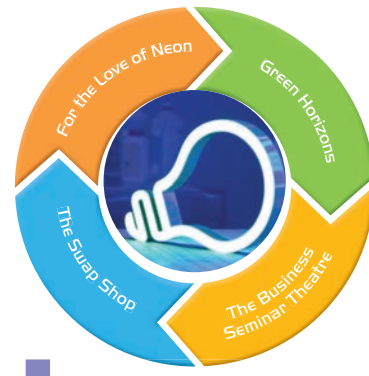
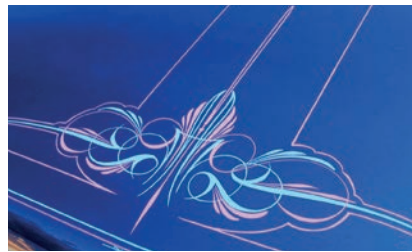


SignLink LIVE | 2017



Visitor Attractions

With its roots in the world of trade media, SignLink Live's organising and creative team understand the value of inspiring, educating, and entertaining visitors. To this end you will find a comprehensive programme of special features below that have been created for visitors to the exhibition over the three days. Each is designed to help visitors both improve their business prospects, and also connect them to 'sign-making culture' and a community of like-minded UK entrepreneurs.



For the Love of Neon - M01

This special area will pay tribute to the most iconic of sign-making technologies. Nicknamed 'liquid fire', come and be amazed at the artistry that goes into its manufacture and find out how you can offer this as a service to your customers.

Green Horizons - K01



With demand growing rapidly for environmentally-friendly signage solutions, this special area run by Zeta Specialist Lighting will work to educate sign-makers about the technology available to them and how it can allow them to offer new high-margin product lines. They will also explain how green sign solutions can help you win new business from large sign-buyers.

Craftsman's Corner - L23

The making of signs is one of the world's oldest forms of communication. Whether it was blown ink to form hand prints on a cave wall, or the first use of street names carved into walls in the Roman empire, the sign industry today builds on an amazing cultural heritage. Craftsman's Corner will welcome master craftspeople and artisans that specialise in traditional sign-making, who will then demonstrate their craft and explain how you can offer it as a white label service.



The Profit Factory - L26

A key factor that distinguishes SignLink Live from other European exhibitions with a similar sector focus is its dedication to educating and inspiring its visitors in regards to new business diversification avenues outside wide-format print technology. The Profit Factory provides four 'shops' that will give visitors insight into businesses in a box that required a low capital investment, but can produce high-margin products.



The Swap Shop - L36

Run by market specialist Grafityp, The Swap Shop will showcase the profit potential of offering colour-change wraps, and detailing using special effects films, as a service. Grafityp will also be providing free wrap training throughout the show.

Putting the sign back in sign show

Pocket
Guide

The International Centre, Telford
11-13 October 2017

EVENT PROGRAMME

Business Seminar Theatre - S01

Wednesday 11 OCT

10:50 – 11:20
David Whiteley ~ Flex 4
Why Should Print Service Providers Be Using Web to Print?

11:30 – 12:15
Charles Jarrold ~ BPIF
How Change Can Bring Opportunity

12:20 – 12:50
Phil McMullin ~ Epson
Client Focused Print Production – Profitable Business Models for Print Service Providers

12:55 – 13:25
Rob Brown ~ OKI
Exploring Revenue Optimisation with New Income Generation

13:30 – 14:00
Matthew Parker ~ Where the Trade Buys
How Doubters Can Be Your Most Valuable Customers

14:10 – 14:40
Mario Gerber ~ KBA
Rotary Die Cutting Solutions and Future Trends in Print Finishing Technologies

15:00 – 15:30
Phil Kneale ~ Graphtec GB
How to Get the Best Out of Your Vinyl Cutter and Which One is Right for You

15:40 – 16:10
Jan Edgecombe and Giles Bristow ~ Antalis
Campaign Printing: How to Output Consistently Across Multiple Print Devices

16:15 – 17:00
Gareth Ward ~ Print Business and BPIF
Expert Panel Debate: How to Make the Best Investment Decisions in Print

Thursday 12 OCT

10:30 – 11:20
Matthew Parker ~ Where the Trade Buys
How Do We Stop Our Customers From Focusing on the Lowest Price?

