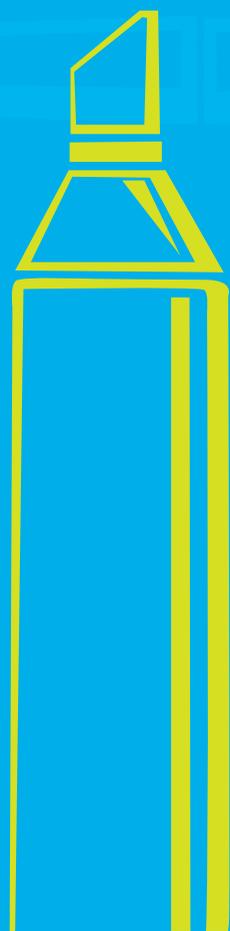


**paperworld**  
USA

# think future



**New Dates . . . June 13-15, 2007**

**New Location . . .**  
Los Angeles Convention Center  
Los Angeles, CA USA

**Get Ahead of the Curve . . .**  
**More Business Opportunities**  
**For You!**

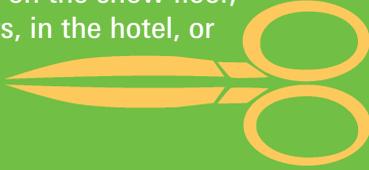
**Register Today!**  
[www.paperworldUSA.com](http://www.paperworldUSA.com)

 **messe frankfurt**

# Why Do Thousands of Industry Professionals Attend Paperworld USA?

Industry professionals know the importance of discovering new products and emerging trends to gain that competitive edge in their local marketplace.

Learn what others are doing successfully in their markets by networking with industry peers on the show floor, in the seminars, in the hotel, or around town.



## Who Attends Paperworld USA?

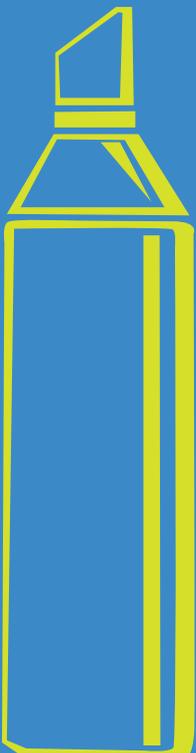
- Retailers
- Wholesalers
- Distributors
- Commercial Dealers
- Contract Stationers
- Manufacturers Representatives
- Suppliers
- Licensors



## Who Should Attend Paperworld USA?

**Paperworld USA is the place industry decision makers from around the world meet to set their strategy for 2008!**

- President/CEO/Owners
- Senior Management (V.P., CFO, Corporate Officers, Treasurer)
- General Managers (Branch/Division/Store)
- Merchandising Managers
- Category Managers
- Purchasing Managers
- Marketing Managers
- National Account Managers
- Sales & Account Executives
- Market Research Personnel
- Research & Development Personnel

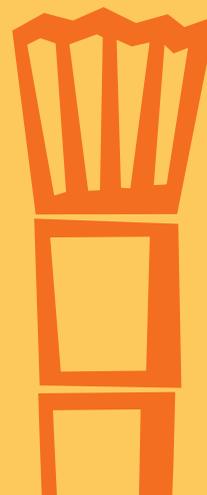
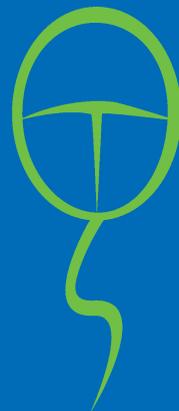


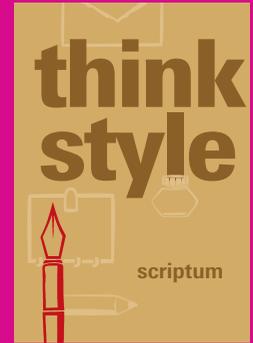
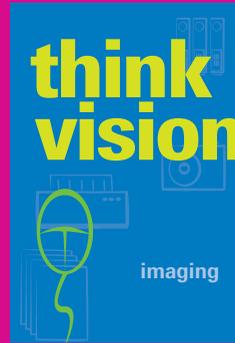
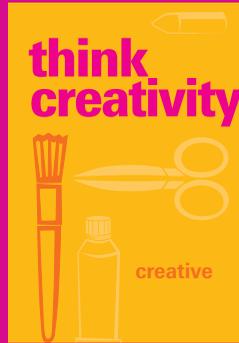


Maximize your time while discovering emerging trends, innovative products, offshore manufacturing, informative educational seminars, and endless networking opportunities with decision makers from around the world.

## Key Buyer 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 Catalogs
- Military Exchanges
- Office Product Retailers & Furniture
- Office Supply Superstores
- School Specialty Retailers
- Scrapbooking Stores
- Specialty Stores
- Stationery Stores
- Super Centers/Combos
- Supermarkets/Grocery Stores
- Toy Stores
- Variety/Craft Stores
- Wholesale Clubs
- Wholesalers/Distributors





## What Products Can I See at the Show?

You can discover new products from four distinct product groups all at one trade show – Paperworld USA!

