



Vision 3 Summit

February 19-22, 2012

Marco Island Marriott • Marco Island, Florida

**Focus Your Vision on
Transformation and Growth**

**An Executive Leadership Conference for the
Graphic Communications Industry**



Introduction

Today's graphic communications executives are dealing with an unprecedented combination of forces, all working in tandem to challenge our traditional business models. Now is the time to examine these challenges—converging cross-media technologies, global economic uncertainty, industry consolidation, emerging international markets and more—to recognize their impact on your bottom line, and determine how to best take advantage of the new opportunities they create.

NAPL, NPES, and Printing Industries of America have combined forces again to sponsor the Vision 3 Summit, a provocative 'mega' education and networking event created specifically to meet the needs of top decision makers.

Join us for this extraordinary solutions-oriented conversation among industry leaders and peers who, like you, will gain all of the actionable business advice and direction they need to drive their companies forward into the 'new world' of print.



Conference-at-a-Glance

Sunday, February 19, 2012

6:00–7:30 pm Welcome Reception

Monday, February 20, 2012

8:30–9:00 am Continental Breakfast

9:00–9:15 am Opening Remarks

9:15–10:00 am The Global Economy—
Opportunities and Challenges

10:00–10:30 am Keeping Print Relevant in an
Increasingly Digital World

10:30–11:00 am Networking Break

11:00–12:00 noon Transforming Your Business for
Print Profitability

12:00 noon–1:30 pm Luncheon Session
Presentation: A View from Capitol Hill

1:45–3:00 pm Afternoon Session
Power of Print Panel Discussion

Tuesday, February 21, 2012

7:30–9:00 am Continental Breakfast

8:00–8:45 am Concurrent Sessions

- Politics Unplugged with Mark & Lisbeth
- Social Media and Print: Just Call It Social Business!
- Executive Briefing for Owners of Successful Print and Graphic Communications Companies: Maximizing Shareholder Value by Private Equity, ESOP or Strategic M&A

9:00–9:15 am Opening Remarks

9:15–10:00 am Pundit's Perspective: Inside the
2012 Election

10:00–10:30 am Transforming Your Sales Team for
Print Profitability

10:30–11:00 am Networking Break

11:00–12:00 noon Surviving and Thriving in a
Transcended Media Age:
Secrets Revealed

12:00 noon–1:30 pm Luncheon Session & Peer Exchange
Roundtable Forum

1:45–3:00 pm Concurrent Sessions

- Is Your Sales Compensation Plan Working?
- “Evolution of General Commercial Print: Implications for the Future”—A Market Research Study by PRIMIR
- Hot Technologies for Growth and Profitability

6:30–10:00 pm Reception and Dinner

Wednesday, February 22, 2012

7:30–9:00 am Continental Breakfast

8:00–8:45 am Concurrent Sessions

- “Impact of Electronic Technologies on Print”—A Market Research Study by PRIMIR
- Why Print is Sustainable

9:00–9:15 am Opening Remarks

9:15–10:00 am Delivering the Ultimate Customer
Experience

10:00–11:00 am Messages from Top Marketeers—
How You Can be Part
of Their Team

11:00–11:30 am Networking Break

11:30–12:00 noon A Future View of the Industry

12:00 noon Conference Adjourns

1:00 pm–5:00 pm Golf Outing



Schedule of Daily Sessions & Presenters

Sunday, February 19, 2012

6:00 – 7:30 pm

Welcome Reception

A warm Marco Island welcome awaits you with balmy weather on the terrace, great food and drink, live music with a tropical theme, and a chance to catch up with old friends and make new ones as you enjoy a beautiful Florida sunset.

10:00 – 10:30 am

Keeping Print Relevant in an Increasingly Digital World

With mobile marketing, QR codes, augmented reality and iPads, Kindles, Nook Color and other tablet devices, there are plenty of new communication alternatives to print. Just when you thought you understood these technologies along comes Blippar video, Documobi, Daqri, Clic2C, and Aurasma. Learn how we, as the printing industry, can continue to keep relevant in the minds of CMOs and 'John Q. Public' by combining the strength of print with electronic communications technologies.



Kevin Keane, President, International Association of Printing House Craftsmen

Kevin Keane's 30 year career in the printing industry began as a press operator. A decade later he was named president of Insty-Prints, Inc., a pioneer franchising firm with revenues over \$80 million and locations in 42 states and three countries. Having worked every facet of the business, he left Insty-Prints in 1990 and began consulting with, and leading marketing seminars for service printers interested in maximizing top-line revenues and bottom-line profits. He was named Executive Director of The International Association of Printing House Craftsmen, Inc. in February of 1991.