11:30 – 12:15
Nick Devine ~ Professional Sales Coach
How to Find and Convert New Business Opportunities at Premium Pricing

12:20 – 13:20
Nick Devine ~ Professional Sales Coach
Discover How to Increase Your Profit Margins and Still Sell Effectively

13:30 – 14:00
Nick Devine ~ Professional Sales Coach
How to Find and Hire Great Salespeople Using a Predictable and Proven System

14:10 – 14:40
Phil McMullin ~ Epson
Client Focused Print Production – Profitable Business Models for Print Service Providers

14:50 – 15:20
Liam Hodson ~ XYZ
Are You Getting the Most from Your CNC Machine?

15:30 – 16:00
Phil Shadbolt OBE and Adrian Dennis ~ Zeta Specialist Lighting
Sustainable Signage Solutions: Exploring the Value-Add of LED and Solar Lighting

16:10 – 16:40
Andrew Evans ~ Walsall College
Apprentices, NVQs and How to Obtain the Correct CSCS Card

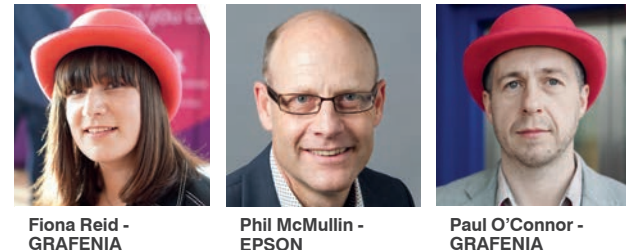
Friday 13 OCT

10:50 – 11:20
Sidney Bobb and Tony Kenton ~ BAPC
The Debate - the New Business of Print Opportunity or Dead End? - Avoiding Commoditisation and How to Make New Profits

11:30 – 12:15
Nick Devine ~ Professional Sales Coach
How to Find, Win, Keep and Grow High Margin Accounts in Competitive Markets

12:20 – 13:20
Nick Devine ~ Professional Sales Coach
How to Price and Sell Your Value-Added Services So You Win More New Business at Premium Pricing

13:30 – 14:00
Nick Devine ~ Professional Sales Coach
A Business



The Canon Seminar Theatre Wenlock 3

October 11, 12, 13

Talks running each day – check the information board at the Wenlock 3 suite for more information

Canon is a historic world-leader when it comes to print technology. Not only that, it is a specialist when it comes to business development for print-service-providers. Come and hear from its technology and business experts about how you could be maximising the efficiency and profitability of your business—while increasing the quality and creativity of your products at the same time.



Sam Armstrong - MAKE IT HAPPEN

Training Theatre - S02

Wednesday 11 OCT

10:30 – 11:00
Andy Gardiner ~ Highlander Adobe Training
What's New in Adobe Creative Cloud – How to Take Advantage of New Features

11:10 – 11:40
Paul O'Connor ~ Grafenia
Automate or Eat Your Margin - Increase Margins and Cut Costs in Your Studio

11:50 – 12:20
Wayne Beckett ~ Imprint-MIS
Are You Estimating Your Profit? The Advantages of Having a MIS

12:30 – 12:55
John Heffernan ~ Red Live Media
LinkedIn for Lead Generation: How to Create Sales not Selfies (with a Free LinkedIn Profile Review)!

