



Graphics of the Americas 2009 Turns up the Heat with Expanded Conference, Heavy-Hitter Speakers and Jam-Packed Expo

Keynote Presenter, Pulitzer Prize winning columnist and author Dave Barry, will pay tribute to the written word with his own special brand of humor - a sure-fire crowd pleaser

Miami Beach -- January 22, 2009 -- [Graphics of the Americas \(GOA\)](#) is turning up the heat in Miami this February 26-28, 2009, with the most jam-packed expo and star-studded, heavy-hitting conference in its 34-year history.

Beginning with a keynote presentation from celebrated Pulitzer Prize-winning humor columnist and author, Dave Barry; GOA, the premier expo and conference for the printing and publishing industry, is this year reaffirming its position as a true, "next generation" event with an even more content-rich, opportunity-filled, educational, technological and networking venue that continues to draw both loyal and first-time attendees.

Barry, whose keynote opens the event on February 26 at 11 a.m., will bring his unique brand of humor and insights to GOA audiences, setting the tone for the exciting jam-packed week of educational seminars, product demonstrations on the expo floor, Miami-style networking and socializing.

"GOA's educational program is geared toward the realities of today," says George Ryan, President of Printing Association of Florida and GOA. "Our objective, as always, is to help ensure healthy and positive tomorrows for the printing and allied industries. To this end, we've tailored our program to respond to today's economy, emphasizing real solutions attendees can put to work on behalf of their customers and their business."

This approach is extended throughout the event, from the conference to free seminars on the expo floor and by the exhibitors themselves. On the show floor, attendees can enjoy Expo Theater seminars led by Adobe, industry expert David Zwang, and others;

portfolio evaluations by world-renowned Aquent experts, an impressive Gallery of Addy and Florida Print Award winners, and - of course - hundreds of the industry's most progressive manufacturers of hardware and software.

Ryan adds, "More so than ever, a visit to the GOA show floor is one of the most affordable and value-packed, can't-miss opportunities for anyone in the graphics industry. Where else can attendees see the latest technologies, hear new product news, network with heavy-hitters from all walks of the industry - all while taking advantage of warm Miami sunshine and hospitality? It's the perfect opportunity for attendees to relax and enjoy their environment while expanding their knowledge base and building and solidifying relationships with clients."

Highlights of the GOA expanded educational sessions include:

- Brand Protection Conference (Counterfeiting Protection)
- Printing Industries of America's "Supervising Print Production" Workshop
- Print Buyers' Workshop with Margie Dana, Print Buyers International and Frank Romano
- Forty-four additional seminars with tracks on prepress, production, digital/inkjet, management, sales and marketing
- Sixteen seminars for the art/design community from Aquent Graphics Institute
- Speakers from Clemson University, RIT, NAPL, PIA/GATF and the Ghent PDF Workgroup
- Hands-on computer lab for data management and variable data printing with John Leininger, Clemson University
- Eleven Spanish-only seminars with instructors from Spain and Latin America
- Frank Romano presents Trend Vision - The Future of Print Symposium and the Ink Jet Printing Academy

Non-stop Show Floor Exhibits and Activities

Once again, GOA is the place for the industry's leading vendors to showcase the latest technology that streamlines workflow, increases productivity, improves quality, enhances color, expands business opportunities and feeds creativity. Attendees will have the opportunity to see the latest products and innovations from hundreds of exhibitors including EskoArtwork, HP, MAN Roland, Mitsubishi Imaging, Presstek, Ryobi/xpedx, Screen USA, Xerox and X-Rite.

Complimentary educational training sessions being held in the Expo Theater will cover a range of topics including new features and functions in Creative Suite 4 Design Premium; the easy-to-use PDF specifications that are free from the Ghent Workgroup (GWG); and how to increase revenue via the web. The sessions will be presented by leading experts from Adobe Systems, GWG, Q.I. Press Controls, PrinterPresence by Firespring, RDW Environmental, Island Clean Air and MAC Papers.

The Addy and Florida Print Awards Gallery can be viewed at booths 1674, 1774, and 1874 and free portfolio evaluations by Aquent will be held at booth 2186. Attendees have the opportunity to see live demonstrations of the latest vehicle wrap technologies sponsored by Arlon and Mutoh, located at the entrance of Hall A.

Let's not forget the FUN!!!

What about the fun and parties? After all, this is Miami!

The 2009 Graphic Arts Leaders of Americas (GALA) will be held at the fabulous Fontainebleau Resort on Miami Beach, February 25th where **Hans Wegner**, **National Geographic**, and **Juan Carlo Sacco**, **MULTILABEL Argentinia S.A.**, award recipients will be honored.

On February 27, Chuck Weger will start the celebration early with his fast-paced, hilarious, Publish or Perish! game show that pits Industry executives and pundits against each other to test their knowledge and reaction time.

Additionally, the eagerly anticipated, annual South Beach Party is scheduled for February 27th.

About Graphics of the Americas (GOA)

Now in its 34th year, Graphics of the Americas is produced annually by the Printing Association of Florida, Inc., an industry trade association. Taking place each year in Miami Beach, Fla., GOA is the print industry's second largest, annual combined exposition and education event in the U.S. With worldwide attendance and exhibitors, GOA is one of the only conferences that attracts print providers, suppliers and creative professionals. For 2009, GOA will be held Feb. 26 - 28, and will be a one-of-a-kind international event that showcases the convergence of industry knowledge, products and technology. For more information call 1-800-331-0461 or visit www.GOA2009.com. Outside the U.S. and Canada, dial +1-407-240-8009.

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