

paperworld USA



Exhibitor Prospectus

The World of School
and Office Products



School, Home, Office

Creative

Imaging

Scriptum

November 8-10, 2006
Miami Beach Convention Center
Miami, Florida USA



Join Us In Miami Beach, FL . . .



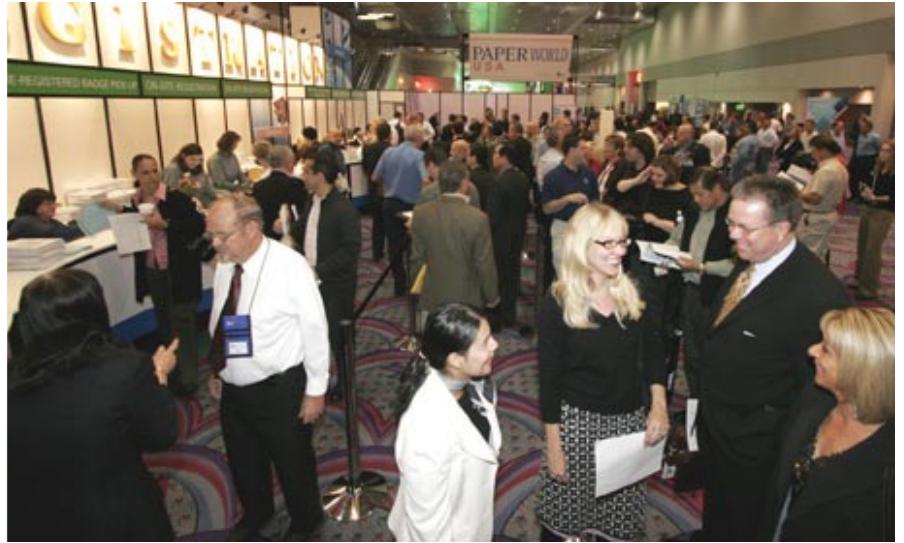
Today, Miami Beach is known as America's Riviera and the Latin Hollywood. It boasts of more than 475 hotels and motels.

Miami Beach typically draws record attendee numbers. The location offers convenient and cost-effective travel options, ample accommodation options and a high entertainment value, which doesn't conflict with the show hours, and perfect weather. Miami, Florida has excellent accessibility from all North American cities, Europe, Latin America, and South America.

Miami Beach is a well-connected city. The Miami International Airport welcomes over 33.5 million travelers each year. It is the second largest international passenger hub in the U.S. and is the 10th largest in the world.

Miami Beach made the list of the Top 10 Nightlife Beaches in the 2005 list of the Golden Shell Awards presented by Florida Beaches Guide and was ranked in the Top 10 of 2005 Maritz Travel's worldwide business meetings and incentive programs sold. South Beach was also named the number two attraction by TripAdvisor.com in 2005, and as the top 10 among City search's "Best U.S. Beach Guide" in 2004.

Source: Greater Miami Convention & Visitors Bureau



Paperworld USA Invites You To Exhibit . . . The World Of School And Office Products

Messe Frankfurt, Inc., PROPAPER, and SHOPA are pleased to bring you Paperworld USA, the most-talked about international trade event, November 8-10, 2006, at the Miami Beach Convention Center in Miami, FL.

Paperworld USA is an international trade show for manufacturers of school & office products; stationery and greeting cards; arts & crafts/hobby & scrapbooking; fine writing instruments; handmade inks and papers; high-end desk accessories; printer/fax machines & consumables; photo paper; computer accessories, and much more.

The four product category pavilions at Paperworld USA will feature exciting new products from manufacturers around the world providing the buyers excellent cross-merchandising opportunities not previously available in the Americas.

Paperworld USA Builds on the Industry's Momentum

Paperworld USA provides an integrated international business platform for a comprehensive range of related product categories serving all distribution channels for the \$323 billion school and office products industry.