10:30 – 11:00 am

Networking Break

Monday, February 20, 2012

8:30 – 9:00 am

Continental Breakfast

9:00 – 9:15 am

Opening Remarks

*Laura Lawton-Forsyth
Chairman of the Board, Printing Industries of America; President, Lawton Printing, Inc., and File-EZ Folder, Inc.*



9:15 – 10:00 am

The Global Economy—Opportunities and Challenges

Understanding the dynamics of the U.S. economy requires today's executives to recognize the impacts coming from Europe, Asia, and the rest of the globe—from trends and possible changes in the global economy to developments in debt-laden and endangered Europe. Given the talk of a possible double-dip recession, this timely session will explore the market impacts on wages, inflation, interest rates, consumption demand—and the federal budget, to assess the possible impacts of the nation's fiscal policy on the domestic economy and your business.

Jeffrey Rosensweig is an international business and finance professor focused on global investing and business in the global economy, and specializing in financial, macroeconomic, and business forecasting.



Dr. Jeffrey Rosensweig, Director of the Global Perspectives Program, Goizueta Business School of Emory University

Daily Sessions & Presenters continued



Moderator:

Chris Bondy, Gannett Distinguished Professor, Interim Administrative Chair, School of Print Media, Rochester Institute of Technology

11:00 am – 12:00 noon

Transforming Your Business for Print Profitability

Changing communication preferences, rapid technology innovation, and the current economic climate create a need for new business practices in the printing industry. This panel, featuring three print leaders who participated in PRIMIR's "Transformative Workflow Strategies for Print Applications" study will discuss and provide an understanding of the major transformation that took place in their business, and the management process they implemented to make it happen.

Chris Bondy's decades of industry experience has been focused on strategy implementation, business development, product planning, process re-engineering and sales/marketing for commercial printing enterprises, publishing and in-plant printing companies, and manufacturers of graphic arts and marketing communication products.

Panelists:



Robert Blakely, VP Business Development, Echo Communicate, Inc.



Jon Budington, President and CEO, Global Thinking



John Sisson, President, Universal Wilde

Robert Blakely focuses on developing one-to-one marketing automation campaigns. Echo Communicate acquired Mr. Blakely's IT consulting company, Cyber Exchange, in 2004, gaining his extensive expertise in communications-centric, cross-media publishing technologies. He oversees a team that uses cross-media publishing to reach consumers across all media channels with consistent messages relevant to the individual recipient in terms of content, presentation, timeliness and channel.

Jon Budington joined Global Printing in 1991 after graduation from RIT, rising rapidly through the company holding five different positions in ten years. In 2002, he was promoted to CEO and began transforming the business from a traditional printing company into an integrated communications firm. In 2006, he started Global Thinking, an in-house marketing agency focused on targeted web, print and email communications, which has become one of Washington D.C.'s premier creative agencies.

John Sisson has over 30 years of business experience and is responsible for Sales, Business Development and Operations across Wilde and The Wilde Agency. With more than 25 years in the Technology, Printing, Imaging, Marketing and Document Management sectors, his focus is on business development and growth through sound planning and execution in support of customer needs.

12:00 noon – 1:30 pm
Luncheon Session

A View from Capitol Hill

Speaker of the U.S. House of Representatives, John Boehner (invited)

Speaker of the House, John Boehner will give his views on the economic and political challenges facing the American economy, society and political system at the beginning of the presidential election year 2012 from his perspective as the leader of the United States House of Representatives.



Speaker of the House, John Boehner

1:45 pm – 3:00 pm
Afternoon Session

Power of Print Panel Discussion

The graphic communications industry has been challenged in the recent past in communicating the effectiveness of print and our commitment to sustainability. Three of our industry's organizations have been effective and passionate about getting the 'word' out to all constituents. They will tell their story and how the industry can join the cause.



Moderator:
Michael Makin, CEO, Printing Industries of America

Panelists:



Benjamin Cooper, Executive Director, The Print Council



Bob Lindgren, President, Printing Industries Association, Inc. of Southern California



Kerry C. Stackpole, President, Printing & Graphics Association MidAtlantic

Daily Sessions & Presenters continued

Tuesday, February 21, 2012

7:30 – 9:00 am
Continental Breakfast

8:00 – 8:45 am
Concurrent Sessions
Politics Unplugged with Mark & Lisbeth

What's going on in Washington? This concise executive overview will present the latest legislative, regulatory and judicial developments affecting the graphic communications industry during the Second Session of the 112th Congress—and the industry's response, including the status of the U.S. Postal Service, budget deficit/tax reform, labor/management issues, and regulatory reform.