13:00 – 13:30
Andy Gardiner ~ Highlander Adobe Training
Preparing for Print in Adobe Creative Cloud - Avoiding Common Problems

13:40 – 14:40
Rob Finnie ~ Grafenia
Win with Web, Win with Print - How Web Helps You Retain



Client Relationships and Wins New High-Value Clients

14:45 – 15:15
Andy Armitage ~ Applelec
LED Lighting Technology Masterclass: Everything You Need to Know When Stood In Front Of Your Customer

15:20 – 15:50
Andy Gardiner ~ Highlander Adobe Training
Working More Efficiently in Adobe Creative Cloud - Make Your Life Easier and Faster

16:00 – 16:30
Fiona Reid ~ Grafenia
The Sick Office - How You Can Profit From New Office Design Trends

Thursday 12 OCT

10:30 – 11:00
Val Hirst and Mike Connelly ~ Sign Directions Online
Making PR Work for Your Business – How to Create And Sustain An Effective Campaign

11:10 – 11:40
Fiona Reid ~ Grafenia
The Sick Office - How You Can Profit From New Office Design Trends

11:50 – 12:20
Andy Gardiner ~ Highlander Adobe Training
What's New in Adobe Creative Cloud – How to Take Advantage of New Features

12:30 – 12:55
John Heffernan ~ Red Live Media
GDPR: Myths and Madness and How Print Can Seize the Data Opportunity



13:00 – 13:30
Andy Gardiner ~ Highlander Adobe Training
Preparing for Print in Adobe Creative Cloud - Avoiding Common Problems

13:40 – 14:40
Rob Finnie ~ Grafenia
Win with Web, Win with Print - How Web Helps You Retain Client Relationships and Wins New High-Value Clients

14:50 – 15:20
Trevor Cocks ~ Accura MIS
The Value Of MIS Software and How It Can Transform Your Business Prospects

15:30 – 16:00
Paul O'Connor ~ Grafenia
Automate or Eat Your Margin - Increase Margins and Cut Costs in Your Studio

16:10 – 16:40
Andy Gardiner ~ Highlander Adobe Training
Working More Efficiently in Adobe Creative Cloud - Make Your Life Easier and Faster

Friday 13 OCT

10:30 – 11:00
Andy Gardiner ~ Highlander Adobe Training
What's New in Adobe Creative Cloud – How to Take Advantage of New Features

11:10 – 11:40
John Heffernan ~ Red Live Media
How to Integrate Print With Digital Marketing and Video – the Power of Digital Content and Video

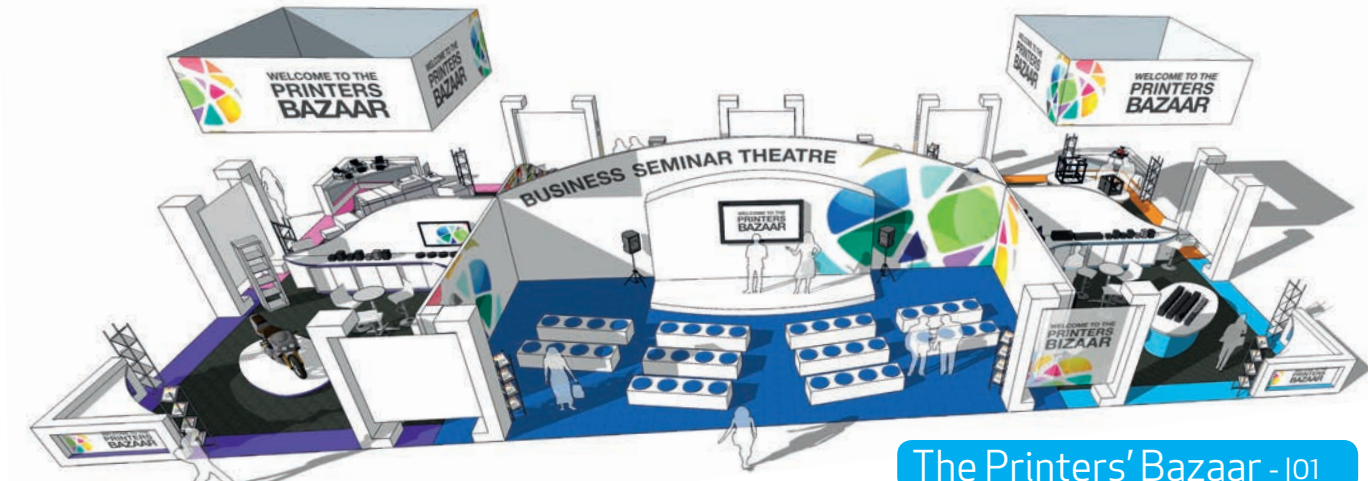
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Andy Gardiner ~ Highlander Adobe Training
Preparing for Print in Adobe Creative Cloud - Avoiding Common Problems

