



Graphics of the Americas Announces the Addition of Executive Sales & Operations Staff to Support Exhibitors

- GOA, Now Over 50% Sold for 2009, is in Expansion Mode -

Orlando – July 1, 2008 – Graphics of the Americas (GOA) 2009 is pleased to announce the addition of two seasoned professionals to its team. David Miller has joined GOA as Operations Manager in charge of all trade show operations. Also, Beth Mendez is a new Sales and Advertising Account Executive, responsible for booth, banner and print advertising sales as well as marketing support for attendee promotions. Both report to Sarah Patt-Pronek, Vice President and Trade Show General Manager for the Printing Association of Florida/Graphics of the Americas.

GOA 2009 is the 34th annual event being held February 26–28, 2009 at the Miami Beach Convention Center. In 2008, the print industry's second largest annual combined exposition and educational event in the U.S. drew 22,000 visitors from 78 countries.

“Both David and Beth are top-notch professionals with a strong track record in meeting customer needs. They join an already stellar team to support our numerous exhibitors, sponsors and attendees, especially as more of them are signing on earlier than before,” says Patt-Pronek.

David Miller Bio

Miller has 20 years of exposition management experience. Prior to joining GOA he was Manager, Exhibits and Sponsorships for the Technology & Maintenance Council of the American Trucking Association, where he sold and managed the 900-booth exposition. Before that he was head of Miller Management, providing convention and exposition logistical and operations support to several associations and service contractors prior to and during critical convention schedules.

In his career, Miller has also held exposition management positions with organizations including: International Association of Amusement Parks and Attractions, where he managed all operational functions for the largest amusement park show in the world; Association for Information and Image Management (AIIM), where as Exposition Manager he provided all sales and operations for the show. Miller was also with the Washington (DC) Convention Center as Senior Account Executive providing professional support to clients for trade shows, conferences, seminars and public events; and Trade Associates, Inc., where in the role of Exposition Manager he was responsible for all aspects of planning and production for eight expositions annually.

David Miller can be reached by email: dmiller@pafgraf.org or by phone: 407-240-8009 or 800-331-0461, ext. 111.

Beth Mendez Bio

Mendez is a veteran sales and marketing professional with over 20 years experience. Her extensive background includes directing and managing sales and marketing programs for Ultimate Franchise Systems, Inc. While there, Mendez planned the annual trade show and convention for franchisees, including exhibit booth sales and vendor sponsorships.

Prior to joining PAF/GOA, Mendez has worked at companies including: InterFoods of America as marketing manager; Central Florida Family Magazine as an advertising representative; and WMFE-CH 24 and 90.7 FM, where she was an Account Executive/Director of Marketing. She began her career at the Akron Beacon Journal (OH) where she was Major Account Representative and Research Manager.

Mendez is a graduate of the University of Akron.

Contact Beth Mendez by email: bmendez@pafgraf.org or phone: 407-240-8009 or 800-331-0461, ext. 135.

About Printing Association of Florida (PAF)

The Printing Association of Florida, with headquarters in Orlando, Fla., is one of the most active and influential printing associations in North America. 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. More information about the Printing Association of Florida, located at 6275

Hazeltine National Drive, Orlando, FL 32822, is available by 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 34th year, Graphics of the Americas 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 attract print providers, suppliers and creative professionals. For 2009, GOA will be held Feb. 26–28, and will provide 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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