### School, Home, Office

Office equipment, office furniture, presentation aids, organizational aids, adhesives, office accessories, writing and drawing utensils, drawing materials, exercise books, folders, school bags, binders, briefcases, and leather goods.

### Creative

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

### 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, and software.

### Scriptum

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

## Head to Los Angeles

Paperworld USA is a show not to be missed for anyone trying to capture a share in the growing school, home, office; creative; imaging; and/or scriptum markets. From networking events to exhibits to education – you'll reach the right people at Paperworld USA. The Los Angeles Convention Center is well connected and offers easy access to great hotels, the Central Business District, and is positioned at the Harbor (110) and the Santa Monica (10) Interstate Freeways.

Visit [www.paperworldUSA.com](http://www.paperworldUSA.com) for a complete list of Paperworld USA hotels and to see what's hot each night in L.A. after spending the day at the show!



# Where and When?

**New Dates: June 13-15, 2007**

**Los Angeles, CA USA**

**Los Angeles Convention Center – South Hall G**

To better accommodate your buying schedules and preparations for the busy holiday retail season, Paperworld USA has moved its show dates to June to help maximize participation among buyers and sellers!



## Exhibit Hall Hours

Wednesday, June 13 10:30 a.m. – 4:00 p.m.

Thursday, June 14 10:30 a.m. – 4:00 p.m.

Friday, June 15 10:30 a.m. – 2:00 p.m.

# Paperworld USA Educational Seminars

**Get Ahead of the Curve . . .**

Paperworld USA is proud to bring you an outstanding lineup of educational seminars, tailored to meet your needs in the School and Office; Creative; Imaging; and Scriptum categories.



## Wednesday, June 13, 2007

Keynote - 9:30 a.m. - 10:45 a.m.  
Trend Watch: 2008 and Beyond

Track 1 - 3:00 p.m - 4:15 p.m.  
The Pen-Ultimate Experience

## Thursday, June 14, 2007

Track 2 - 9:30 a.m. - 10:45 a.m.  
Color Trends

Track 4 - 3:00 p.m. - 4:15 p.m.  
Meeting and Exceeding the Retailer's Expectations During a Line Review:  
Manufacturers Need to Bring the Unique, Innovative, Creative and New

## Friday, June 15, 2007

Track 6 - 9:30 a.m. - 10:45 a.m.  
Selling Has Nothing to Do With Selling Delivering Measurable Results . . .  
Through Improved Sales Process

Learn first-hand how to transform the daily work challenges you face into future opportunities!

Please visit [www.paperworldUSA.com](http://www.paperworldUSA.com) for updated information on additional seminars and exhibitors to help you plan ahead. Also, hotel, maps & directions, dining, weather, and "things to do in Los Angeles" are all available in the Visitors Information area.

# Paperworld USA Media Partners . . . And Supporters



Endorsed by:



**Exposition and Seminar Pre-Registration Form**

3 Easy Ways to Register: ONLINE at [www.paperworldUSA.com](http://www.paperworldUSA.com)  
 FAX to Experient at 301.694.5124  
QUESTIONS? Toll-free 866.229.2386 or 301.694.5243

MAIL to Experient at:  
P.O. Box 3918  
Frederick. MD 21701 USA

**Registration Information:**

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax\*: \_\_\_\_\_ E-mail\*: \_\_\_\_\_

\* By providing your fax number and/or e-mail address you are consenting to receive communications from Messe Frankfurt, Inc. and its affiliates via these media.

**Attendee Profile:**

(information required in this section):

**1. Type of Work? (check one)**

**RESELLER:**

- a. Retailer
- b. Wholesaler/Distributor
- c. Commercial Dealer/Contract Stationer

**OTHER:**

- d. Manufacturer Representative
  - Retail
  - Commercial
- e. Non-Exhibiting Manufacturer
- f. Service Company
  - Supplier
  - Consultant
  - Licensor
  - Other \_\_\_\_\_

**2. Trade Channels Served?**

**RESELLER ONLY (check all that apply)**

- a. Buying Groups
- b. Card/Party Stores
- c. Commercial Office Machine Dealers
- d. Commercial Office Products/Supplies Dealers
- e. Commercial Office Products Wholesalers
- f. College Bookstores/Bookstores
- g. Computer/Electronic Stores
- h. Contract Stationers
- i. Convenience Stores
- j. Department Stores
- k. Discount Stores
- l. Dollar Stores
- m. Drug Stores
- n. E-Business
- o. Educational/School Supplies Dealers
- p. Hardware/Home Centers
- q. Institutional School Supplies Wholesalers
- r. Mail Order
- s. Military Exchanges
- t. Office Product Retailers
- u. Office Superstores
- v. School Specialty Retailers
- w. Specialty Stores
- x. Super Centers/Combos
- y. Supermarkets
- z. Toy Stores
- aa. Variety/Craft Stores
- bb. Wholesale Clubs
- cc. Wholesalers, Distributors & Service Merchandisers for Mass Retail