Paperworld USA experienced broad industry support for last year's inaugural event, attracting over 4,200 visitors from 72 countries, including Spain, Italy, France, Mexico, Brazil, and Argentina to name a few. Building upon this momentum, we will create our best event ever in 2006!

This Is Your Opportunity To:

- Introduce your latest product innovations
- Develop new business contacts
- Network with industry professionals
- Cultivate existing business

Exhibitor Product Categories

Paperworld USA's exhibit floor features four distinct product areas:

School, Home, Office

Office equipment, office furniture, presentation accessories, writing and drawing utensils, drawing materials, exercise books, briefcases, leather goods.

Imaging

Computer and printer accessories, consumables for printers (inkjet & toner cartridges), printers, photocopiers, laminating equipment, fax machines, inkjet/copy/laser paper, transparencies, labels, data storage products, software.

Scriptum

Fine writing instruments, inks, fine stationery, albums, diaries, leather goods, fashion/decorative articles, handmade papers and cards.

Creative

Graphic art, artist's requisites, design studios, arts & crafts, gift paper, ribbons, bows, cards, cardboard products, greeting cards, calendars, party accessories, miscellaneous promotional articles.

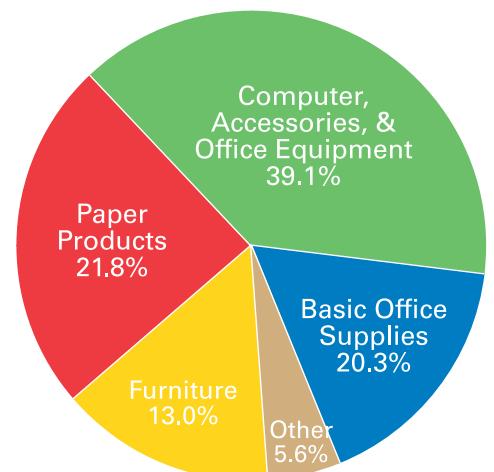
"Paperworld USA is a great avenue for small- to mid-size companies to find new and exciting products. Vendor exhibits were very organized and structured."

Bill Pantuso, President/CEO, Sav-On Office Supplies

Special Features . . .

- **New Products Preview & Showcase** – promote your most exciting new products to new buyers and enter the New Product Showcase Awards Competition!
- **NEWTTHIS YEAR** – The first New Products Entry is **FREE** for all Exhibitors!
- **Internet Café**
- **International Pavilions** – Provide buyers the opportunity to find new and innovative products and possible new trends for the U.S. marketplace. These pavilions include representatives from Spain, Italy, United Kingdom, Argentina, Brazil, Mexico, China, Taiwan, and Hong Kong.
- **Red Carpet Club** – a complimentary on-site VIP buyer's lounge for your valued clients.
- **Educational Events** – feature industry-specific information on market developments, trends, product innovations, marketing, plus more!
- **SHOPA Kids In Need Foundation Silent Auction** – support Kids In Need and bring home some great treasures.

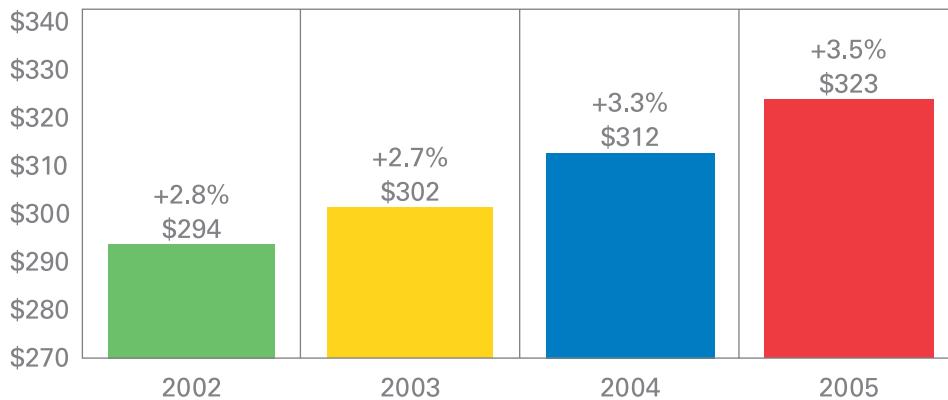
Product Category Segmentation



Source: RPS Research estimates, SHOPA, U.S. Department of Commerce, U.S. Survey of Manufacturers, U.S. Economic Census, Company Reports, MVI Research

