



Graphics of the Americas/Printing Association of Florida Retains Helene Smith Public Relations

ORLANDO – January 8, 2008 - Graphics of the Americas (GOA), the second largest U.S.-based, annual international graphic communications exhibit and conference produced by the Printing Association of Florida (PAF); and Helene Smith Public Relations (HSPR), a marketing communications agency specializing in publishing and graphic arts for 15 years; today announce that HSPR will represent GOA and PAF beginning immediately.

HSPR will work with Graphics of the Americas and PAF personnel to promote the annual Graphics of the Americas show and conference taking place Feb. 27 through March 1, 2008 at the Miami Beach Convention Center.

“The energy at PAF is palpable and highly contagious,” says Helene Smith of HSPR. “A great group of people comprised of PAF’s best existing talent and some highly experienced new personnel are re-invigorating the organization, as well as the GOA conferences and tradeshow; making them the most exciting and relevant groups and activities the industry has seen in years. We’re thrilled to be a part of it.”

HSPR is particularly enthusiastic about working with GOA and PAF because of the new leadership of industry veteran George Ryan, who recently took over the helm of PAF and GOA as its president.

“George is not only a visionary but knows how to get to the heart of what matters to printers and graphic professionals today and for tomorrow. We are confident that George and his team will transform the event and take it to even greater heights,” says Smith. “He is mixing up a good brew of everything he knows that works, with new and exciting ideas and plans that just may make Graphics of the Americas the now and future king of all graphic arts trade shows.”

“HSPR will help us realize the vision to further build and enhance the mainstay that is GOA. In fact, you should look for things to be kicked up a few notches at GOA 2008,” Ryan says.

According to Ryan, at GOA 2008 the industry will start to see the seeds of the next generation GOA – an even more content-rich, opportunity-filled, educational, technological and networking event that will draw loyal as well as new attendees.

“Attendees will notice that some of the ‘new’ structure will hearken back to the best of the grand industry conferences of the 80s and early 90s – but with a twist that is contemporary and relevant to key business issues of today and tomorrow. This unique new programming is critical to the industry’s viability, and the industry is hungry for it,” Ryan said.

This year GOA is co-located with several leading conferences including the InDesign Conference, Design for Personalized Communications and the Branding Security Conference. The

conferences are led by some of the most renowned experts in the industry providing real hands-on, unbiased information on important technology and issues impacting the industry.

Ryan says that among Graphics of the Americas' distinct differentiators are its Q1 timing, burgeoning attendance from the creative/designer segment and continued, major attendance from the Latin and South American marketplaces.

"HSPR is a top-notch firm, well-known and well-regarded in the graphic arts industry. We knew we needed this caliber of support as we are building Graphics of the Americas 2008 into something bigger than it's been before," says Ryan. "We're confident that Helene and her team will effectively help us communicate the significance and benefits of Graphics of the Americas to our target audiences. We look forward to a very positive relationship."

About HSPR

Helene Smith Public Relations & Marketing Communications (HSPR), headed by Helene Cohen Smith and Judy Sweeney, has served business-to-business sectors since its establishment in 1993. HSPR specializes in technology categories such as publishing and imaging.

HSPR provides a range of public relations and marketing communications consulting services, from market research and strategic counsel to copywriting, event management and publicity. Clients include: Alwan Color Expertise, EskoArtwork and Enfocus, Graphics of the Americas/the Printing Association of Florida, the Ghent PDF Workgroup, HumanEyes, Integrated Color Solutions, PIA/GATF's Digital Printing Council and Xanté.

About Printing Association of Florida (PAF)

The Printing Association of Florida is one of the most active and influential printing associations in North America, with headquarters in Orlando, Fla. Today more than 500 Florida-based graphic arts companies consider the PAF their ultimate business partner. Governed by an all-volunteer board of directors elected by its membership, the 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 / Graphics Arts Technical Foundation (PIA/GATF), 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. The Printing Association of Florida 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 33rd year, Graphics of the Americas (GOA) 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 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 2008, Graphics of the Americas will be held Feb. 27 through March 1, 2008, providing 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.graphicsoftheamericas.com. Outside the U.S. and Canada, dial 407-240-8009.

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