Lisbeth Lyons,
Vice President of
Government Affairs,
Printing Industries
of America



Mark Nuzzaco,
Government Affairs
Director, NPES The
Association for Suppliers of
Printing, Publishing and
Converting Technologies



Julie Shaffer, Vice
President Digital
Technology,
Printing Industries
of America

Social Media and Print: Just Call It Social Business!

We all know about using social media to stay in touch with friends and acquaintances. And we've heard how social media can help build a brand, tighten business relationships, and even lead to direct sales. 'Social Business' is the wave of the future—but can it help support your business objectives? Find out as we explore how social media platforms are evolving and integrating with business platforms, and learn what to expect from social technologies going into 2012 and the near future.



John Hyde, Senior
Vice President,
National
Association for
Printing Leadership

Executive Briefing for Owners of Successful Print and Graphic Communications Companies: Maximizing Shareholder Value by Private Equity, ESOP or Strategic M&A

While owners and senior managers of leading graphic communications companies have unique options to maximize shareholder value, beyond 'tuck in' mergers and acquisitions, for companies over \$10 million in annual revenue the opportunities include private equity, employee stock ownership buyout, and strategic M&A of a 'going concern.' In this 'no holds barred' briefing with extensive Q&A (bring partners and family members along) you will gain fresh ideas for 'taking chips off the table' in the next year or two, or down the road.

9:00 – 9:15 am
Opening Remarks



Darren Loken, Chairman of the Board,
National Association for Printing Leadership;
President and Chief Executive Officer, Telepress

9:15 – 10:00 am

Pundit's Perspective: Inside the 2012 Election



Charlie Cook, Editor
and Publisher, The
Cook Political Report

"There are political junkies, and then there's Charlie Cook—the man who knows more about everything political than anyone else." — *The Washingtonian*. When Charlie Cook makes a pronouncement based on his analysis of the political scene in America, people who want to be 'in the know' sit up and listen. For more than two decades he has been Washington's most trusted—and most accurate—voice on all things political, whether it's the outcome of a Congressional, gubernatorial, or presidential election.

Charlie Cook founded *The Cook Political Report* in 1984. This independent, non-partisan newsletter analyzes elections and campaigns for the House of Representatives, Senate, Governors and President, as well as American political trends. *The Cook Political Report* provides objective information and analysis about who is running, what the most important dynamics are in the races, who's ahead, and what factors to look for as the campaigns progress.

Daily Sessions & Presenters continued



Moderator:
Joe Truncale, Ph.D.,
President & CEO,
National Association
for Printing
Leadership

10:00 – 10:30 am

Transforming Your Sales Team for Print Profitability

The days of print sales representatives chatting with print buyers and taking orders for large print jobs have come and gone. Integrated marketing and cross-media campaigns are the strategy of the day and decisions about where print fits into this equation are moving up the corporate ladder. Today's printing companies need sales representatives who understand marketing concepts, the Internet and digital communication, and can effectively communicate the relevance of print to this new class of buyer. This session will highlight how to transition your sales team to be effective in this new environment.

Panelists:



David Pitts, Co-Owner,
Classic Graphics



Mark Potter, President,
Conduit Inc. –
Publisher, CANVAS
Magazine

David Pitts began his exploration of printing as a high school junior via a vocational program in Bowling Green, KY where he won statewide recognition for his work in the Vocational Industrial Clubs of America. Working as a press operator while pursuing a Civil Engineering degree at the University of North Carolina at Charlotte, he developed a strong relationship with friend and co-worker, Bill Gardner who shared his passion for printing. Mr. Pitts and Mr. Gardner formed a partnership and established Classic Graphics in 1983.

Mark Potter is responsible for the creation and production of CANVAS Magazine, and also leads several custom publications, plus a new platform for high school booster clubs. He has created, sourced and launched multiple brands, and effectively established and managed a variety of successful product segments. Previously, he served as Vice President of Marketing for Unisource Worldwide.