13:05 – 13:35
Fiona Reid ~ Grafenia
The Sick Office - How You Can Profit From New Office Design Trends



THE PRINT SHOW Visitor attractions



The Printers' Bazaar - I01

The Traditional Print Masterclasses - A17

Step back in time to a golden-era of the UK printing industry, and learn from masters of their craft. Whether it is letterpress printing on rare and historic platen presses or learning traditional bookbinding, this zone is an absolute must-visit for any visitor to The Print Show.



The Printers' Bazaar is an absolute must-see at The Print Show, and is the result of extensive market research into which technologies and sectors represent the best chance of diversification for a commercial printer in the UK. With traditional print volumes showing little growth, it is vital for printers to future-proof their business.



Grafityp T-shirt Printing Demos - E14

With margins tight and customers often demanding a one-stop-shop, come and find out from Grafityp how you can cost-effectively diversify into offering apparel branding to your books.



Golden Ticket

This year the Golden Ticket Prize Draw is bigger and better than ever before and all you need to do is to make sure you have your Golden Ticket (for visitors who pre-registered for the show) scanned at registration to enter.

Over £8,000 worth of prizes

Three lucky visitors will be independently drawn at 12.00, 14.00, and 16.00.

The winners will be notified over the show's public-address system and given 15 minutes to collect their prize from the organiser's office before it is rolled over.



