



CPP EXPO

Collaboration in Packaging Production



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Industry Experts Come Together To Grow CPP EXPO Into The Premier Event for Production of Packaging Materials

Jane McDermott, Chris Price & Roger Halligan Will Lead CPP EXPO Effort

May 5, 2016, Paramus, NJ – Three long-time veterans of the printing, packaging production, converting and finishing industry sectors have joined forces to help grow **CPP** (Collaboration in Packaging Production) **EXPO** into the premier event for all applications in package printing and production including the most innovative and sought after, such as digital, inkjet and hybrid printing solutions.

Jane McDermott, **CPP EXPO** Show Director, has more than 25 years of experience in managing trade shows and conferences in a variety of different market segments. In addition to serving as the Show Director of CPP for more than 5 years, McDermott was the Show Director of **CMM International** for over a decade. She has also worked with dozens of trade shows and conferences to help them become the premier events in their respective industries.

Joining McDermott to assist with the sales and marketing is Chris Price, Chief Strategy Officer at TradeShow Logic. Price previously served as Vice President of the Graphic Arts Show Company where he had responsibility for both **Graph Expo** and **Print**, the two largest North American events for the printing industry. Prior to that he was Vice President at **Graphics of the Americas**, the top event for South American printers and converters.

The third member of the new **CPP EXPO** team is Roger Halligan, CEO of H+A International, a

marketing communications/PR company that has helped grow more than 100 trade shows and conferences worldwide. Halligan helped launch **ICE USA** in 2011 and served as the Chairman of the Advisory Board for North America's largest converting event for the past five years. He also worked with McDermott at **CMM International** for several years to help the event reach 30,000 attendees.

"What brought us all together was the exciting new direction **CPP EXPO** is now taking and our new collaboration with **ISA International Sign Expo**," said McDermott. "By co-locating with ISA Expo in Las Vegas in 2017 we will showcase printing solutions for the sectors experiencing and anticipated to experience the most growth! We will provide all those involved in packaging materials production with the opportunity to discover innovative inkjet, digital, wide format and hybrid solutions they can't find anywhere else."

McDermott added that the ISA Expo and CPP EXPO 2017 is the perfect opportunity in the branding/print eco-system to bring display/signage and packaging together in a single event. The expo and conference will attract close to 25,000 packaging and visual communications professionals.

ISA International Sign Expo 2017 and CPP EXPO 2017 will be held April 19-22 at the Mandalay Bay Resort and Convention Center in Las Vegas. Registration opens in the fall. For details on the event, including presenting, exhibiting/sponsoring or attending, contact us today: cpp@cppexpo.com <mailto:cpp@cppexpo.com> or call: 516.763.1322.

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About CPP EXPO

CPP EXPO is produced and managed by H.A. Bruno, LLC. H.A. Bruno, with its U.S. headquarters in Paramus, N.J., has extensive experience in producing and managing trade shows and conferences that create results-oriented markets for buyers and sellers in the following industries: converting and packaging materials, information technology, and franchise business. For decades, the company has provided its clients with a most professional, customer focused staff that is highly regarded in the trade show business for its industry knowledge, its record of client service, and its responsive management team that has produced world-class events.