10:30 – 11:00 am

Networking Break

11:00 am – 12:00 noon

Surviving and Thriving in a Transcended Media Age: Secrets Revealed

Electronic technologies aren't 'the enemy' of print! When used effectively they are useful tools that can AMPLIFY the value and future of the printed word! The secret begins with learning how to match the message to the medium.

Dr. Samir Husni, aka "Mr. Magazine"™, founded the ACT (Amplify, Clarify and Testify) Experience in 2010 to help study, promote and enhance print in a digital age. He is President and CEO of Magazine Consulting & Research, a firm specializing in new magazine launches, repositioning of established magazines, and packaging publications for better sales and presentations—and is "the country's leading magazine expert," according to Forbes ASAP magazine.



Samir Husni, Ph.D.,
Director of the
Magazine Innovation
Center, Meek School
of Journalism and New
Media, The University
of Mississippi

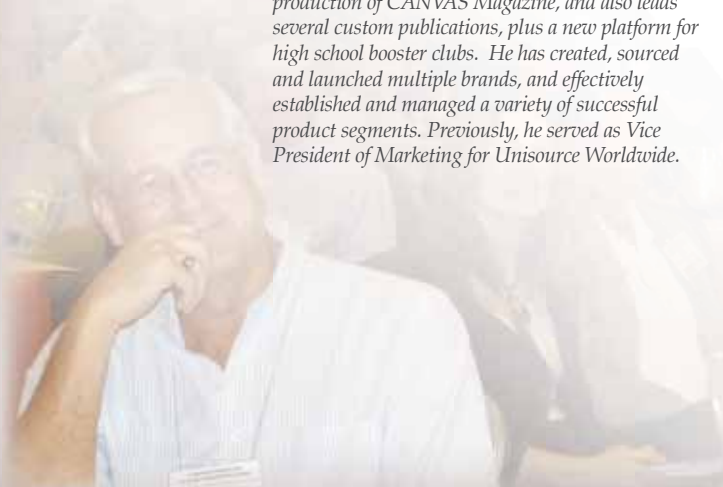
12:00 noon – 1:30 pm

Luncheon Session & Peer Exchange Roundtable Forum

(Registrants sign up for preferred sessions—the top 4 will be held.)

- Funding the Future—Sources of Capital for Growth
- Crossing the Chasm—Strategies for Marketing Service Providers
- Living Socially—Social Media Success Stories
- Leveraging Digital Assets for Business Success
- Using Data and Trends in Business Planning
- Open Topic Session

(The group sets the agenda based on hot topics of the day.)



Daily Sessions & Presenters continued

1:45 – 3:00 pm
Concurrent Sessions



*Mike Philie,
Vice President,
Senior Consultant,
National Association
for Printing
Leadership*

Is Your Sales Compensation Plan Working?

Let's face it—virtually no one is happy with their sales compensation plan. This candid discussion will address the critical issues involved in creating a sales compensation plan that aligns with your strategy and objectives, and most importantly, provides guidance on how to introduce change into your existing plan.



*Andy Gordon,
48HourPrint.com*

“Evolution of General Commercial Print: Implications for the Future”—A Market Research Study by PRIMIR

This PRIMIR study evaluates lessons learned from the past, investigates key emerging trends, changing business models and practices, customer needs, and more. Offering an insightful outlook for printers and other firms in the print value chain, it begins with the year 2000, provides a current-day view, and also a blueprint for 2015.



*Dr. Mark Bohan,
Vice President
Technology and
Research, Printing
Industries of America*

Hot Technologies for Growth and Profitability

We are at a crossroads with new technologies rapidly transforming the industry as we know it today. While technology is great, without a business case for its use it means nothing. What are the trends in different market segments? What can be utilized for today's business applications—and what does it mean to your current business model? What are the current opportunities and where will we see change? This frank and honest assessment will provide guidance on how your business can utilize technology to drive profitability.

6:30 – 10:00 pm
Reception and Dinner

A festive night of fun and entertainment awaits our industry gathering as the reception and dinner provide the ideal backdrop for continued networking. A highlight of the enjoyable evening will be recognition of industry leaders to be acknowledged with NAPL's Management Plus Awards.

Wednesday, February 22, 2012

7:30 – 9:00 am
Continental Breakfast

8:00 – 8:45 am
Concurrent Sessions



*Marco Boer,
Vice President,
IT Strategies*

“Impact of Electronic Technologies on Print”—A Market Research Study by PRIMIR

As new technologies advance they often destroy prior technologies. Electronic technologies will not destroy print, but they are irrevocably changing the function of print and, depending upon the application, the volumes of print required. In evaluating the impact of electronic technologies on key print applications, this PRIMIR study not only explores print displacement, but also identifies opportunities for firms in the print value chain.



