

**IFRA Expo & Conference**  
29 - 31 October, Messe Frankfurt, Germany

# World Publishing Expo 2012

**Expo  
moves to  
Frankfurt!**  
World Publishing Expo 2012  
(IFRA Expo & Conference)  
29 - 31 October 2012

# The leading exhibition for technology to publish news on tablets, mobile, in print and online

World Publishing Expo 2012

The World Publishing Expo 2012 (IFRA Expo & Conference) in Frankfurt offers a comprehensive industry overview which no other event provides in such compact form. The programmes accompanying the exhibition are an ideal complement to your visit in Frankfurt/Main.

This year we are introducing the MEDIA Executive Programme which has been specially designed with the needs of top-decision makers of the Media Industry in mind. In addition to the admission to the Expo and the concurrent events, it offers high-level networking opportunities. Furthermore personal contact persons will be available to assist in arranging your visit and/or arrange appointments with exhibitors.

airport – a 20 minute taxi ride from the exhibition centre – serves 108 airlines with more than 4,200 direct flights a week to 304 destinations. Some 5.5 million people live in the metropolitan area.

This brochure gives you an overview of all events as well as the most important facts about the World Publishing Expo 2012 (IFRA Expo & Conference).

Visit our website [www.wan-ifra.org/worldpublishing\\_expo2012](http://www.wan-ifra.org/worldpublishing_expo2012) for more information and connect with your peers!

We look forward to meeting you in Frankfurt!

Frankfurt, a major international hub, is one of the world's most popular exhibition destinations. It is less than a three-hour flight from any European city. The

## Timetable

World Publishing Expo 2012



Time	Mon 29 October	Tue 30 October	Wed 31 October
08:30 h	CEO Networking Lounge (till 19:00 h)	CEO Networking Lounge (till 19:00 h)	CEO Networking Lounge (till 19:00 h)
09:30 h	Opening hours World Publishing Expo (till 18:00 h)	Opening hours World Publishing Expo (till 18:00 h)	Opening hours World Publishing Expo (till 18:00 h)
09:30 h	Official Opening at the Media Port		
10:00 h		Power of Print Theatre: The Power of Print – Selling Print Capacity (till 12:30 h)	Power of Print Theatre: The Power of Print – Press Retrofit (till 12:30 h)
10:00 h		Digital Arena: 5 <sup>th</sup> Tablet & App Summit (till 17:00 h)	Digital Arena: Advertising Summit 2012 (till 17:00 h)
10:30 h	Media Port: Tablet and Mobile Trends (till 13:00 h)	Media Port: Digital Innovation (till 13:00 h)	Media Port: Crossmedia Publishing (till 13:00 h)
13:00 h		Women in Media Networking Lunch (at the Media Port)	
14:00 h	Media Port: Innovative Advertising (till 16:30 h)	Media Port: Social Media best cases (XMA winners, till 16:30 h)	Media Port: Excellence in Printing (INCQC winners, till 16:00 h)
14:00 h	Power of Print Theatre: The Power of Print – Innovation in Printing (till 16:30 h)		
16:00 h			INCQC Awarding at the Media Port (till 18:00 h)
18:00 h	Happy Hour at the Media Port (till 20:00 h)	Happy Hour at the Media Port (till 20:00 h)	
18:30 h		XMA Awarding at the Media Port (till 19:00 h)	
20:30 h			INCQC networking dinner downtown Frankfurt (Invitation only event, bus shuttle from fairground)

# Meet the international media elite in Frankfurt!

## Accompanying programme

### Official Opening

Jacob Mathew, WAN-IFRA President welcomes all visitors and exhibitors.

Monday, 29 October, 09.30 h, Media Port.

### Media Port

Awaiting your attention is a programme of lectures, representing an ideal complement to your Expo visit. Learn about and discuss successful case studies and the technologies concerned in the areas of:

- Tablet and Mobile Trends (Mon, 29 October, 10.30 h)
- Innovative Advertising (Mon, 29 October, 14.00 h)
- Digital Innovation (Tue, 30 October, 10.30 h)
- Social Media Best Cases (Tue, 30 October, 14.00 h)
- Crossmedia Publishing (Wed, 31 October, 10.30 h)
- Excellence in Printing (Wed, 31 October, 14.00 h)

You will meet the drivers behind successful cases from leading publishing houses. Attending the lectures at the Media Port is free of charge for World Publishing Expo Visitors and Exhibitors.

