

The Exhibition for Printing, Digital Printing, Graphics,  
Signage, Digital Signage & Publishing in Israel



October 24-26, 2017, Tel Aviv Fairgrounds



### Isprint 2017 - Visitors Analysis

Category	Percentage
Senior Management: Owner, CEO	51 %
Prepress Manager	8.5 %
Designers, Graphic-Designers	6.5 %
Marketing & Sales Directors	5 %
Printer	4.5 %
Operations & Logistics Managers	4.4 %
Technology (Engineers, Product Managers, Technical Managers, IT)	4 %
Purchasing Managers, Buyers	4 %
Printing Producer	3 %
Advertising Managers	2 %
Publishing Managers	2 %
Photographer	1.5 %
Studio Manager / Art-Director	1 %
Project Managers	1 %
Advertising account executive	0.7 %
Other	1 %
Total	100 %

\* This information is based on a sample, representing 9,000 visitors attending Isprint exhibition.