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**For immediate release
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CPP EXPO REGIONAL EVENT DEBUTS in CLEVELAND

Paramus, NJ, April 23, 2012 – At the conclusion of last week’s debut of CPP EXPO at the I-X Center in Cleveland, Ohio, the general feeling from exhibitors and attendees alike was one of optimism for this converting-exclusive event. Regionally-focused, attendance was in keeping with numbers projected with final number topping 1,500 (including 361 exhibitor personnel) by the show close on Thursday.

A majority of the close to 115 exhibitors commented on the very high quality of leads and the many sales opportunities anticipated as a result of interaction on the show floor. According to show organizers H.A. Bruno, LLC demographics indicated that 81% of the CPP EXPO visitors have direct influence on their companies’ buying decisions – of these more than 60% authorize or specify equipment/product purchases. Meaningful conversations were a result of the 29% of buyers who represented the upper echelon of their respective operations with an additional 24% heading engineering/R&D.

J. Alan Nash, Director of Sales & Marketing at Titan Laboratories was very pleased with the results: “Show was awesome. We picked up 58 leads in one day. Conversations focused around new uses for our product – so many people are using acetone and MEK to clean equipment and our product is the perfect substitute!”

This type of response is in keeping with the fact that regional expositions are designed to attract different buyers and new potential customers. “As usual, we are always looking for innovative ways to bring new customers to our exhibitors, the regional focus and laser-like approach to select companies surrounding Cleveland attracted attendance from leading CPGs who may not have traditionally come in the past,” said Leo Nadolske, president of CPP EXPO. “When looking to the future, we certainly see room for improvement. Partnering with PRINT 13 will clearly enhance and increase the benefits to our suppliers. It’s documented that PRINT’s buyers are looking to expand into package printing – so these are new potential buyers! There is no doubt that this will result in greater success for our exhibitors.”

Dates for CPP EXPO in Chicago are confirmed: September 8-12, 2012 at McCormick Place-North. For information on this event, please contact us today: (201) 821-1622.

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, 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. For information CPP EXPO, contact Leo Nadolske today: (201) 881-1632.

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