choice" - opinions from exhibitors

No one can give better reasons to visit Medprint than those who participate in it. This issue gives the floor to:

Elena Tonti from LEGATORIA TONTI: "We have been exhibiting at Medprint ever since the first edition. We intend to take advantage of the opportunities offered by the new location and by a larger and more representative user pool. We are sure that Centrexpo's choice will allow this exhibition to express its full potential".

Ippolito Bassani from WHIMPRINT: "This exhibition finally allows us to target a large segment of central and southern market players who did not have a reference exhibition before. We have invested significantly in the new Medprint because we believe in this important event. It will allow us to better allocate resources, presenting our best production to an audience that has an urgent need to innovate and improve their production process".

Orazio Samoggia, President of SAMOR INTERNATIONAL GROUP: "It is the first time for us to exhibit in Medprint. We chose to do so because we believe in the great potential of the central-southern market. The new facility, the new Fiera di Roma, and the location of the exhibition at the core of its target pool are the reasons for our investment in this event. We hope that this new edition will allow Medprint to position itself as an important event complementary to the great exhibitions in the North. The Samor Group will present some important news in its range of consumables for the graphic industry, as well as a number of innovative solutions for digital printing technology".