



Graphics of the Americas Takes its Offerings to the Next Level with Free Expo Theater & Show Floor Activities

Free theater sessions with speakers from Oki, Corel, Xerox, PrintGuard, Carwraps, Canon, Epson, ASI

Vehicle Wraps, Direct-to-Garment Demonstrations, and more

Miami Beach, FL - February 10, 2010 - [Graphics of the Americas 2010](http://www.GOA2010.com) (GOA) is once again taking its offerings for show attendees to the next level. One of the largest, annual combined exposition and education events in the U.S., GOA is hosting a free Expo Theater featuring sessions with senior level executives from leading exhibiting companies, as well as novel product demonstrations on the show floor.

GOA 2010 EXPO THEATER

GOA 2010 exhibitors are reaching attendees in more ways than just booth space at the show. GOA's free Expo Theater, located directly on the show floor for easy attendee access, offers valuable demonstrations and education about the industry's newest products and services.

George Ryan, GOA President, says, "Our show this year goes above and beyond numerous free educational and insightful opportunities. From the popular Expo Theater to product demonstrations and exhibitor giveaways, the show will be packed with priceless information and exemplary product demonstrations."

The Expo Theater session schedule is as follows and is subject to change:

THURSDAY, FEBRUARY 25

Short Run Digital Color - 1:00-1:45 p.m.

Richard Egert, General Manager, Strategic Technology Providers, Oki Printing Solutions

CorelDRAW: Controlling Color Management - 2:00 - 2:45 p.m.

David Milisock, CorelDRAW

New CorelDRAW Inside Secrets - 4:00 - 4:45 p.m.

Tanya Lux, CorelDRAW

FRIDAY, FEBRUARY 26

How To Expand Same Account Revenue - 10:00 - 10:45 a.m.

Edward Frankfort, Business Development Consultant & David Zapata, iGen Program Manager, Xerox Corporation

Anti-Marking Products that Provide Solutions For Printers

11:00 - 11:45 a.m.

Dan Rizika, President & Owner of PrintGuard, Inc.

Carwraps Business Builder - 12:00 - 12:45 p.m.

Mutoh - Todd LaBrie, President of Carwraps, Inc.

Selling Customized Communications - 1:00-1:45 p.m.

Aaron Hale, Industry Marketing Specialist, Canon Business Solutions, Inc.

Epson: Presentation of New SP7900-9900 HDR Printers - 2:00 - 2:45 p.m.

Keith Prado, Southeastern Regional Field Engineer, Epson Professional Imaging

Increase Sales By Cross-Selling Imprinted Products To Your Existing Customers - 3:00 - 3:45 p.m.

JJ Nese, Director, Distributor Services, ASI - Advertising Specialty Institute

SATURDAY, FEBRUARY 27

Carwraps Business Builder - 1:00 - 1:45 p.m.

Mutoh - Todd LaBrie, President of Carwraps, Inc.

SPECIAL GOA SHOW FLOOR FEATURES

The show floor features at GOA 2010 are consistent with the ever-changing industry and latest trends. Vehicle wraps, direct-to-garment printing and marketing are all topics of special interest particularly this year; so the Show Floor will be abuzz with free demonstrations highlighting these niches.

Attendees can visit the **Vehicle Wrap Center** at the MUTOH America booth #1072 to view live vehicle wrap demonstrations on February 25 and 26 at 11:00 a.m., 1:00 p.m. and 4:00 p.m.; and on February 27 at 11:00 a.m. and 1:00 p.m.

Direct-to-garment printing demonstrations are being sponsored by DTG/SWF East, a leading supplier of apparel decorating equipment in North America. SWF East sells, services and supports multiple equipment and software product lines including SWF embroidery machines, M&R screen printing equipment, and DTG - digital direct-to-garment printers. Attendees can also find out more about other niche market products here.

Sinapse Print Simulators will be hosting the **SHOTS press simulators contest**. Located inside the PAF booth (#368), the print training simulators allow operators to see the results and costs of their actions without paper, ink or press costs.

EXHIBITOR GIVEAWAYS

Many GOA 2010 exhibitors are giving attendees the chance to win various product giveaways, including:

- **Mutoh** - Vehicle Wrap Training, \$1,995 value
- **Epson/Image Pro** - Epson printer Series Stylus Pro 3880
- **PrintGuard** - Two Speedmaster transfer cylinder jackets
- **Canon Business Solutions** - Canon PowerShot A480 digital camera, \$129 value

Also, **Apple, Inc.** will have a representative on site at the PAF booth (#368) to inform attendees about available discounts and information about the company's latest technology.

GOA offers a free Wi-Fi lounge for all attendees and exhibitors.

To register for GOA 2010 or for more information, please visit:
www.goa2010.com.

About Printing Association of Florida (PAF)

The [Printing Association of Florida](http://www.pafgraf.org) 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.

About Graphics of the Americas (GOA)

Now in its 35th year, [Graphics of the Americas](http://www.GOA2010.com) 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. Outside the U.S. and Canada, dial + 1 407-240-8009.

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Media Contact:

Helene Smith

HSPR

+ 1 321-388-6511

smith@helenesmith.com