### The Power of Print – Focus Sessions

Colleagues and industry experts will report about their experiences conducting projects and give examples of best practice in the area of newspaper production at our Focus Sessions. Each session lasts 2½ hours.

Event languages: English and German.

Topics and Schedule:

- Innovation in Printing (Monday, 29 October, 14.00 h)
- Selling Print Capacity (Tuesday, 30 October, 10.00 h)
- Press Retrofit (Wednesday, 31 October, 10.00 h)

The Focus Sessions are taking place in the Power of Print Theatre.

### Happy Hour

#### Free Drinks – Music – Snacks – Networking

Make new and renew existing contacts with publishers and suppliers from all over the world – and party with your peers!

Monday, 29 and Tuesday 30 October, 18.00 h, Media Port

### XMA Cross Media Awards Presentation

Discover who is among the Winners of this year's XMA Competition on the 30<sup>th</sup> Oct at the Awards Ceremony, held during the Happy Hour on Tuesday.

This year, the ceremony will honour News Publishers that have successfully connected with their communities on the social web, by offering appealing social media content, engaging their readers through word-of-mouth campaigns, and implementing social media tools in innovative ways. Visit the XMA special exhibition of the winning entries, open on all exhibition days.

Tuesday, 30 October, 18.00 h, Media Port

### 5th Tablet & App Summit

We have passed the experimentation stage, and in most cases, the launch & learning stage. Now it is time to move our mobile product portfolios to monetisation and create the next wave of offers our users and ad clients expect. Learn, with the best in class, the components for a solid future roadmap.

Tuesday, 30 October, 10.00–18.00 h, in the Digital Arena.

### International Newspaper Color Quality Club (INCQC)

The INCQC is the only worldwide printing quality competition for newspapers. Its goal is to improve the quality of reproduction and printing in production, while also increasing competitiveness as well as training and motivating all personnel. Presentation of the exclusive International Newspaper Color Quality Club 2012-2014 Award to the world's best newspaper printing companies and quality-oriented newspaper publishing houses.

Wednesday, 31 October, 14.00 h, Media Port



### Advertising Summit

#### 1 day – 10 experts – 100 ideas!

The Advertising Summit will focus on the latest developments and the success stories in the area of mobile advertising. Newsmedia companies from all over the world will present their successful mobile marketing campaigns that really make money.

Wednesday, 31 October, 10.00 – 18.00 h in the Digital Arena.

### Lean Manufacturing

#### Develop and implement strategies to eliminate waste, reduce costs and increase efficiency.

Understand how print facilities can set up a fundamental improvement process and structured and standardised methodologies. **(Pre-registration required!)**

Thursday, 1 November, 10.00 - 17.00 h, including lunch location tba

# Pass options

World Publishing Expo 2012

Expo  
Visitor

Expo &  
Conference

MEDIA  
Executive

Price	15 EUR per day <sup>1</sup>	990 EUR <sup>2</sup>	1.590 EUR <sup>3</sup>
Expo visit (daily, 2 days, season)	✓ (per day)	✓ (season)	✓ (season)
Media Port	✓	✓	✓
Happy Hours, Mon and Tue 18.00 h–20.00 h (free drinks, music, snacks, networking)	✓	✓	✓
Free access to XMA Awards Ceremony	✓	✓	✓
Free ground transportation in Frankfurt		✓	✓
Free access to all paid-for conferences: The Power of Print – Focus Sessions, 5 <sup>th</sup> Tablet & App Summit, Advertising Summit		✓	✓
Access to the training Lean Manufacturing on Thurs. 1 November, (special registration required, additional fee 90 EUR)		✓	✓
Printed list of participants		✓	✓
Free download of all presentations (password-protected)		✓	✓
Fast lane registration on site		✓	✓
Pass and info package will be sent by mail before the event		✓	✓
Free access to CEO Networking Lounge at World Publishing Expo (free food and beverages all day)			✓
Concierge service: personal service to prepare your visit (hotline and email)			✓
WAN-IFRA Board meets MEDIA Executives: Meet Board members in the CEO Networking Lounge			✓
Free access to an exclusive site visit in Frankfurt (incl. bus transfer, subject to pre-registration)			✓
Early access to show and CEO Networking Lounge (even before the official opening hours)			✓
Free Frankfurt Card: Entry to museums, art exhibitions			✓