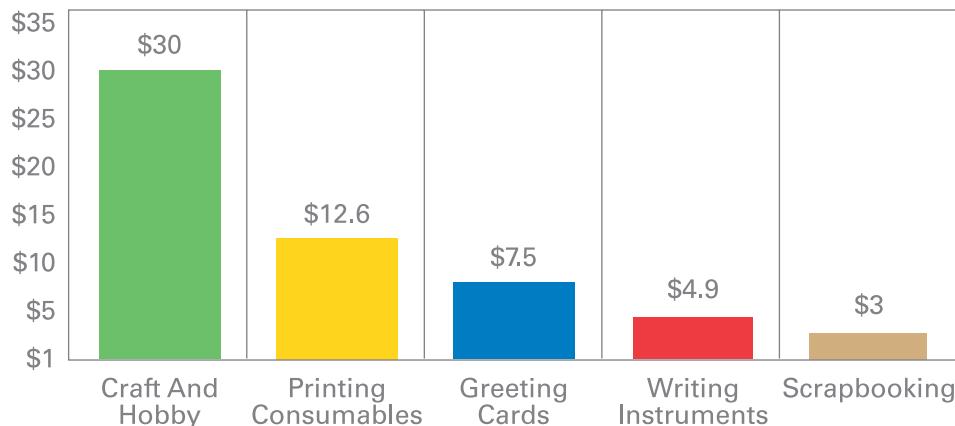
Product Demand Spurs Industry Growth

School & Office Product Sales Trends (\$ Billions)



Source: RPS Research estimates, SHOPA, U.S. Department of Commerce, U.S. Survey of Manufacturers, U.S. Economic Census, Company Reports, MVI Research

Product Category Market Size (\$ Billions)



Office Product Demand Segment Size And Channel Shares (\$ Billions)

Segment	Retail (Bricks & Mortar)	Direct	Contract/Commercial Distributors	Size Billions
Home (Small Business, Home, & Student)	50%	30%	20%	36%
	\$56B	\$34B	\$22B	\$112B
Commercial Enterprises (Business, Professional Services)	30%	30%	40%	34%
	\$32B	\$32B	\$42B	\$106B
Major Enterprise (Business, Institutional, Education, Government)	10%	40%	50%	30%
	\$9B	\$37B	\$47B	\$94B

Source: RPS Research estimates, SHOPA, U.S. Department of Commerce, U.S. Survey of Manufacturers, U.S. Economic Census, Company Reports, MVI Research



"We met with all the important distribution channels – superstores, small- and medium-sized office product retailers, plus grocery and drug stores. We found excellent quality and excellent conversations with the buyers. Our main focus was to meet domestic buyers and we are very satisfied and look forward to Miami next year!"

