



The Supply Side

MAY 16-19, 2010

JACOB K. JAVITS
CONVENTION CENTER
NEW YORK CITY

An annual exposition for suppliers to the social stationery, giftware and graphic arts industries, featuring these specialties:

- binding
- converting
- die-cutting
- laser cutting
- displays and fixtures
- foil and embellishments
- finishing
- envelopes
- packaging
- printing
- thermography

Why Exhibit in The Supply Side?

The Supply Side is a focused, intimate exposition that provides direct contact with roughly 2,200 purchasing, creative and product development decision-makers from across the country and abroad. Sponsored by the Greeting Card Association, The Supply Side guarantees your company access to a critical mass of prospective new clients through strategic co-locations with two targeted trade shows – The National Stationery Show® (NSS) and SURTEX®.

"We exhibited in The Supply Side for the first time in 2009, and it was an exceptional experience. The intimate setting is perfect for one-on-one networking and in-depth conversations with serious buyers. The show's strategic positioning next to [the NSS] is an added bonus – key buyers are already there, so the convenience factor adds a new dimension of opportunity."

– Scott Vogel, Laser Cutting Shapes

A "Show within a Show"

Presented on the same floor as the National Stationery Show®, The Supply Side provides an affordable, convenient and time efficient opportunity to grow your business within the stationery sector - greeting cards, invitations, stationery, giftwrap, partyware, journals, calendars, desk accessories and small storage.

A second co-location with SURTEX®, which is adjacent to the NSS, affords another unique networking opportunity with artists selling and licensing original art and design.

Other Growth Opportunities

The Supply Side also attracts hundreds of industry professionals from the tri-state area and across a multitude of industries seeking new manufacturing solutions. Such industries include giftware, home décor, fragrance, fashion, toy, publishing, advertising and graphic design.

Booth Package

The exhibit fee is \$25.20 per square foot and includes:

- Drayage*
- 6' skirted table
- Uniform booth sign
- 8' back and 3' side partitioning drape
- Private exhibitor to exhibitor mixer from 5:30-7:30pm Tuesday
- Carpeting
- Chair
- Directory listings

*Drayage is roundtrip freight handling to and from your booth and loading dock. This makes it affordable to bring in your machinery for in-booth demonstrations!

Apply for exhibit space on line at:

www.nationalstationeryshow.com

Click Vendors to access the application.

At Your Service

Kelly Bristol, Sales Manager
914-421-3228 • kbristol@glmshows.com

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9AM-6PM SUNDAY-TUESDAY*
9AM-NOON WEDNESDAY

A private mixer from 5:30-7:30pm takes place on Tuesday.

The GLM Experience

Produced by GLM® LLC, exhibiting companies enjoy a variety of quality services to maximize your show experience and drive traffic to your booth, including:

- Complimentary pre- and post-show mailing lists
- Targeted digital advertising
- Targeted editorial placements in relevant industry trade publications
- Promotion directed to National Stationery Show and SURTEX exhibitors
- Booth drop to National Stationery Show and SURTEX exhibitors during the show
- Private exhibitor-to-exhibitor mixer on Tuesday night from 5:30-7:30pm.

Who's Who

Here's a sample of the esteemed companies that visited The Supply Side in 2009:

| | | | |
|------------------------------|------------------------|-----------------------------|---|
| African American Expressions | Dauphine Press | Katblue Art & Design Studio | Rag & Bone Bindery Resource International |
| All in the Cards | Demdaco | Kel-Toy, Inc | Saturn Press |
| American Greetings | Dempsey & Carroll | Kobo Pure Soy Candles | Savior Faire |
| Ampelco Ribbon | Design Design Inc | Kolo | Seda France |
| Anna Griffin Incorporated | Donghia | Kurt S. Adler, Inc | Candles |
| Applause | Eccolo Ltd. | Lady Jayne Ltd | Sharp & Sally |
| Avanti | Encore Studios | Lemon Tree Stationery | Smock Letterpress |
| Avon Products Inc | Envelopments | Madison Park Greetings | Sony Electronics |
| Berwick Offray | Estee Lauder Inc | Masterpiece Studios | Sweet Bella, LLC |
| Betallic | Faux Designs | May Arts | The Museum of Modern Art |
| Binney & Smith | Fisher-Price | Meri Meri | The Occasions Group |
| Birchcraft Studios | Galison/Mudpuppy | Metropolitan Museum of Art | Up With Paper |
| Bonnie Marcus Collection | Graphique De France | Odd Balls | Vera Bradley Designs |
| Botanical Ltd | Great Arrow Graphics | Orbitel International | Wallies |
| Botanical Ltd | Green Field Paper Co | Paper Magic | Waste Not Paper |
| Burberrys | Green Field Paper Co | Paula Skene Designs | Whitney English |
| C.R. Gibson | Gund | Pictura, Inc | Yafa Pen Company |
| Cardstore.com | Hambly Studios Inc | Pioneer Photo Albums Inc | |
| Caspari, Inc | Hannah Handmade Cards | R C Bigelow Tea Co | |
| C'est Papier | Iota Stationery | | |
| Checkerboard Ltd | Jan Sevandjian Designs | | |
| | Jasmine and Woo | | |



Greeting Card Association