<sup>1</sup> Expo Visitor Pass: Daily: 15 EUR pre-registration (54 EUR on-site)  
2-days: 24 EUR pre-registration (90 EUR on-site)  
Season: 36 EUR pre-registration (120 EUR on-site)

<sup>2</sup> Expo & Conference Pass: 690 EUR (WAN-IFRA members), 990 EUR (non-members)

<sup>3</sup> MEDIA Executive Pass: 1.150 EUR (WAN-IFRA members), 1.590 EUR (non-members)

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Facts at a glance & Accessibility

## 29–31 October 2012

Messe Frankfurt, hall 8  
Ludwig-Erhard-Anlage 1  
60327 Frankfurt/Main (Germany)

### Opening Hours:

Monday – Wednesday: 09.30 – 18.00 h

### Exhibitors and Visitors:

Some 250 exhibitors from 25 countries and approx. 8,000 visitors from more than 80 countries are expected to attend.

An up-to-the-minute list of exhibitors is available at [www.wan-ifra.org/worldpublishingexpo2012](http://www.wan-ifra.org/worldpublishingexpo2012).

More than 90 % of World Publishing Expo visitors are decision-makers at publishing companies: Directors/CEOs, CIOs, Business Development Managers, R&D Managers, Chief Editors, Managing Editors, Heads of Online Publishing, IT Managers, Production Managers, Technical Managers, Advertising Managers, Marketing Managers, Plant Managers, Prepress Managers, Purchasing Managers, Mailroom Managers and Distribution Managers.

### Hotel Reservation:

Frankfurt Tourist+Congress Board  
Ms. Fotini Kaldi  
Reservation Hotline: +49 (0) 69 / 21 23 08 08  
E-Mail: [info@infofrankfurt.de](mailto:info@infofrankfurt.de)  
Online Reservation: [www.frankfurt-tourismus.de/cms/tourismussuite/soko/wan-ifra\\_en.html](http://www.frankfurt-tourismus.de/cms/tourismussuite/soko/wan-ifra_en.html)

### How to get to Messe Frankfurt:

see [www.wan-ifra.org/worldpublishingexpo2012](http://www.wan-ifra.org/worldpublishingexpo2012)

### World Publishing Expo on Social Media:

Join the Community on the leading social networks: Facebook, LinkedIn and XING (search for "IFRA Expo group").

### Event Blog

[www.wan-ifra.org/wpe2012\\_blog](http://www.wan-ifra.org/wpe2012_blog)



@newspaperworld, #wpe12, #ifraexpo



[www.facebook.com/newspaperworld](http://www.facebook.com/newspaperworld)



<http://linked.in/WorldPublishingExpo>



[http://bit.ly/XING\\_WorldPublishingExpo](http://bit.ly/XING_WorldPublishingExpo)

### Further information

For the list of registered visitors, latest information on prices, lecture programme, online catalogue, and to register online, please visit

[www.wan-ifra.org/worldpublishingexpo2012](http://www.wan-ifra.org/worldpublishingexpo2012)

What Visitors say

The exhibition has the potential to become the focal point of the discussion concerning what newspapers and publishers are heading towards in the coming years.

*Jan Schröder, CEO, Forecasting Strategy Markets Group, Germany*

In Helsingin Sanomat we appreciate highly the work of WAN-IFRA. We know its great role in the global work for press freedom. We can not forget that just 15 percent of global population has the opportunity to live in countries where the press is free. At the same time we value the work of WAN-IFRA in supporting our business development. In this work the World Publishing Expo plays a key role. It is the place where you meet the most important people and most attractive partners in our fast-changing business. Therefore our people will be there, again.

*Mikael Pentikäinen, Helsingin Sanomat*



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People involved in newspaper publishing, without any doubt, cannot miss IFRA Expo; beyond to stay up to date with the technology development, it's a great chance to attend seminars and workshops.

*Silvio Da Glau, Technical Director, L'Arena, Italy*

The IFRA Expo is not just important for Media managers to attend but it should be a must as it helps you understand the publishing trends. Media owners get an insight on how to invest.

*Ronald Muyimba, Internet Editor, Nation Media Group, Uganda*

The best way I know to understand advances in the newspaper technology marketplace and to make the vendor contacts you need most.

*Bruce Benson, Senior Managing Director, FTI Consulting, USA*