

think future

New Dates...
New Location...
New Business Opportunities FOR YOU!

Turn the page to see what's new...

paperworld USA

June 13-15, 2007
Los Angeles Convention Center
Los Angeles, CA, USA

You asked...Paperworld USA delivered!

Paperworld USA moves to a new time period – June 13-15, 2007 – to create a totally new trade show with a unique and different focus. With new Summer dates, Paperworld USA will establish a new forum to better meet the needs of industry buying cycles, in particular the independent stationery stores, and not impede on their busy holiday season.

Why Los Angeles?

Paperworld USA is moving to Los Angeles, CA at the Los Angeles Convention Center offering easy access to the local hotels, the Central Business District and is positioned at the Harbor (110) and the Santa Monica (10) Interstate Freeways. The Convention Center is also accessible by Metro Bus and Light Rail Systems providing local buyers easy access to visit Paperworld USA. Los Angeles also has convenient travel access for the Latin American & Asian markets. AND plenty of fun and exciting things to attract attendees 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.



70% of surveyed attendees indicated that they were planning to purchase products or services from an exhibiting company.

Paperworld USA 2006 Attendee Survey, November 2006



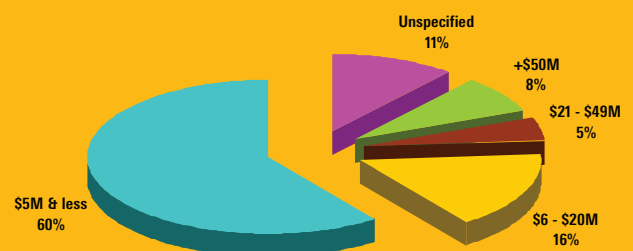
L.A. Facts & Figures

- The largest retail and manufacturing market in the U.S.
- 104 high-volume retailer buying offices are located in the region
- Headquarters for several chain drug stores, close-out stores, department stores, discount stores, specialty retailers, and wholesalers
- 2,648 Drug Stores, 88 Wholesale Clubs and 710 Mass Merchandisers – this does not include San Diego, Phoenix, and Northern California
- Convenient for U.S., Latin American and Asian buyers to attend

"Showcasing our products in Paperworld USA has been a positive move and we hope to be a part of it in the coming years too."

Amit Charla, Partner, Ambitious Writing Instruments.

Annual Purchasing Summary for Paperworld USA 2006 Attendees



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62% of the attendees were from the United States

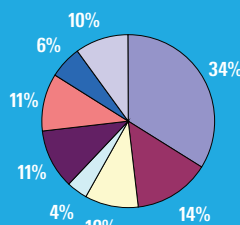
74% of 2006 attendees were management level or higher

38% of the attendees were International, representing 69 countries (mainly Central America, South America and the Caribbean markets)

Who Attends?

- Buying Groups
- Variety/Craft Stores
- Card/Party Stores
- Wholesale Clubs
- Commercial Office Machine Dealers
- Commercial Office Products/Supplies Dealers
- Commercial Office Product Wholesalers
- Wholesalers, Distributors & Service Merchandisers for Mass Retail
- College Bookstores/Bookstores
- Computer/Electronic Stores
- Contract Stationers
- Convenience Stores
- Department Stores
- Discount Stores
- Dollar Stores
- Drug Stores
- E-Business
- Educational/School Supplies Dealers
- Hardware/Home Centers
- Institutional School Supplies Wholesalers
- Mail Order
- Military Exchanges
- Office Product Retailers
- Office Superstores
- School Supply Specialty Retailers
- Specialty Stores
- Super Centers/Combos
- Supermarkets
- Toy Stores

**Paperworld USA 2006
Attendee Job Titles**



■ President/CEO/Owner

■ Sr. Management
(V.P./CFO/Corp.
Officer/Treasurer)

■ Manager
(Merchandise/Category/
Purchasing)

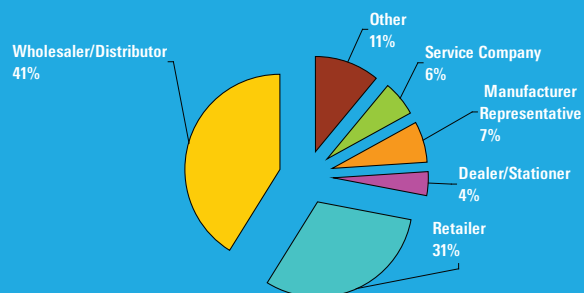
■ General Manager
(Branch/Div/Store)

■ Marketing/Sales
Management

■ Buyer



Type of Work Summary for Paperworld USA 2006 Attendees



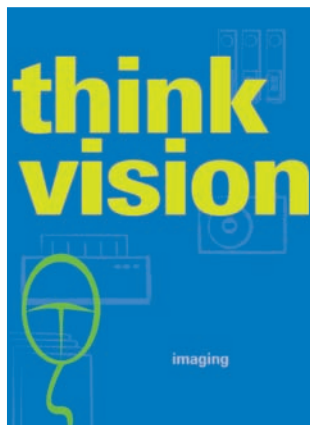
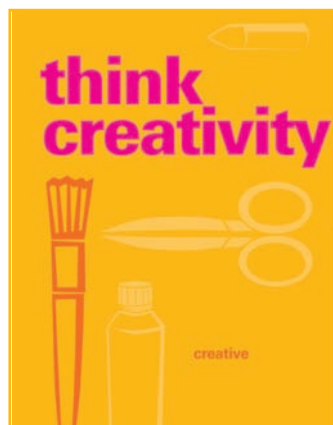
Paperworld USA brings decision-makers of leading retailers, wholesalers/distributors, and commercial dealers/contract stationers from across the U.S. and approximately 70 other countries from around the globe. These buyers are in search of new products, new trends and a variety of high-end to low-end products to help separate themselves from the competition. Exhibit to meet new faces and cement old relationships. But most of all, exhibit to make the sale.