£500 worth of Virgin Vouchers



3 x Microsoft Surface Pro 4



3 x Amazon Echos + £150 worth of Amazon vouchers



Epson SureColor T-Series 5200 36" printer



THE PRINT SHOW IS GREAT BRITAIN

The International Centre, Telford
11-13 October 2017



Pocket
Guide

Discover profit in print

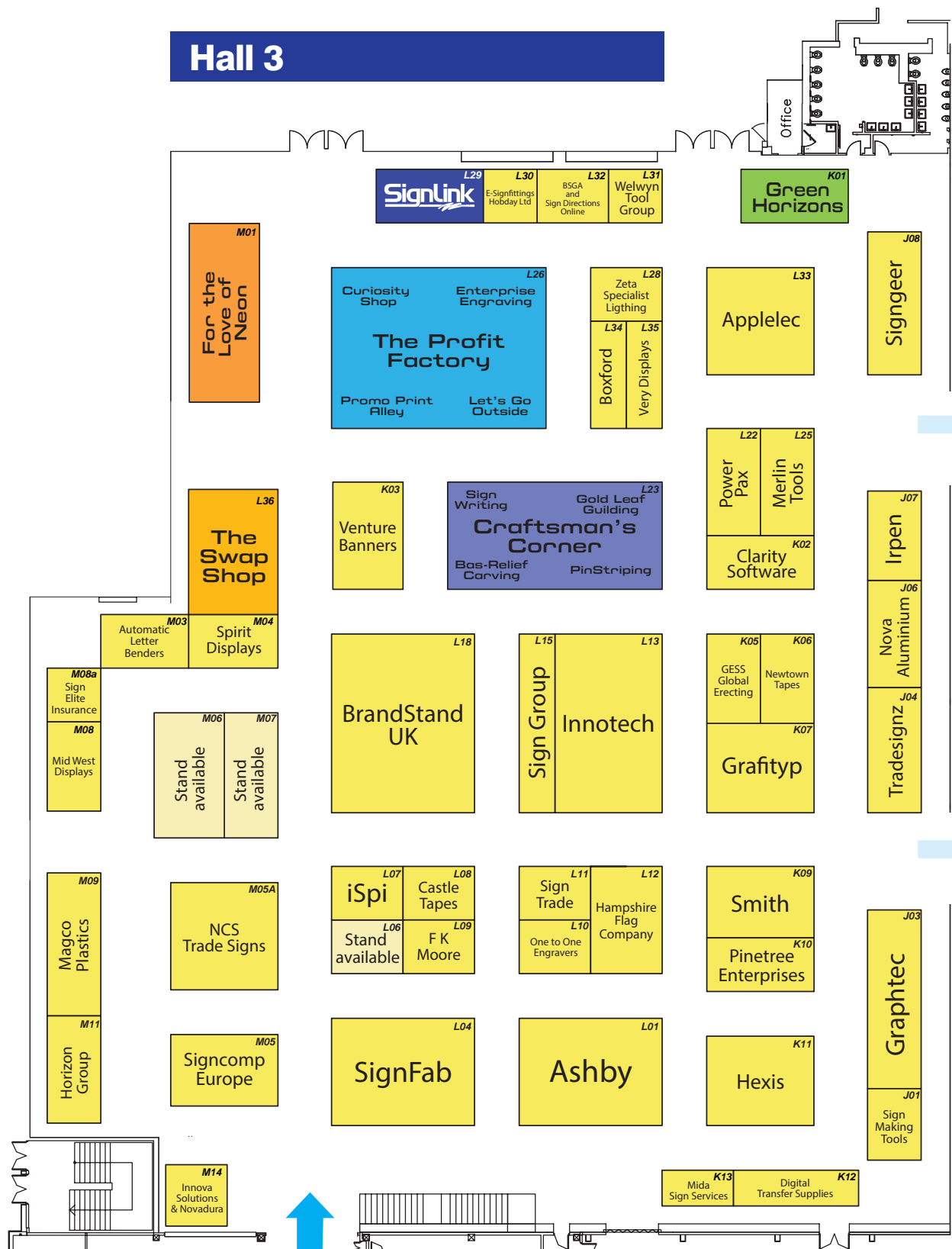




SignLink Live exhibitor list

Company	Stand No
Applelec	L33 & L26
Ashby Trade Sign Supplies Ltd.	L01
Automatic Letter Bender	M03
Boxford	L34
Brandstand UK Co Ltd	L18
British Sign & Graphics Association (BSGA)	L32
Carving With Stories (Craftsman's Corner)	L23
Castle Tapes Holdings Ltd	L08
Clarity Software	K02
Digital Transfer Supplies	K12
E-signifittings Holiday Ltd	L30
F K Moore & Son Ltd	L09
Global Erecting Sign Services	K05
Gratify UK Ltd	K07 & L36
Graphitec (GB) Ltd	J03
Hampshire Flag Co Ltd	L12
Hexis UK Ltd	K11
Horizon Signs Ltd	M11
HPC Laser (The Profit Factory)	L26
I Spi Ltd	L07
Innotech Digital & Display Ltd	L13
Innova Solutions & Novadura	M14
Irpen UK Ltd	J07
Magco Plastics	M09
Margetspace (The Profit Factory)	L26
Merlin Tools Ltd	L25
Mida Sign Services	K13
Mid West Displays	M08
NCS Trade Signs	M05a
Neon Workshops (For the Love on Neon)	M01
Newtown Tapes	K06
Nova Aluminium Systems	J06
One To One Engravers Ltd	L10
Pinetree Enterprises Ltd	K10
Pinstriping & Kustom Graphics Magazine (Craftsman's Corner)	L23
PKM Signs (Craftsman's Corner)	L23
Powerpax	L22
PrintMax (The Profit Factory)	L26
Print Team	K13
Sign Elite (Real Insurance Brokers)	M08a
Sign Fab (UK) Ltd	L04
Signcomp Europe	M05
Signgeer.com	J08
Signlink	L29
Signtrade Letters Ltd	L11
Smith	K09
Spirit Displays	M04
The Pub Sign Co (Craftsman's Corner)	L23
The Sign Group	L15
Tradesignz Ltd	J04
Venture Banners	K03
Very Displays	L35
Welwyn Tool Group Ltd	L31
Western Trade Signs / Signmaking Tools	J01
Zeta Specialist Lighting Ltd	L28 & K01

SignLink LIVE | 2017



ENTRANCE

50 plus exhibitors at SignLink Live including:



**OCT
11-13
2017**

The International Centre, Telford

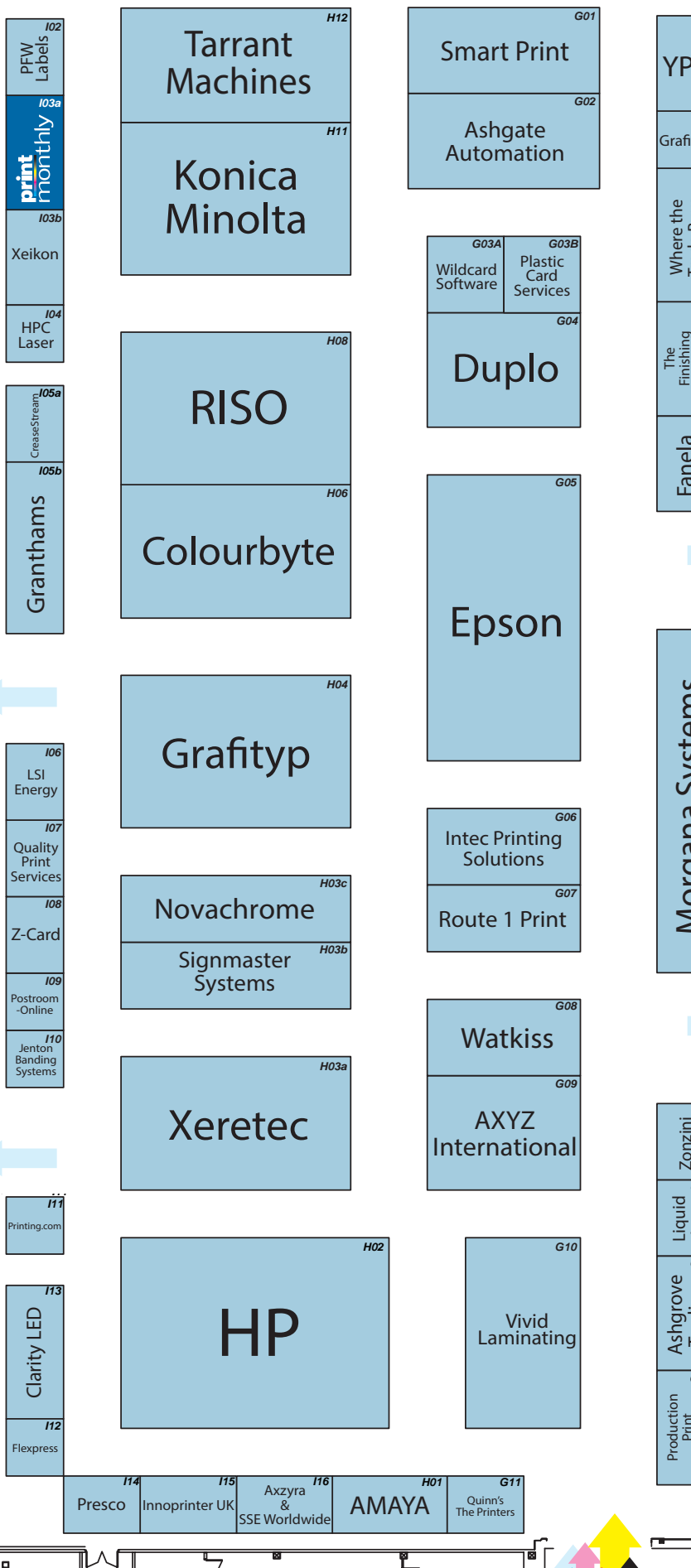
www.signlinklive.co.uk

www.theprintshow.co.uk

Hall 2

The Printers' Bazaar

The Label Loft Special FX Packaging Textile 3D Print The Station Pavillion Trading Post Express Branding Box



