20-23 May 2025

The Dome, Hall 2 & 3, Sydney Showground

INNOVATION

COLLABORATION

TRANSFORMATION

POST-SHOW REPORT

pacprint™ 2025

CO-LOCATED WITH

visual impact

LABEL & PACKAGING EXPO

PRESENTED BY

Visual Connections

Visual Media Association

pacprint™ 2025

CO-LOCATED WITH

visual impact

LABEL & PACKAGING EXPO

Results from PacPrint 2025

PacPrint 2025 attracted 3,847 attendees and 116 exhibiting companies in a dynamic environment that underscored the print and signage industry's resilience, innovation, and forward momentum.

Described by many exhibitors as a standout event, PacPrint 2025 attracted a high-quality audience of serious buyers, with numerous exhibitors reporting strong sales activity and a high number of sales leads to follow up after the show. The refreshed seminar series also received solid attendance and allowed for a deeper understanding of industry priorities.

As well as a strong turnout from Sydney and New South Wales, visitors travelled from neighbouring states for the event, including a significant contingent from New Zealand, who added depth to commercial conversations, reinforcing the show's regional importance.

This report outlines the results from PacPrint 2025, gathered from on-site interviews and post-show feedback, including 109 responses to the Visitor Survey and 34 responses to the Exhibitor Survey.

If you require any further information on this report, please contact exhibitions@visualconnections.org.au

Focus on Exhibitors

116 companies exhibited at PacPrint 2025 with a total stand space of 955 SQM.

This compares with 123 exhibiting companies at PrintEx 2019 in Sydney, and 106 at PacPrint 2021 (held in 2022) in Melbourne.

Objectives in Exhibiting
The overwhelming objectives for exhibitors were:

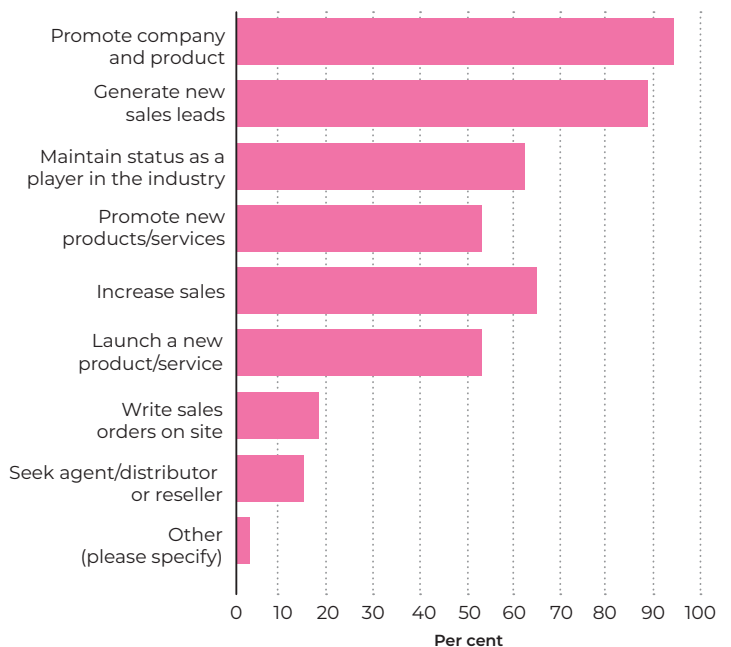**94%** to promote their company and product offering

88% to generate new sales leads

85% were satisfied or very satisfied with PacPrint as a platform for promotion.

61% were satisfied or very satisfied with the opportunity to generate sales leads.

70% of exhibitors were satisfied or very satisfied with the event overall.

What were your objectives for exhibiting this year?

Objective	Per cent
Promote company and product	~95
Generate new sales leads	~88
Maintain status as a player in the industry	~62
Promote new products/services	~53
Increase sales	~64
Launch a new product/service	~53
Write sales orders on site	~18
Seek agent/distributor or reseller	~15
Other (please specify)	~3

Per cent

Key Statistics from PacPrint 2025

The majority of exhibitors were satisfied or very satisfied with aspects such as venue, parking and exhibition layout; and services including cleaning, security, catering, electrical installation and shell scheme construction. 63% were satisfied or very satisfied with the marketing and PR for the event.

