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For immediate release  
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### **CPP EXPO Chicago Holds Tough!**

Paramus, New Jersey; December 2, 2008 – CPP EXPO Chicago 2008 opened with a 22% increase in exhibiting companies and attracted 5,566 focused attendees to the show floor. Attendance was slightly less compared to the previous 2006 show.

“The current economic climate did make companies think twice when it came down to who and how many buyers to send; however, those who attended were serious buyers,” stated Leo Nadolske, President of CPP EXPO. “The quality of the attendee was very high and the sale of machinery off of the show floor was unprecedented. Exhibiting companies are now better understanding the concept of co-located shows. PACK EXPO, PROCESS EXPO, and CPP offer so much added value, that exhibit space for 2010 in Chicago is already 35% sold-out on an all-new expanded floor plan. CPP Vegas, scheduled in October 2009, is 65% sold-out,” Nadolske continued. “Companies that participate in exhibitions must make tough decisions that may be a radical departure from their previous traditional thinking. In selecting shows it is no longer we always do this one or that one. In today’s economy, there is no progress in tradition, you have to move on.”

CPP EXPO Chicago also produced the converting and package printing conference track at The Conference at PACK EXPO which attracted over 250 attendees to the related sessions.

For more information on attending, presenting or exhibiting at CPP EXPO, contact Leo Nadolske today at: (201) 543-5060 ext. 560 or lnadolske@cpxpo.com

#### **About CPP EXPO (www.cpxpo.com)**

CPP EXPO is produced and managed by H.A. Bruno, LLC. H.A. Bruno, with its U.S. headquarters in Paramus, NJ, 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 Printing, Information Technology, Business Franchising, and the Night Club and Bar Industry.

For decades, the company has provided its clients with a highly trained, customer-oriented 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.

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