ENTRANCE

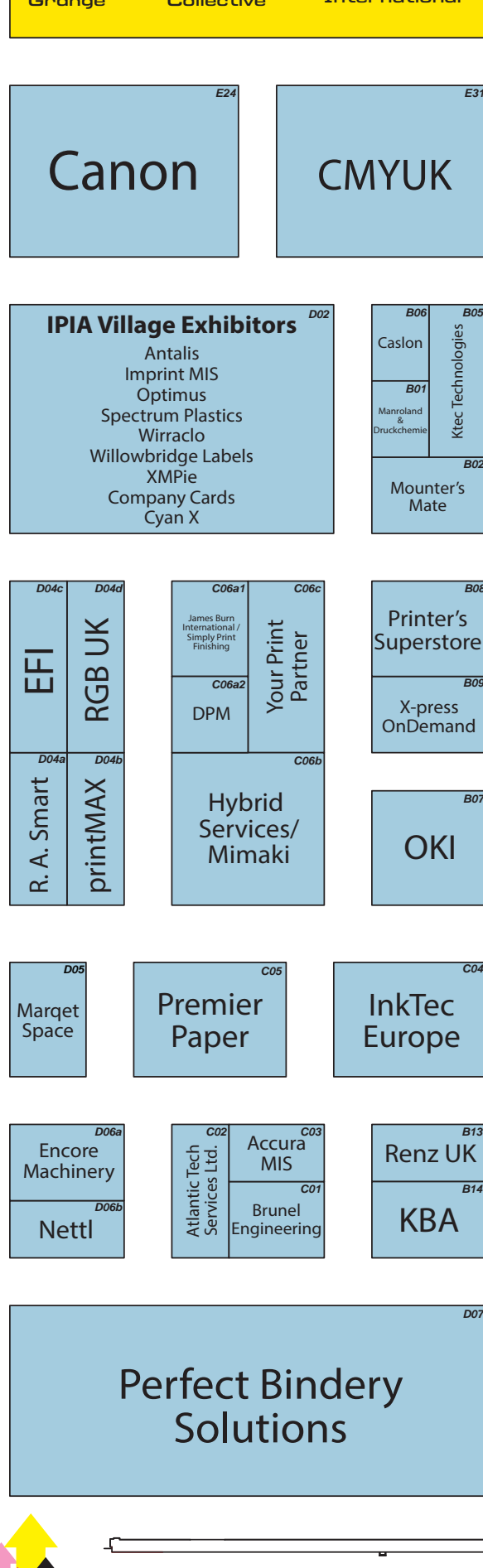
130 Plus exhibitors at The Print Show including:



Hall 1 (Humidity controlled)