68%
exhibitors would have liked to see more people attend PacPrint 2025

67%
said they were satisfied or very satisfied with the quality of visitors

59%
were satisfied or very satisfied with the sales leads generated at the show

Just on 50%
said the number of leads generated was the same, or better, than at previous shows.

88%
of exhibitors rated the organisation of the event as good or excellent.
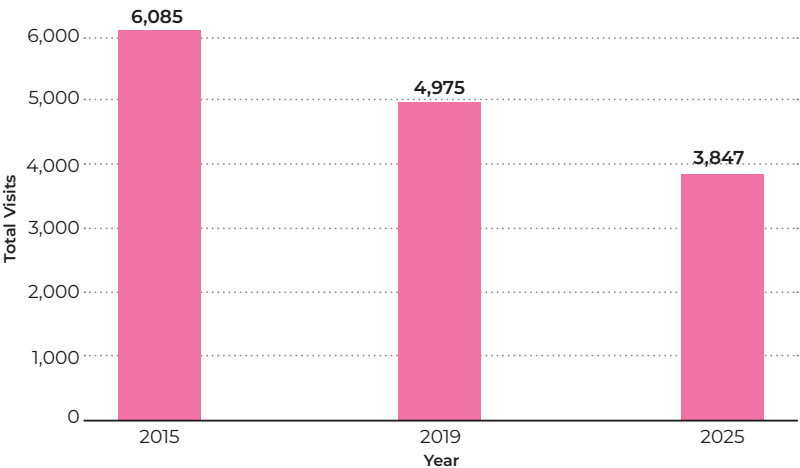
82%
rated the service from the organiser's staff as good or very good

Focus on Visitors

Visitor numbers for PacPrint 2025 were **3,847**. Previous Sydney shows have attracted 4,975 in 2019 and 6,085 in 2015. Unfortunately, the bad weather and transport issues impacted on the overall attendance figures, especially on Days 3 and 4.

Visitor Number Comparision across Years

Pre-registrations were almost identical for PacPrint 2025 and PrintEx 2019, with the main difference evident in onsite registrations. Again, the train disruptions throughout the show, and inclement weather accounted for at least some of this discrepancy.

Pre-Registration Visitor Number Comparison
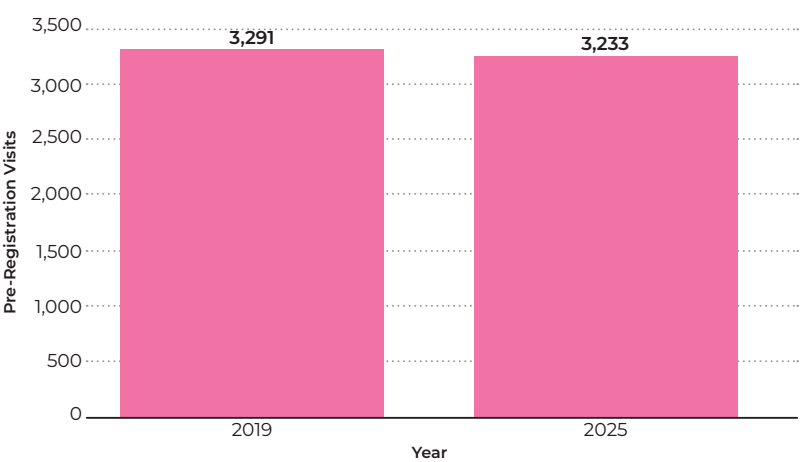
Onsite Registration Visitor Number Comparison
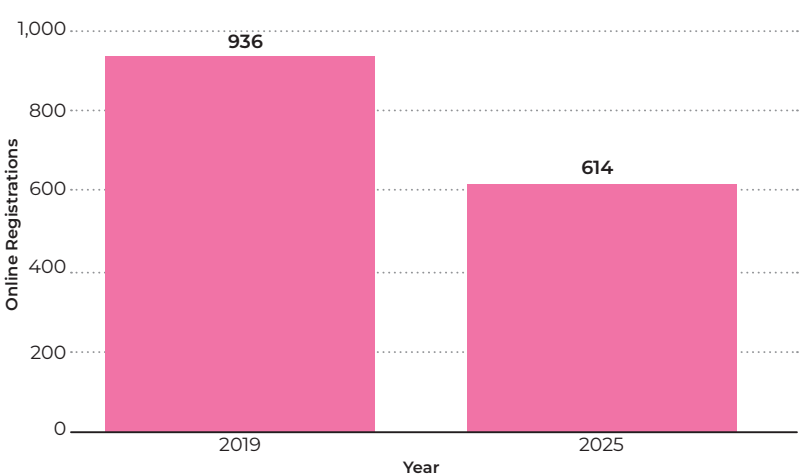
What Exhibitors said:

