

# Press Release

FOR IMMEDIATE RELEASE



## ***We Are BOUND FOR SUCCESS – Now and Tomorrow***

April 12, 2022 (Columbus, Ohio)

Americas Print Show and the print industry has a keen eye on tomorrow's workforce. The labor pool is tight everywhere, but print has a long history of facing the daunting challenge of attracting and retaining a workforce that replenishes the aging-out journeyman and skilled talent.

APS22's goal is to bring resources, ideas, education, and thought leadership together to address the critical need for workforce development. As a premier national industry trade show, APS22 is well positioned to positively impact many of the large and small print industry business by connecting them with students, veterans, second chance groups, and people with disabilities. Toward that mission, APS22 is hosting a workforce development program at this year's show.

### **WORKFORCE SUMMIT**

**Hosted by AMERICAS PRINT SHOW  
Greater Columbus Convention Center**

**Program launch: August 17<sup>th</sup> – Lunch & Industry Panel Discussion**

**Program spans August 17-19, 2022**

Kicking off the program on August 17th we will host a lunch and panel discussion – a diverse and honest exchange about the challenges and culture shifts needed to attract a broader group of individuals.

APS22 has planned networking, education, resume/interview skill development, and candidate interviews throughout the event 3 days, including multiple breakout sessions, hosted roundtables, and a Workforce Summit program [tour of a Columbus print shop!](#) We will connect print business leaders with candidates and provide one-on-one opportunities to support the development of the future workforce. APS22 has dedicated a large space at the show, the **WORKFORCE DEVELOPMENT area**, for employer-candidate interaction, including sessions of Speed Dating! This energized format will give candidates and those interested in exploring careers in print an opportunity to learn more about print from a wide range of print professionals... *5 minutes and rotate!*

Designed for employers, attendees will have the opportunity to fine-tune their recruitment strategies. Education sessions will include topics addressing how to inspire, recruit, and train your next generation workforce.

*“PGSF is thrilled that Americas Print Show is putting the spotlight on our future workforce. There is such a need to elevate this critical industry pain-point and give it a national focus. We know there are young people along with an existing labor pool who will be excited at the opportunities – it is a matter of connecting with them and opening their minds to the diverse positions and educational options to develop a career in print.”*

- Jules VanSant, Chair and Panel Discussion Leader, PGSF

The Print & Graphics Scholarship Foundation team along with Graphic Communication Workforce Coalition members, OEMS, regional educators and employers are engaged in the Workforce Summit. APS22 will highlight scholarships, direct-to-work and other training opportunities to draw in new talent. PGSF is also collaborating with their partners to send personal invitations to students to attend and participate.

APS22 will also be inviting the leading technical schools and colleges with graphics programs across the country to participate at no cost.

**The print industry is invited to GET INVOLVED.** There are options to get floor space in the Workforce Development area and sponsor the day or roll that into a booth. Sponsors will help cover the cost of students, presentations, and schools attending. Sponsors are already signing up, including Graphco and GMA’s foundation, PIEF. This will be a great marketing opportunity for print industry Associations/Affiliates with education/scholarship programs.

For more information, to participate in panel discussions, roundtables, and interviews, and sign-up as a sponsor, please contact us at [marketing@americasprintshow.com](mailto:marketing@americasprintshow.com). ***Sponsorships of the Workforce Development area are LIMITED and a key opportunity to be part of the solution!***

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## FOR EXHIBITORS

To join our quickly growing, power-packed line-up, exhibitors can reserve a premier booth location today at a substantially reduced rate compared to other industry shows.

An interactive map makes it easy to review current availability and [book your space online in real-time](#). The exhibitor-friendly Columbus Convention Center is one of the busiest expo centers in North America.

## **FOR ATTENDEES**

Attendance is completely **FREE** to the show, to participate in the educational sessions and more throughout our three-day event. [Register in advance online.](#)

## **AMERICAS PRINT SHOW**

**Greater Columbus Convention Center**

**400 N. High St. Columbus, Ohio 43215**

**August 17-19, 2022**

[www.americasprintshow.com](http://www.americasprintshow.com)

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**For additional information, please contact:**

### **Marketing**

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