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Who Exhibits?

Four Product Groups offer Buyers More Reasons to Make Paperworld USA their Buying Show.



- Albums & Frames
- Arts & 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
- Tapes & Adhesives
- Wireless Communications
& Accessories
- Writing Instruments & Accessories

"We had a very good show. Much like we thought, we had several of our customers from the Caribbean attend so it was a very worthwhile trip of us,"
Lance Hurst, Sales/Inventory Analyst, Cardinal Brands



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Create A Buzz With Buyers

Paperworld USA helps you get buyers to your booth and build sales before, during, and after the trade show. Select from our full menu of promotional strategies to create a customized promotional plan with RESULTS.

"The show has been absolutely amazing – dynamic contacts and great exposure."

Stephanie Lee, President, Tape N' Shape (Innovations Marketplace inventor)



Special Feature Areas

For your buyers business needs...

Innovations Marketplace Pavilion for Inventors

New Product Showcase

Internet Café

Red Carpet Club/International Buyers Lounge

International Pavilions

Pre-Show Marketing

The most successful exhibitors know that the difference between a good show and a great show is based on how they promote it to their customers and prospects. Take advantage of these opportunities to help drive attendees to your booth:

FREE pre-show opportunities:

- New Product Showcase and Preview (first product entered is FREE, additional products \$250)
- Company name & contact information listed in the Directory
- Company name & contact information listed on the official show web site with link to your web page
- Show logo usage for print and web promotions
- Customized free admission VIP Passes
- Red Carpet Club invitations for your best clients and/or prospects
- Co-op mailing of show attendee brochure

More pre-show opportunities

- Badge mailer inserts
- Pre-registered email confirmations
- Pre-show mailing to pre-registered attendees through a bonded mail house

On-site marketing

Set your company apart from the competition and take advantage of these on-site marketing opportunities:

- Show Directory Advertising
- Aisle Signs
- Badge Lanyards
- Pocket Guide Map Advertising
- Meter Board Advertising
- Pens for Seminars and Registration Area
- and many more...

"We had the opportunity to introduce our company and present our innovative products to some high-level attendees from the U.S. and other countries. A good level of interest was generated and some quality leads were made."

Timo Aarinen, CEO, Wonderwell's

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Paperworld USA can deliver the right prospects for your success.

Supported by the Right Partners



School, Home, & Office Products Association, founded in 1991, is a nonprofit trade association representing nearly 800 companies involved in the production, distribution, and sale of school supplies and office products.



As the leading home and office products leader in Spain; in just eight years, PROPAPER has developed into the most important Spanish organization for around 1,500 producers and distributors in the office supplies segment.



With more than 100 trade fairs and exhibitions worldwide, the third largest exhibition complex in the world and an extensive network of subsidiaries, branch offices and foreign agencies, Messe Frankfurt GmbH is a major player in global trade fair business.

And Leading Organizations/Media

- Conciencia Empresaria - Argentina
- OfficeDealer
- Retailing Today
- Office World News
- El Papel - Ecuador
- Papel & Arte - Brazil
- ENX
- Papeleria 100% Latinoamericana - Mexico
- Greetings etc.
- Party & Paper
- ImageSource
- Retail Merchandiser
- La Papeleria de Hoy - Mexico
- Stylus
- United Stationers

Exhibit Hall Hours: Wednesday, June 13 & Thursday, June 14 10:30 a.m. – 4:00 p.m.
Friday, June 15 10:30 a.m. – 2:00 p.m.

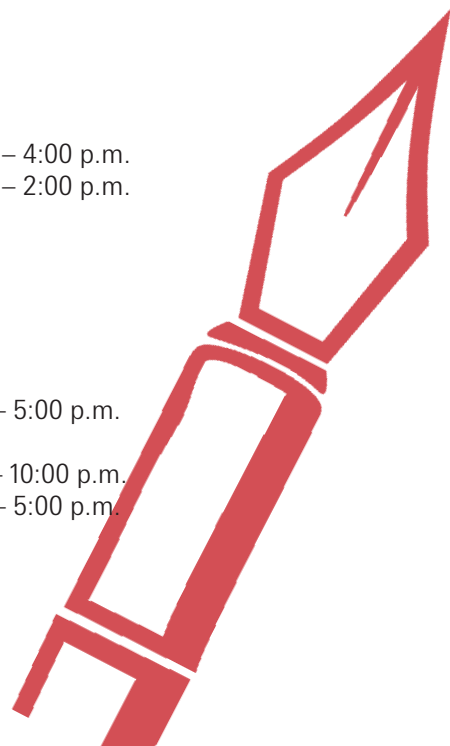
Location: Los Angeles Convention Center, Los Angeles, CA USA
South Hall G

Exhibitors: 250+ from approximately 30 countries (2006)

Move-In Schedule: Monday, June 11 – Tuesday, June 12 8:00 a.m. – 5:00 p.m.

Move-Out Schedule: Friday, June 15 2:01 p.m. – 10:00 p.m.
Saturday, June 16 8:00 a.m. – 5:00 p.m.

Be part of this year's event.



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