The shows always deliver direct contact with our potential customers, high quality leads, visits from existing clients and a fantastic platform to demonstrate our products. We made multiple sales, demonstrating the value of face-to-face engagement.
– Ron King, Owner, Rollover / Wilenco

How could we not be at an event like this? This is the industry event for Australia. We have to attend shows such as this one and the show has delivered on our expectations. It's been fantastic. We've had good attendance. We've had quality people come through and we've had the opportunity to educate. Fantastic.
– Gordon Kerr, Epson Australia

Selling an order in the first four hours of the show; that's our purpose for coming to PacPrint. We've had a great response from the New South Wales market, and we're really pleased with how many local people have come to PacPrint 2025 in Sydney this year.
– Matt Johnson, Founder, Trimatt

Based on our positive previous experiences, [shows like PacPrint are] still the best way to communicate and connect with customers. For us, the show has been amazing; it has been one of the best PacPrint events we've ever had. We've had not only our current customers come and buy, but we've met a whole lot of new customers.
– Craig Hardman, HP

We've been quite overwhelmed. We've been very busy most days and with exactly the kind of demographic that we expected.
– Jodie Peterkin, Peterkin Paper

Focus on Visitors
Key Statistics

- 3,847 Total visits
- 52.2% of visitors identified as CEO, MD, Manager or Owner
- A further 45.4% are Managers in their business
- 80% have direct authority or influence for purchasing.
- 92.4% of Trade Visitor came from Australia
- 7.4% of Trade Visitors came from overseas
- 3% of visitors were from New Zealand

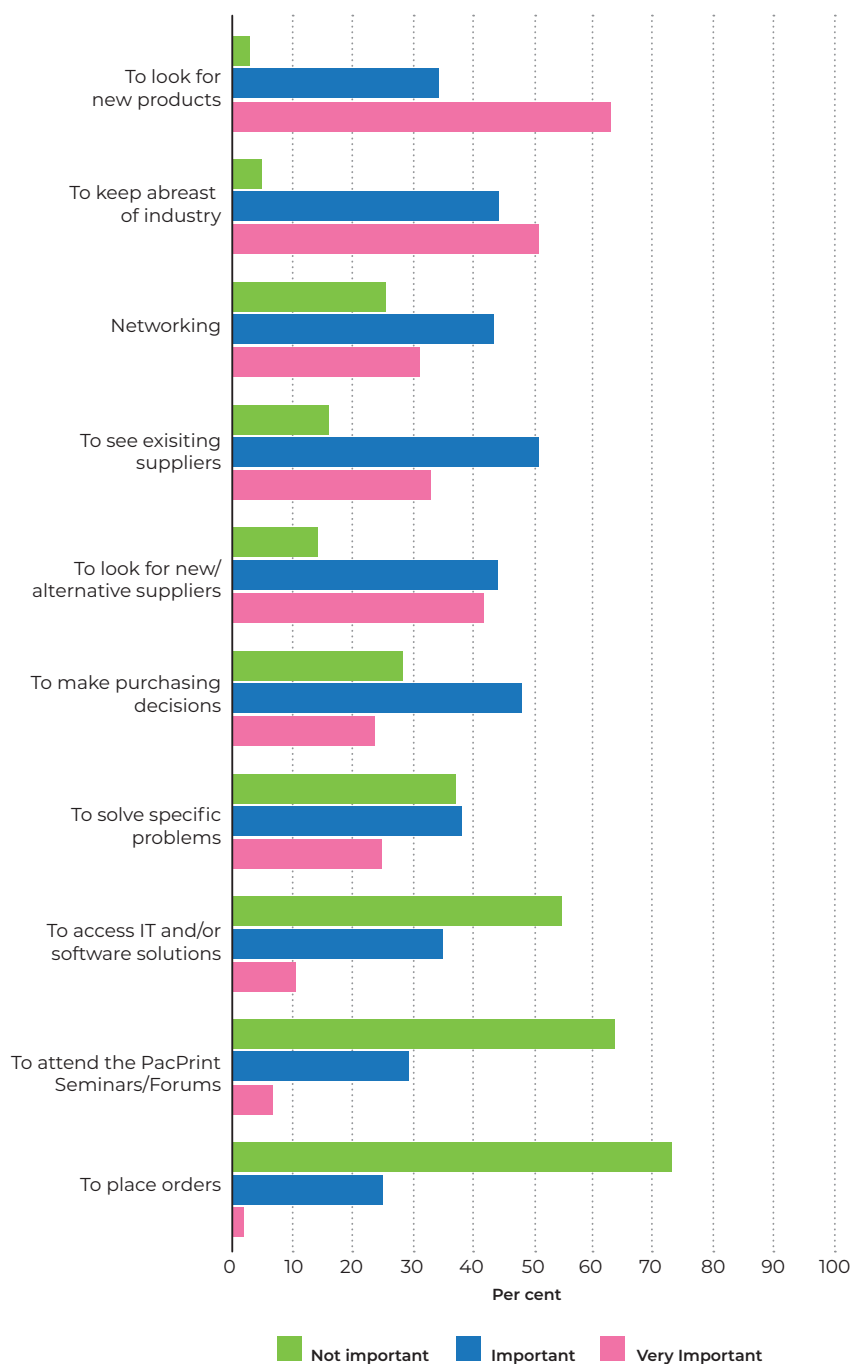Most visitors said the most important reasons for attending the show were:

- the ability to look for new products and evaluate new technologies (97%)
- to keep abreast of industry trends (95%)

These were followed closely by:

- the chance to see existing suppliers (84%)
- to network (74%)
- to source products or make purchasing decisions (72%)
- to seek solutions for specific problems (63%)
- 65% of visitors rate PacPrint as a 'must-attend' event

Which of the following were important to you in attending PacPrint 2025?

Legend: Not important, Important, Very Important

Categories: To look for new products, To keep abreast of industry, Networking, To see exisiting suppliers, To look for new/ alternative suppliers, To make purchasing decisions, To solve specific problems, To access IT and/or software solutions, To attend the PacPrint Seminars/Forums, To place orders
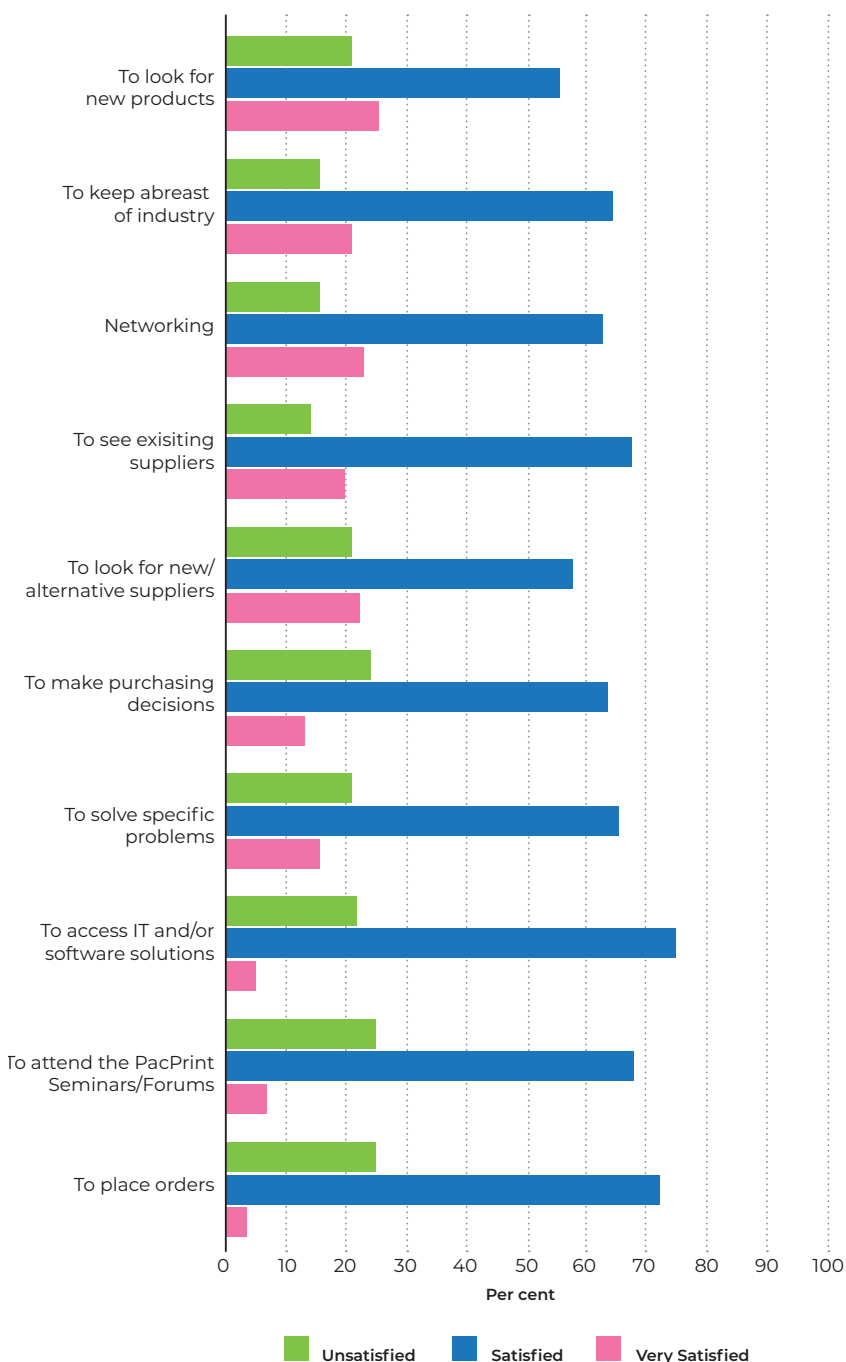
X-axis: Per cent (0 to 100)