Traditional Print Masterclasses

The Grange The Letterpress Collective Kluge International



ENTRANCE

THE PRINT SHOW

The Print Show exhibitor list

Company	Stand No	Company	Stand No
AMS Ltd	E05	Morgana Systems Ltd	F04
A Star Binding Supplies Ltd	E09	Mourier's Mate	B02
Accura MIS Software	C03	Nettl	D06b
Amaya	H01	New North Press	A17
Antalis (PIA Village)	D02	Nova Chrome UK	H03c
Ashgate Automation	G02	OKI Printing Systems	B07
Ashgrove Trading	G13	Optimus (PIA Village)	D02
Atlantic Print Solutions	C02	PFW Labels	I02
AXYZ Automation Ltd	G09	Perfect Bindery Solutions	D07 & I01
Azura & SSE Worldwide	I16	PH Flexible	A05b
B & R Moll International Ltd	E01	Plastic Card Services	G03b
Beechwood Finance	E12	Postroom Online Ltd	I09
Blake Envelopes	A14	Premier Paper Group	C05
Blueprint UK Ltd	E02	Presco Ltd	I14
British Printing Industries Federation	E04	Print Monthly	I03a
Brunei Engineering Services Ltd	C01	Printers Superstore	I11
Canon (UK) Ltd	E24	printing.com	I11
Caslon Ltd	B06	printMax	D04b
Chambers Inc Ltd	A10	Print Power	E10
Clarity LED Ltd	I13	Production Print Direct Ltd	G12
CMYUK	E31	Profitable Print Relationships	S01
Colourbyte Europe Ltd	H06	Quality Print Services	I07
Company Cards (PIA Village)	D02	Quinn's The Printers	G11
Cyan X (PIA Village)	D02	R A Smart	D04a
Crassestream	I05a	Redrive Media	S02
Direct Press Marketing (DPM)	C06a2	Renz UK Ltd	B13
Direct To Plate Ltd	A16	RGB UK	D04d
Docu-finish Solutions	A08	Riso	H08
Duplo International	G04	Roller Ltd	A03b
Dye Sublimation Supplies	A13	Route 1 Print	G07
EFI GB/UK	D04c	Sign Directions	S01
Encore Machinery	D06a	Signature Bindings	S01
Epson UK Ltd	G05	Signmaster Systems Ltd	H03b
Exel Printing Machinery Ltd	E15	Simply Print Finishing / James Burn Int	C06a1
Fanella	F05	Smart Print Technology	G01
Flex4	E07	Spectrum Plastics (PIA Village)	D02
Flexpress Ltd	I12	Stanford Marsh Ltd	E08 & I01
Graftec Plc	F08	St Bride Foundation	A17
Gratify T-shirt Printing Demo	E14	Supervene	E11
Gratify UK Ltd	H04	Tarrant Machines	H12
Granthams Ltd	D05b	Tharsten Ltd	A04
Highlander (Certified Adobe Training)	S02	The Finishing Point Ltd	F06
HPC Laser	I04	The Grange Ellesmere	A17
Hewlett-Packard Ltd	H02	The IPIA Village	D02
Humidity Solutions Ltd	E03	The Letterpress Collective	A17
Hybrid Services Ltd	C06b & I01	The Magic Touch (G.B.) Ltd	A06 & I01
Imprint MIS (PIA Village)	D02	The Print Coach	S01
IST UK Ltd	A03	Two Sides Limited	E10
InkTec Europe Ltd	C04	Vacuumatic Ltd	A01
InnoPrinter UK Ltd	I15	Vivid Laminating Technologies	G10
Intec Printing Solutions Ltd	G06	Vpress	A15
James Burn International / Single Sheet Finishing	C06a1	Walkers Automation Sales Ltd	G08
Jenton Banding Systems	I10	Where the Trade Buys	F07
KBA (UK) Ltd	B14	Wildcard Software	G03a
KAS Paper Systems Ltd	E02b	Willowbridge Labels (PIA Village)	D02
Kennedy Grinding	A08	Wirraco (PIA Village)	D02
Kluge Int. Eagle Systems	A09 & A17	Xeikon UK	I03b
Konica Minolta	H11	Xeretec	H03a
KTEC Technologies	B05	XPie (PIA Village)	D02
Link Media Supplies Ltd	A05	X-press OnDemand	B09
Lion Picture Framing Supplies Ltd	A11	Your Dream Pictures and Prints	A12
Liquid Lens Systems Ltd	G15	Your Print Partner Ltd	C06c
LSI Energy	I06	Yorl Print Specialists	F09
Manroland Sheelfed (UK) Ltd	B01	Z Card Ltd	I08
Margetspace	D05 & I01	Zonzi	F01
Merlin Transfers Ltd	E06		

The Ludlow Suite



The Training Theatre - 502

It has never been more important to be right up-to-date with the latest technology, whether it is for running your business, designing artwork, or manufacturing. See overleaf for the speaking schedule to plan which talks and workshops could help your firm thrive.



Business Seminar Theatre - 501

The Business Seminar Theatre education zone will provide you with a range of targeted business advice from how to improve your conversion rate from business leads to sales, through to analysis of the technology and market trends you need to stay ahead of. See overleaf for its full schedule of talks.



The Pit Stop Café - Ludlow Suite

As a thank you for visiting The Print Show or SignLink Live, you will receive your 'Pit Stop Pounds' when you pick up your badge at registration to spend in The Pit Stop Café. This will provide you with a free lunch.



Free Car Parking

The International Centre (TIC) boasts thousands of on-site FREE parking spaces no more than a 5-min walk from the venue's front door. There are also overflow parking sites around TIC that accommodate thousands more and are no more than a 10-min walk.



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