Brad Demsky, Vice President, ArtSkills – USA

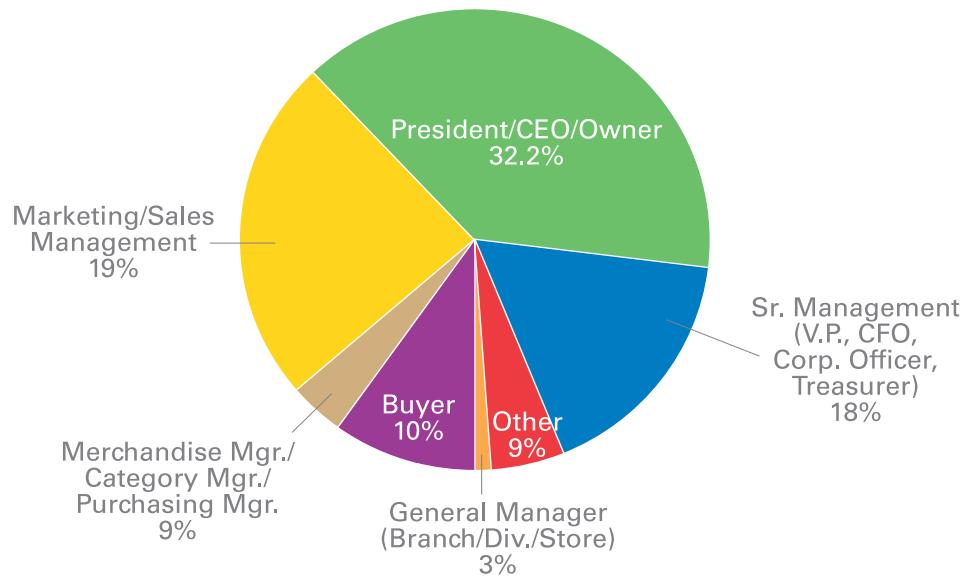


A Hub For Global Trade . . .

As a hub for the global market, Miami brings together executives from all over the world in order to enhance business in the North American markets and distribution channels.

Paperworld USA encourages industry executives from around the world meet, network, and form new relationships during this fast-paced three-day event.

2005 Visitors Demographics By Job Title



Source: Paperworld USA Attendee Registrations, 2005

Paperworld USA Targets The Who's Who Of The Industry Buyers

College

- Connect2One
- Follett Higher Education Group
- LouisianaTech University Bookstore
- Max L. Cowen's Student Stores
- University of Arizona Bookstore
- University of Calgary Bookstore

Craft

- Dick Blick Art Materials
- Hobby Lobby
- Jo-Ann Fabrics
- Michaels Stores Inc.

Commercial Dealers/Contract Stationers

- Basic's Office Products Association
- is.Group
- Save-On Office Supplies
- TriMega Purchasing Association

Discount Stores

- Big Lots
- Dollar General Corp
- Dollar Tree Stores Inc.
- Family Dollar Stores
- Kmart Corporation
- Save-A-Lot/Deals\$
- Target Stores
- Wal-Mart
- Wal-Mart Canada
- Wal-Mart Mexico

Distributors/Wholesalers

- Corporate Express
- Eastern Pen Supply Company
- Miles Kimball Company
- Oriental Trading Company
- Safina Office Products Inc.
- School Specialty Inc.
- Shearwater Distributors, Inc.
- S.P. Richards Co.
- The Douglas Stewart Co.
- United Stationers
- Unisource Canada
- United Supply Corporation

Drugstores

- CVS
- Longs Drug Stores
- Rite-Aid Corporation
- Walgreens

Licensors

- Disney Consumer Products
- ESPN
- NBA
- Warner Bros.

Office Supply Superstores

- Office Depot
- OfficeMax, Inc.
- OfficeMax, Mexico
- Staples Canada
- Staples, Inc.

Other

- Amazon.com
- American Greetings
- FedEx/Kinkos
- Hallmark Inc.
- The UPS Store
- United Postal Service

Supermarkets

- A & P Trading Inc.
- Albertsons
- Fred Meyer
- Giant Eagle, Inc.
- Kroger Co.
- Raley's Inc.
- Unified Western Grocers
- Wescosa-Florida, Inc.
- Winn-Dixie Stores

Wholesale Clubs

- BJ's Wholesale Club
- Costco Wholesale
- Sam's Club

*Sample list of buying companies



Display Your Never-Before-Seen Products, Exciting Innovations, And Trendy Merchandising Ideas For "YOUR BUYERS" At Paperworld USA