What Visitors said:

- "Great event, and very enjoyable"
- "It is really the only overview of the industry as a whole that I can see."
- "ALWAYS good to see where the market is trending / heading."
- "I think it's important to be able to see what's new from the key vendors to the industry so that we can always stay up-to-date with international trends."

- "PacPrint was a great event to visit. Coming from NZ, we probably won't attend every time, but it is great to attend if you're investigating new equipment; great expo deals. Event covers everything we do in print and signage, and gives great insights into what new and coming."

How satisfied were you that you met these objectives?

Horizontal bar chart showing satisfaction levels (Unsatisfied, Satisfied, Very Satisfied) for the following objectives:

- To look for new products
- To keep abreast of industry
- Networking
- To see existing suppliers
- To look for new/alternative suppliers
- To make purchasing decisions
- To solve specific problems
- To access IT and/or software solutions
- To attend the PacPrint Seminars/Forums
- To place orders

X-axis: Per cent (0 to 100)

Legend: ■ Unsatisfied ■ Satisfied ■ Very Satisfied

- 77% rate PacPrint as very important to their business.
- 74% rated the show as the same, or better, than previous industry expos.
- 75% were either satisfied or very satisfied with PacPrint 2025 overall
  – 80% were satisfied or very satisfied with the opportunity to look for new products and evaluate new technologies, and 85% with the chance to keep abreast of industry trends.
  – Opportunities for Networking, catching up with existing suppliers and solving specific business problems also rated around 80%.
- 10% actually purchased during the show, but many more indicated an intention to close deals initiated at the show, or that negotiations were ongoing.
- 43% felt PacPrint 2025 was fully representative of the industry.
  – Visitor comments indicated a desire to see more commercial offset and cut-sheet digital presses, print finishing, flexo, label converting and packaging solutions.
  – Other areas mentioned included prepress solutions, 3D printing, hot foil, thermal transfers, screen printing, direct-to-garment printing, embroidery, sign and print tools, paper and media suppliers, design and AI.
- Only 27% of visitors attended the seminar sessions. 26% rated them as effective or very effective.

