

INNOVATION.
COLLABORATION.
TRANSFORMATION.

EXHIBITOR PROSPECTUS

pacprintTM 2025

PRESENTED BY

 **Visual
Connections**



Visual
Media
Association

CO-LOCATED WITH



20-23 May 2025

The Dome, Hall 2 & 3, Sydney Showground

INNOVATION.

COLLABORATION.

pacprintTM 2025

PacPrint is the most comprehensive and relevant business-to-business event serving the evolving needs of the printing, sign & graphic communications industry.

Since 1970, PacPrint has been the internationally recognised platform for Australian and International suppliers of printing and graphic communications technology and services to generate business opportunities with targeted, informed and motivated buyers from throughout the Asia-Pacific region.

Organised by Visual Connections Australia, PacPrint25 is presented by Visual Connections Australia and Visual Media Association. PacPrint25 will be co-located with the Visual Impact Expo – one of Australia's leading showcases for the signage, engraving, display and wide format market.

Exhibitions offer an **unparalleled opportunity** to engage with your target audience in a live environment, making them one of the **most direct forms of marketing there is.**

REASONS TO EXHIBIT AT PACPRINT25



Generate new sales leads



Launch new innovative solutions



Promote your company, products or services



Maintain your status as a player in the industry

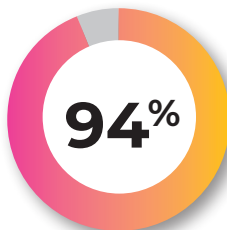


Meet buyers and decision-makers face-to-face

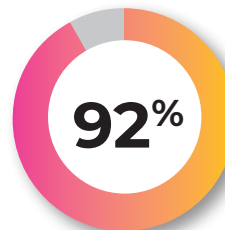


Reach over 7,000 industry professionals within 4 days

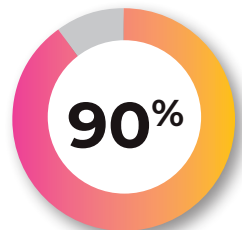
TRANSFORMATION.



94% of exhibitors were "very satisfied" or "satisfied" with the quality of visitors that attended PacPrint21



92% of exhibitors were "very satisfied" or "satisfied" with sales leads achieved



90% of exhibitors were "Satisfied" or "Very Satisfied" with sales leads achieved

KEY STATISTICS FROM PACPRINT21



\$50 million
in sales were made
on the show floor
at PacPrint21

7,000
There were **7,000 total visits**
over four days of PacPrint21



Quality of Visitors
was extremely high with
65% of attendees being CEO,
Managing Directors, Manager or
Owner of their business.



72% of Visitors
rated this PacPrint was the same
or better than previous PacPrint
shows with **27%** saying
it was better.



70% of Visitors
stated that they held direct
authority or influence for
purchasing the types of goods or
services seen at PacPrint.



70% of Visitors
were "very satisfied"
or "satisfied" with PacPrint.



The Top 5 Visitor Categories from visitor research undertaken at the last PacPrint in 2021

Digital Printing	17.0%
Signage	10.6%
Commercial Printing – General & promotional	10.4%
Designers – Graphic	5.6%
Packaging	5.0%

OTHER INDUSTRIES

- Label Printing
- Large Format Printing
- Supplier – Equipment, Consumables
- Printing – Books, Magazines, Periodicals and Newspapers
- Corporate
- Vinyl
- Acrylic
- Direct Marketing, Advertising, Marketing
- Print Broker
- Offset, Pad Printing
- Screen Printing
- Heat Transfer
- Software
- Banner
- Copying
- Display
- Engraving, Laser, Etching
- Flatbed Printing
- Government
- Sublimation
- Photography, Photo Library
- Embroidery
- Industry Associations
- Promotional Items
- Publishing – Books, Magazines, Newspapers
- Mailhouse
- Multimedia
- Trade Binding and Finishing
- Awards and Trophy
- Print Buyer
- Stationary, Business Forms
- Greeting Cards, Calendars and Diaries
- Illuminated Signage, Neon, LED, Light Boxes
- Internet Web Design and Production
- Laminating
- Plotters, Cutters
- Braille and Tactile Signs
- Prepress House, Services Bureau
- Substrates

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BOOK YOUR STAND NOW!

Contact us now to discuss opportunities for your business at PacPrint25

PETER HARPER – CEO

T: +61 2 9868 1577 **M:** 0418 267 952
E: peterh@visualconnections.org.au

CHARLY BLADES – Event Manager

T: +61 2 9868 1577
E: charlyb@visualconnections.org.au

PacPrint25 is managed by a Board which consists of Industry representatives.

- Kirsten Taylor, Taylor'd Press, Chair
- Jonny Rumney, Celmec
- Priscilla Dickason, Epson
- Kevin Pidgeon, Lithocraft
- Andrea Trumble, Pozitive
- Sharon Dowsey, Spicers

www.pacprint.com.au

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