**3. Annual Purchasing?**

- RESELLER ONLY (check one)
- a. Less than \$1 Million
  - b. \$1 - \$5 Million
  - c. \$6 - \$10 Million
  - d. \$11 - \$20 Million
  - e. \$21 - \$25 Million
  - f. \$26 - \$35 Million
  - g. \$36 - \$49 Million
  - h. \$50 Million and above

**4. Areas of Interest/Categories? (check all that apply)**

- a. Albums & Frames
- b. Arts & Craft Supplies
- c. Binders, Pocket Portfolios/Sheet Protectors
- d. Break Room Supplies
- e. Business Bags/Cases & Accessories
- f. Business Books & Forms
- g. Computer Accessories
- h. Computer Software
- i. Desk Accessories
- j. Drafting Supplies
- k. Equipment & Machines
- l. Filing Supplies & Accessories
- m. Furniture & Accessories
- n. Mailing Supplies
- o. Meeting & Presentation Supplies
- p. Notebooks & Pads
- q. Office Storage
- r. Organizers & Planners
- s. Paper
- t. School Supplies
- u. Scrapbooking
- v. Social Accessories
- w. Supplies & Consumables
- x. Tapes & Adhesives
- y. Wireless Communication & Accessories
- z. Writing Instruments & Accessories
- aa. Other (please specify) \_\_\_\_\_

**5. Job Title?**

- a. President/CEO/Owner
- b. Sr. Management (V.P./CFO/Corp. Officer/Treasurer)
- c. Manager (Merchandise/Category/Purchasing)
- d. General Manager (Branch/Div./Store)
- e. Marketing/Sales Management
- f. Buyer
- g. Other (please specify): \_\_\_\_\_

**6. Membership Information?**

- (check all that apply)
- SHOPA
  - ProPaper
  - Other affiliations (please list): \_\_\_\_\_

**Seminar Registration:**

Please indicate your seminar selections below:

- KN Keynote Session - FREE
- Track 1  Track 2  Track 3
- Track 4  Track 5  Track 6

For a complete and up-to-date listing of seminar descriptions, visit [www.paperworldUSA.com](http://www.paperworldUSA.com)

**Payment Information:**

- Expo Hall Only
- Pre-registration FREE
- On-site \$35

Seminars (includes Expo pass)

Individual seminar sessions:  
Pre-registration (on or before 06/01/07).....\$ 25.00  
On-site (after 06/01/07).....\$ 40.00

Unlimited seminar admission:  
Pre-registration (on or before 06/01/07).....\$ 45.00  
On-site (after 06/01/07).....\$ 75.00

Individual Seminars	_____ x \$25	\$
Unlimited Seminars	_____ x \$45	\$
Exposition Only	A \$35 Savings!	FREE
<b>TOTAL</b>		<b>\$</b>

All registrations received on or before 5/18/07 will receive badges by mail.

Registrations after 5/18/07 (5pm EST) will need to pick up badges on-site.

Credit card:  Visa  MasterCard  AMEX

Card number: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Check (payable to Messe Frankfurt, Inc. and mail with registration form to Experient at the address above)

Payment must accompany this form in order for registration to be complete. No refunds or substitutions will be given. All credit cards are processed in U.S. funds. Seminars are subject to availability. For a complete and updated listing of seminars, please visit our Web site at [www.paperworldUSA.com](http://www.paperworldUSA.com). No one under the age of 16 will be permitted on the show floor.

PAB07

**Please Note:**  
No unauthorized photography will be allowed during the show.



**Register by May 18 and Receive Your Badge Before the Show**

# Special Feature Areas

## The Paperworld "European Trend Show" is coming to Paperworld USA!

Beautiful, practical, design-orientated products stimulate the senses. Whether used professionally or for hobby purposes at the office, studio or in the home, these products will not only lighten your workload but are also enjoyable in themselves.

In order to show you which new products from the paper, office supplies and stationery market will be the most appealing to your customers next year, the international design and trend expert Gunnar Frank has developed an inspiring trend concept in collaboration of Messe Frankfurt. The moods of the coming season, along with a selection of products and styles, are presented to you only at Paperworld USA.



## New Product Showcase

Browse and see the latest new products on display from the exhibitors, all in one place.

## Innovations Marketplace

Come discover possibly the next big product craze in this special pavilion of industry inventors open only to the buying trade.

## Internet Café

Take a break and check your emails, surf the Web, or read a magazine from our sponsor, Greetings etc. magazine.

## Red Carpet Club/International Buyers Lounge

Open to the buyers, you will have a nice private area to sit down and talk business in meeting rooms, enjoy a cup of coffee, or check your email.

## National Pavilions

Stop by to see products from around the world in several pavilions!

## Matchmaking

Participate in Paperworld USA's first one-on-one buying and selling matchmaker event during the show!



Messe Frankfurt, Inc.  
1600 Parkwood Circle, Suite 515  
Atlanta, GA 30339 USA