Key Decision Makers Represent The Following Industry Groups

- Arts/Crafts Supply Stores
- Buying Groups
- Card/Party Stores
- College/Bookstores
- Commercial Office Machine Dealers
- Commercial Office Products/Supplies Dealers
- Commercial Office Products/Wholesalers
- Computer/Electronics Stores
- Contract Stationers
- Convenience Stores
- Department Stores
- Discount Stores
- Dollar Stores
- Drugstores
- E-Businesses
- Educational/School Supplies Dealers
- Gift Stores
- Hardware/Home Centers
- Home Decor Stores
- Institutional School Supplies/Wholesalers
- Luggage/Travel Stores
- Mail Order Catalogues
- Military Exchanges
- Office Product Retailers & Furniture
- Office Supply Superstores
- School Specialty Retailers
- Scrapbooking Stores
- Specialty Stores
- Stationery Stores
- Supercenters/Combos
- Supermarkets/Grocery Stores
- Toy Stores
- Variety/Craft Stores
- Wholesale Clubs
- Wholesalers/Distributors

Paperworld USA Attracts Buyers For The Following Product Categories

-  Albums & Frames
-  Art & Craft Supplies
-  Binders, Pocket Portfolios & Sheet Protectors
-  Break Room Supplies
-  Business Bags/Cases & Accessories
-  Business Books & Forms
-  Computer Accessories
-  Computer Software
-  Desk Accessories
-  Drafting Supplies
-  Equipment & Machines
-  Filing Supplies & Accessories
-  Furniture & Accessories
-  Mailing Supplies
-  Meeting & Presentation Supplies
-  Notebooks & Pads
-  Office Storage
-  Organizers & Planners
-  Paper
-  School Supplies
-  Scrapbooking
-  Social Accessories
-  Supplies & Consumables
-  Tapes & Adhesives
-  Wireless Communication & Accessories
-  Writing Instruments & Accessories

Annual Purchasing Power By Sales Revenue

Visitors	Sales Revenue
\$10 Million And Below	57%
\$11-\$25 Million	18%
\$26-\$49 Million	10%
\$50 Million And Above	15%

Source: Paperworld USA Attendee Registrations, 2005

"We saw customers and potential customers here at Paperworld USA that we would not have seen otherwise. We had the chance to introduce our brand and meet with many new international business prospects."

Jaime Gallagher, President/CEO (USA),
FABER-CASTELL, Inc. – Germany





"We believe that Paperworld USA has great potential. In a market as competitive and interesting as that of the United States, this trade show offers an excellent opportunity for companies from Europe who want to have first-hand exposure to the best buyers from the U.S. as well as Central and South America."

Trade Commission of Spain, Paloma Marugan, Director, ICEX – Spain

Paperworld USA's Marketing Targets Buyers

Paperworld USA's marketing will consist of a comprehensive direct mail campaign, electronic mail, telemarketing, and Internet advertising.

Extensive advertising and editorial coverage is planned in these leading domestic and international trade magazines.

- Art Materials Retailer
- Chain Drug Review
- Conciencia Empresaria
- Craftrends
- Creating Keepsakes
- Drugstore News
- DSN Retailing Today
- Educational Dealer
- ENX Magazine
- Greetings Etc.
- Image Source
- La Papeleria de Hoy

- OfficeDealer/OfficeSolutions
- Office Products International (OPI)
- Office World News
- Oficina Moderna
- Papel & Arte
- Papeleria 100%
- Party & Paper
- Pen World
- Progressive Grocer
- Recharger Magazine
- Retail Merchandiser
- Revista El Papel
- Stylus
- Supermarket News
- ... to name just a few!

Additionally, marketing and promotions through Messe Frankfurt's 68 international offices targeting key buyer groups and manufacturers will provide many new and trendy products to pique buyer interests.

