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ISA INTERNATIONAL SIGN EXPO, CPP EXPO TO CO-LOCATE IN 2017

ALEXANDRIA, VA – April 20, 2016 – ISA International Sign Expo and CPP (Collaboration in Packaging Production) Expo will co-locate in Las Vegas in 2017.

The announcement was made as ISA International Sign Expo 2016 opened in Orlando, with more than 200,000 square feet and nearly 600 exhibitors on the tradeshow floor.

“The co-location between ISA and CPP is a perfect opportunity in the digital print eco-system to bridge signage and packaging all in a single event,” said Brandon Hensley, ISA’s chief operating officer. “We look forward to exploring the synergies and business expansion opportunities by learning more about these closely related industries.”

ISA International Sign Expo is the sign and graphics industry’s leading tradeshow for education, networking and seeing the latest products. CPP is targeted to package printing/converting equipment manufacturers/suppliers, converters and package printers, as well as brand managers, package designers and their agencies. It is designed to foster engagement and ensure business development on all fronts.

“We believe the collaboration between ISA and CPP will provide package printers and converters with the opportunity to discover innovative inkjet, digital and hybrid solutions and technologies they can’t find anywhere else,” said Jane McDermott, CPP’s show director. “There is no question that innovations in printing processes are fueling the growth in packaging production as it provides the versatility to use a variety of substrates while offering unparalleled customization opportunities.”

ISA International Sign Expo 2017 and CPP Expo 2017 will be held April 19-23 at the Mandalay Bay Resort and Convention Center in Las Vegas. Registration opens in the fall at www.signexpo.org.

About ISA

The International Sign Association (ISA) represents manufacturers, suppliers, and users of on-premise signs and sign products from the United States and 60 countries around the world. ISA and its Affiliated Associations work to support, promote, and improve the worldwide sign and visual communications industry, which employs more than 200,000 American workers and has an economic impact of \$37.5 billion.

About ISA International Sign Expo

ISA International Sign Expo is the on-premise sign and visual communication industry's largest expo. Held each spring, the event features the latest products that showcase the breadth of the sign and visual communications industry along with education and networking events. The event has been named to the Trade Show News Network's List of Top 250 Trade Shows and ranked in the Top 100 Largest Events by Trade Show Executive three consecutive years. Learn more at www.signexpo.org.

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.