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TECH & BIZ ARE ALL THE BUZZ
IN SURTEX 2010'S NEW RESOURCE CENTER
BRINGING TOGETHER THE LATEST TOOLS
FOR PROFESSIONAL ARTISTS AND DESIGNERS

WHITE PLAINS, NY, DECEMBER 17, 2009 -- Everything you ever wanted to know about running a cutting-edge design business, all in one place. That's what SURTEX® 2010 is offering designers and artists with this year's debut *ReSource* section.

"This dedicated exhibit area will feature the latest business and technology-related tools for the design field," says Penny Sikalis, GLM vice president and show manager. "We're responding to the ongoing and growing need for professionals to stay on top of technology and to stay competitive in their businesses. CAD CAM companies have been significantly responsive to this opportunity to reach the perfect audience."

The new exhibit space will host a wide range of suppliers to the design industry, including companies with the newest developments in computer hardware and software, as well as web-related solutions. Also exhibiting will be companies offering trend services, reference materials and publications, as well as manufacturers of other products cued to designers' everyday needs, and their wish lists.

"Pace-setting designs often hone their edge with innovative equipment, technology,

and business products,” Sikalis notes. “And no one knows this better than the artists and designers who participate in SURTEX, where tomorrow's hottest trends are launched.”

Commanding some 2,000 square feet of exhibit space, *ReSource* will be strategically located on the SURTEX show floor, and adjacent to the National Stationery Show® for maximum exposure and easy navigation. Created to serve the applied art industry, the prominent new area will give exhibitors and attendees an overview of the latest applications and materials they need for their work. In addition, many vendors will offer ongoing, one-on-one product demonstrations to potential customers.

“This new section is truly designed to be a rich resource for artists and designers,” says Sikalis. “We've heard from both exhibitors and attendees that they are continually seeking tools that can help them do their work more effectively, efficiently and profitably.”

ReSource will boast the tag line: “Tech & Biz Essentials,” describing the depth and breadth of vendors, and will be easily identified onsite. The area will be set apart with its own unique look, including distinctive aisle carpet color and signage.

“The convergence of professional artists with business and tech suppliers promises to make ReSource an exciting addition to the spring show,” Sikalis adds. “Savvy designers are always interested in claiming the newest technologies and in finding creative ways to transform them into the fresh images of the future.”

For further information on SURTEX 2010, contact Penny Sikalis, Vice President and Show Manager at 914-421-3297, penny_sikalis@glmshows.com or visit www.SURTEX.com.

SURTEX is managed and produced by GLM®, LLC.

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