- "PacPrint is the leading B2B event for the print, signage, and visual communications industries. It brings together cutting-edge technology, industry leaders, and thousands of professionals to explore what's next in print. There's something incredibly energising about being surrounded by innovation, technology, and the people who continue to push the boundaries of what's possible in print. What made it even more special was running into some familiar faces, including former colleagues."
  – Sandra Duarte, Co-Founder & CEO on LinkedIn

- We recently flew to Sydney to check out PacPrint 2025 which is Australia's largest showcase of the latest innovations and technology shaping the future of print. From machinery to materials, it was a vibrant reminder of just how dynamic and creative this industry continues to be. One thing we can confidently say, print will never die. At least not now. A huge thank you to the organisers for bringing together such an inspiring event. We left feeling energised, informed, and proud to be part of this evolving space. **Shoutout to @visualconnectionsaus for making it all happen!**
  – Print Logistics on LinkedIn

Marketing and Comms Activities

The marketing and comms campaign was divided into three phases – exhibitor awareness and bookings, visitor & industry awareness, and visitor engagement and registration.

Phase one kicked off 12 months prior with editorial and advertising in Visual Connections' Visual Impact magazine and online and social platforms, general industry updates, plus direct communications to previous exhibitors. This resulted in 60% of exhibitors locking in bookings by December 2024.

Phase 2 launched in January with a concerted effort to raise awareness amongst exhibitor leads and potential visitors through promoting the benefits of tradeshows in the sales process. The PR campaign was launched during this period and also focused on the key benefits of attending/exhibition at PacPrint plus the seminar series.

Phase 3 combined visitor registration and exhibitor information. The focus was on the seminar series and the speakers plus workshops and key exhibitors. This stage featured a more prominent CTA to pre-register and a countdown.

As part of our visitor promotion and engagement strategy, we also focused on introducing new and different audiences to PacPrint via a program targeted at professionals in the creative and marketing segments. Working with a number of exhibitors and speakers who were showcasing the latest trends and product excellence in paper, inks, printing techniques, sustainability and creative visual applications, we targeted relevant publications across advertising, retail and marketing.

The marketing and comms program consisted of seven pre-show channels:

DIRECT MAIL

A large quantity of Visitor Invitations were direct mailed using targeted mailing lists which also included relevant industry associations' members and mailing lists.

EMAIL MARKETING

A focused eDM campaign was developed to reach all sectors of the relevant industries. This program focused on attracting new visitors, driving registrations, and as a reminder to pre-registered visitors.

ADVERTISING

A widespread advertising campaign was designed to attract visitors to the exhibition, which incorporated trade publications, online information on industry websites and eNewsletters. The show was also supported by some industry associations through their marketing channels.

PUBLIC RELATIONS

Visual Media Association was engaged to initiate an PR campaign across both industry and mainstream media. Launching as part of phase two in the marketing and comps program, the PR schedule achieved awareness of the Show, the seminar series and the benefits of attending tradeshows. Report summary on page 10.

SOCIAL MEDIA

Regular and frequent posts were created and posted by the Visual Connections team to the PacPrint Facebook page. More than 100 posts appeared before, during and after the show, highlighting all aspects of the exhibition, recognising sponsors, promoting seminar sessions, and amplifying exhibitor messaging. These messages were cross-promoted on Visual Connections LinkedIn, Facebook and Instagram channels, and the PrintEx Facebook page.
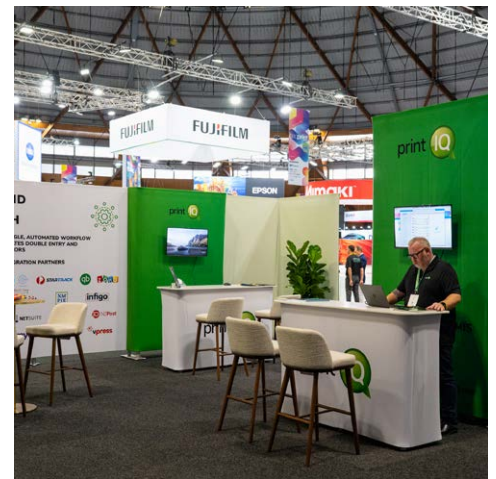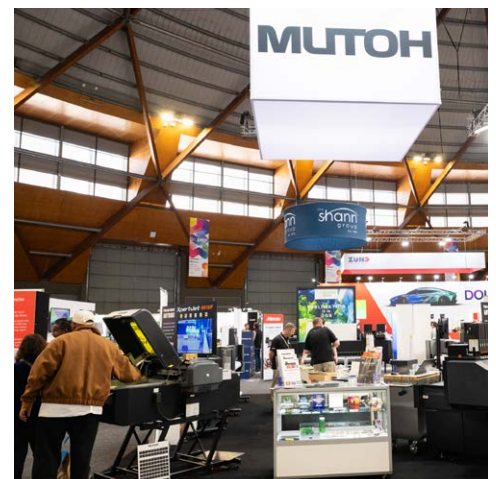
WEBSITE

