



# CPP EXPO

Collaboration in Packaging Production



## FOR IMMEDIATE RELEASE

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# Four PIA Western Affiliates Form Strategic Alliance with **CPP EXPO**

*Leading Organizations Become Sponsoring Associations*

**May 26, 2016, Paramus, NJ** – [CPP Expo](#) announced that four Printing Industries Association (PIA) Affiliates, including the largest graphic arts trade association in the U.S., have become sponsoring/participating associations of **Collaboration in Packaging Production (CPP) EXPO**. The premier event for all applications in package printing and production, **CPP EXPO** will take place April 19-21, 2017 at the Mandalay Resort and Convention Center in Las Vegas and will be co-located with **ISA International Sign Expo**.

Boasting more than 2,000 member companies, the four Western PIA Affiliates will offer current and prospective members valuable educational opportunities via insightful conference sessions and a special *Resources and Solutions* Center on the Show floor. The four Western PIA affiliates are:

- [PIASC](#) – Printing Industries, Inc. of Southern California ( and Clark County, Nevada)
- [PIASD](#) – Printing Industries Association of San Diego, Inc.
- [PPI](#) – Pacific Printing Industries Association (Northwest Visual Communications Assoc.)
- [VMA](#) – Visual Media Alliance (San Francisco)

“**CPP EXPO** and **ISA Expo** will provide our members and all graphic arts professionals with the opportunity to experience the most innovative and sought after products, applications, and

solutions from the world's leading suppliers," the four associations said in a joint statement.

These sentiments were reinforced by Jane McDermott, **CPP EXPO** Show Director. "We believe these PIA Affiliate members will receive great value from both Shows and discover innovative digital, inkjet, wide format and hybrid solutions that they won't find anywhere else. With these events representing the printing sectors experiencing the greatest growth – there is no doubt that these printing professionals will be positioning themselves for future success."

**CPP EXPO** and **ISA Expo** will attract more than 25,000 visual communications and packaging professionals. Registration opens in the fall. For details on the event, including presenting, exhibiting/sponsoring or attending, contact: [cpp@cppexpo.com](mailto:cpp@cppexpo.com) <mailto:[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.

#### **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.