**Join Us At The SHOPA
Foundation Gala
November 8, 2006
Miami, FL**



Industry Seminar Program Builds Industry Knowledge and Insights

This year's dynamic educational line-up allows attendees to learn about the issues and trends affecting our \$323 billion school and office products industry.

Seminar tracks include: School & Office, Creative, Scriptum, Imaging,

and a variety of special topics to help educate you and your staff. Select from topics such as:

- School, Color, and Licensing Trends
- Exporting, Importing, and Customs
- Fine Writing Instruments
- Office Color Imaging
- Scrapbooking . . . and much more!

"We had many U.S. buyers visit our booth which made our show! We are very satisfied . . . we saw everyone we expected to see and more. In addition, we had a broad sampling of key buyers from Canada, Mexico, Venezuela, Scandinavia, the Middle East and Asia."

Jack P. Leenaarts, General Manager/V.P Sales and Marketing,
GRIPPING STUFF Int. Ltd. – USA



A New Window Of Opportunity . . . Exhibit At Paperworld USA

Now is the time to make your move! Paperworld USA will deliver results to your 2006 go-to market strategy!

Paperworld USA Fast Facts

Event Dates

November 8-10, 2006

Location

Miami Beach Convention Center,
Miami, FL, USA

Exhibit Hall Hours

- Wednesday, November 8
10:00 a.m. – 5:00 p.m.
- Thursday, November 9
10:00 a.m. – 5:00 p.m.
- Friday, November 10
10:00 a.m. – 2:00 p.m.

Move-In Dates

- Sunday, November 5
8:00 a.m. – 5:00 p.m.
- Monday, November 6
8:00 a.m. – 5:00 p.m.
- Tuesday, November 7
8:00 a.m. – 5:00 p.m.

Move-Out Dates

- Friday, November 10
2:00 p.m. – 10:00 p.m.
- Saturday, November 11
8:00 a.m. – 5:00 p.m.

Exhibitors

More than 400 leading companies from around the globe.

Exhibit Booth Costs

\$21.00 per sq. ft. (Members*)

\$22.50 per sq. ft. (Non-Members)

Add an additional cost of \$250 per open corner for corner, island, and peninsula booth locations.

Exhibit Fee

- Booths are by net square feet
- Minimum booth size is 100 sq. ft.
- Minimum booth size for a corner booth: 10' x 20' (200 sq. ft.)
- Minimum booth size for an island or peninsula booth is 400 sq. ft.

*SHOPA and ProPaper Members

Exhibitor Product Categories

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Imaging

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Scriptum

Fine writing instruments, inks, fine stationery, albums, diaries, leather goods, fashion/decorative articles, handmade papers and cards.

Creative

Graphic art, artist's requisites, design studios, arts & crafts, gift paper, ribbons, bows, cards, cardboard products, greeting cards, calendars, party accessories, miscellaneous promotional articles.

 www.paperworld-usa.com

Paperworld USA Exhibitors Receive

- Listing of Company on the Show Web site and in the Show Directory
- Complimentary Red Carpet Club and VIP Passes to invite your key clients and prospects
- Opportunity for access to convention center meeting rooms (for qualified exhibitors)
- Complimentary usage of the pre- and post-show attendee mailing lists through a bonded mail house for promotional mailings
- Complimentary participation and listing in the New Product Showcase and Preview
 - First New Product Entry FREE for all Exhibitors! (*see the New Products Entry Form for full details*)
- Advertising and sponsorship opportunities to generate booth activity
- Paperworld USA logo for use in ad and promotional materials as well as your Web site
- Hot link for Web site
- Access to the pre-show media list
- Special discounted advertising rates with our media partner magazines
- Usage of the show business center
- Access to the Press Room and press kit distribution
- Monthly Exhibitor Bulletin and Show Updates
- Exhibitor Staff Badges
- Pipe & Drape and company signage

For more information:

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