The PacPrint website, published and managed by Visual Connections, continues to provide a central information resource for both visitors and exhibitors, providing valuable information not only about the show and participating exhibitors, but travel and accommodation, a Sydney 'What's On' and latest news. The PacPrint 2025 Interactive Map is now available on the website.

EXHIBITION DIRECTORY

The Exhibition Directory was distributed to all visitors at the exhibition, providing a useful tool for navigating the show. It featured a profile and quarter-page ad on each exhibitor, as well as categories and brand index. The online version of the directory proved a popular source of information leading up to, and during, the event, and the online interactive floorplan published after the event continues to provide a useful resource to explore what was available, and find important contact information for exhibitors.
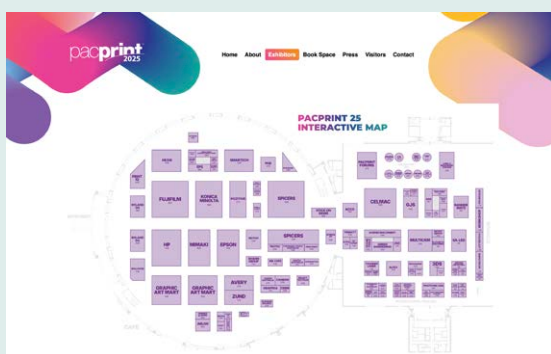
Visitor Invitation

eDM

Advertisement

Social Media

Exhibition Directory

Website

Summary of PacPrint 2025 Media & PR Report

BACKGROUND:

Visual Media Association (VMA) headed all communications surrounding PacPrint 2025 across various channels. This included ongoing liaison with media outlets and managing the media office at the show. VMA liaised with Visual Connections (VC) in regard to the approach and execution of outputs.

PRE-SHOW PUBLICITY:

- Initial concept & suggested copy for invitations x 3 tiers
- Visitor invitation briefing document
- Copy for DPS Print21 advertisement – a week at PacPrint

MEDIA POINTS:

- Print21
- Printer Media Group (Australian Printer, ProPrint, ProPack)
- Image Magazine
- Wide Format Online
- Visual Impact Magazine
- Visual Impact eNews
- PKN Packaging News
- GSM NZ
- Eye on Display
- Labels Plus Magazine
- New Zealand Printer.

MEDIA RELEASES COMPLETED:

- PacPrint Board Announcement
- PacPrint confirmed Sponsors, date and activity
- PacPrint creative and theme release
- Exhibitor Profile pieces:
  – Epson
  – Screen Australia
  – Roland DG
  – Fujifilm
  – Konica Minolta
  – GJS
  – Print IQ
  – Graphic Art Mart

  – Trimatt Systems
  – HEXIS
  – Avery Dennison (Wrap Battle Collaboration)
  – InkCups
  – Smartech
  – New exhibitors
- Sustainability at PacPrint 2025
- Seminar Keynotes & call for speakers
- Trade Shows in 2025 & Beyond
- Recap of Exhibitors & Sponsors
- Event Preparation & Key Highlights
- Registrations & Updates
- Seminar Speaker & Content Previews
  – David Ferraz
  – Steven Gamble
  – Signage Panel
  – Print Leadership Panel
- What to do at PacPrint 2025 – plan your visit, seminar overview, NPAs
- Labels & Packaging Feature
- Channel Lettering Workshop
- EcoKiosk – Sustainability
- Final Call & Last-Minute Details
- Label & Packaging Day Seminars Confirmed
- Day 1 Event Kick-Off & Highlights
- Day 2 – Event Highlights & updates
- Day 3 – live Event Updates & Engagement
- Post-Event Recap, thanks to attendees, Sponsors & Exhibitors

pacprint 2025

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