



## **Graphics of the Americas 2010 Unveils Top-Notch Educational and Special Bonus Sessions**

*Microsoft keynote address, special bonus sessions, the popular crê8 Conference, sessions offered in Spanish and more*

**Miami Beach, FL – January 13, 2010 – Miami Beach won't be the only hot venue in February. Graphics of the Americas 2010 (GOA) has more top-notch educational sessions and special bonus opportunities than ever to help professionals stay ahead of the industry curve at the 35<sup>th</sup> anniversary show on February 25-27 in Miami Beach, Florida.**

Offering a jam-packed educational schedule to equip printers, publishers, premedia, marketing and design professionals with the tools and know-how to navigate the changing future of print, these multi-faceted sessions, led by key industry veterans, will prepare attendees for success in the decade ahead.

### **Microsoft Keynote Address**

World-renowned futurist and Principal Director of User Experience for Microsoft Surface, August de los Reyes kicks the show off with a keynote session entitled: ***The Future of Communication: Design and Delivery*** on Thursday, February 25, at 8:30 a.m. A member of the Advanced Studies Program at the Harvard University Graduate School of Design, de los Reyes will offer an insightful peek into the future of communications.

George Ryan, GOA President, says, "The goal of our 35<sup>th</sup> anniversary show is to provide industry professionals an arena to not only view the latest technology from the 200+ exhibitors at the show this year, but also to have various opportunities to learn about the latest trends, tips and counsel for the decade ahead. From the Microsoft keynote address to over 70 educational sessions to sessions being offered in Spanish, we are very pleased to be satisfying the needs and wants of all niches in the market."

### **Education for the Next Decade**

The most important and meaningful subject matter for graphic arts professionals will be discussed in each session, including trends, and cost-effective tips and strategies for both the present and future, and more.

Other highlights of this year's expanded educational sessions include:

- Twenty-four seminars with various tracks covering the latest in prepress, production, digital/inkjet, management, sales and marketing
- Thirty-eight seminars for the art/design community produced by the American Graphics Institute
- Renowned speakers from Clemson, Ryerson, NAPL, Printing Industries of America, MFSA
- Hands-on computer lab for data management and variable data printing
- Twelve Spanish-only seminars with expert instructors from Spain and Latin America
- The unparalleled Brand Protection Conference, sponsored by Package Design Magazine

GOA 2010 boasts many niche offerings as well, including mailing, fulfillment, digital garment printing, vehicle wraps, ad specialties, wide format inkjet printing, digital envelope and letterhead printing and more.

For a complete list of GOA 2010 session information, please view the conference brochure online at:

<http://www.graphicsoftheamericas.com/conferences/seminars.html>.

### **crē8 Conference at GOA 2010**

AGI's popular crē8 Conference features 38 sessions led by creative technology experts that speak to moving designs and content between print, Web, and interactive mediums.

Conference tracks include:

- Layout & Design
- Photoshop
- Acrobat & PDF
- Web & Interactive Design
- Strategy & Management

crē8's renowned speakers include Jennifer Smith, author of Adobe Creative Suite 4 for Dummies and Photoshop CS4 Digital Classroom; Fred Gerantabee, author of Flash CS4 Digital Classroom; Chad Chelius, author of Mac OS X Digital Classroom; and many others from American Graphics Institute. For more information about the conference, visit: <http://www.cre8summit.com/>.

### **Special free bonus sessions hosted by major industry players**

Special bonus sessions are being hosted by major companies including Heidelberg, Adobe, X-Rite, Canon, CorelDRAW and more. Educational, theoretical, and practical sessions covering virtually every facet of technology, strategy, and management are also on the schedule.

### **Sessions in Spanish**

Graphics of the Americas has become known for catering to its Spanish-speaking attendees. *Given 40% of GOA attendees are from Latin American countries, GOA is pleased to again offer a series of seminars in Spanish by revered international speakers.*

For a complete list of sessions offered in Spanish, visit:

<http://www.graphicsoftheamericas.com/conferences/spanish.html>.

### **About Printing Association of Florida (PAF)**

The [Printing Association of Florida](#) is one of the most active and influential printing associations in North America, occupying a headquarters in Orlando, Fla. More than 400 Florida-based graphic arts companies consider PAF their ultimate business partner. Governed by an all-volunteer board of directors elected by its membership, PAF is a not-for-profit association representing the interests of the graphic arts industry throughout the state. PAF is affiliated with Printing Industries of America (PIA), the world's largest graphic arts trade association, making PAF members a part of the largest, most comprehensive graphic arts advocacy organization in the world. PAF is located at 6275 Hazeltine National Drive, Orlando, FL 32822, phone: (407) 240-8009, fax: (407) 240-8333, and on the Web at [www.pafgraf.org](http://www.pafgraf.org).

### **About Graphics of the Americas (GOA)**

Now in its 35th year, Graphics of the Americas is produced annually by the Printing Association of Florida, Inc. [GOA 2010](#) is scheduled for February 25-27, 2010 at the Miami Beach Convention Center.

GOA is one of the largest, annual combined exposition and education events in the U.S. serving printers, publishers, premedia, marketing and design professionals. GOA will provide a one-of-a-kind international event that showcases the convergence of industry knowledge, products and technology. To register or for more information call 1-800-331-0461 or visit [www.GOA2010.com](http://www.GOA2010.com). Outside the U.S. and Canada, dial + 1 407-240-8009.

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