*Gary Jones,
Assistant Vice
President, EHS
Affairs, Printing
Industries of
America*

Why Print is Sustainable

“Print kills trees.” “If you care about the environment don't print this email.” “Print is not as effective as electronic marketing.” “Print is dead.” Heard any of these statements before? We know that print is renewable, recyclable and effective—but how do we get our customers to understand? This informative and illuminating session will provide: facts n' fiction surrounding print; archetypes of print and why you must understand them; what to say about print and how to say it so that it resonates with your customers; vehicles that can be used to market the Value of Print; and, trusted resources that printers can use.

Daily Sessions & Presenters continued

9:00 – 9:15 am

Opening Remarks



Chris Payne, Chairman of the Board, NPES The Association for Suppliers of Printing, Publishing and Converting Technologies; Director, Business to Business Marketing and Vice President, Chief Marketing Office, Eastman Kodak Company

9:15 – 10:00 am

Delivering the Ultimate Customer Experience



Scott McKain, Co-founder & Principal, The Value Added Institute

Is there a 'magic bullet' for increasing sales, improving customer retention, and boosting profits? According to Scott McKain, all of these outcomes are within your reach by delivering as he calls it: "The Ultimate Customer Experience!"SM During this engaging and captivating session you will gain actionable ideas for creating more compelling connections with your customers that will enable your company to stand out and move up—regardless of the economic climate—to increase your sales and profitability in 2012.

Scott McKain is co-founder and principal of The Value Added Institute (VAI), a think-tank that explores the role of the customer experience in creating lifelong client loyalty, whose work has been featured in numerous national publications. Mr. McKain is a recognized authority on "Delivering the Ultimate Customer Experience,"SM and author of the bestselling business books: "ALL Business is Show Business," that reached the #1 spot on Amazon.com's business bestsellers list; "What Customers REALLY Want;" and, most recently, the "Collapse of Distinction," named by over 30 major newspapers as one of the top 10 business books of the year.

10:00 – 11:00 am

Messages from Top Marketeers—How You Can be Part of Their Team



Moderator: Gina Testa, Vice President, Graphic Communications Industry Business, Xerox

Increasingly today, as decisions about communications and marketing budget allocations are going higher up the 'food chain' to the desk of the CMO, printing companies can no longer rely on their print buyer contacts to ensure a constant flow of future work. Learn what you need to know from our panelists' perspectives—their views about online communication, changing consumer buying behavior, changes in vertical markets—and what print and cross-media service providers must do now to succeed.

Regina (Gina) R. Testa is responsible for helping Xerox Graphic Communications Industry customers around the world profit and grow with digital print. Ms. Testa manages the Fujifilm global reseller relationship. She currently is chair of the marketing committee of The Print Council serving on its executive committee and, also serves on the national boards of NPES and Printing Industries of America.

Panelists:



Karen Keenan, Chief Marketing Officer, Integral Metrix Group



Jim Mikol, EVP Director, The Solutions Group, Leo Burnett Worldwide

Karen Keenan has 30 years of experience in sales, marketing and brand management. She has won numerous awards and, as Director of Marketing for Associates International, Inc., she helped her clients bring home 26 awards in the last two years. Ms. Keenan left the corporate world in 2001 to become an owner/partner in digital printing business, DocuSource, which was sold to Associates International in 2004 where she stayed on to lead AI's marketing initiatives, and is currently CMO of Integral Metrix Group.

Jim Mikol is EVP Director, The Solutions Group at Leo Burnett Worldwide, one of the world's largest agency print producers. With his group's responsibility for effectively linking client needs with production realities, Mr. Mikol is involved in creating efficient digital production processes and innovative solutions to clients' problems.



Daily Sessions & Presenters continued

11:00 – 11:30 am

Networking Break

11:30 am – 12:00 noon

A Future View of the Industry

To answer the many questions about what lies ahead for the commercial printing industry is this decisive 2012 outlook that will pinpoint: trends in sales, confidence, employment, and other key indicators; what concerns printers most and how they are addressing those concerns; what printers see as most important to creating their own recovery; and, who's going to make it in an industry that still offers plenty of opportunity—just not in the same old places or by doing the same old things.



*Andy Paparozzi,
Senior Vice President
and Chief Economist,
National Association
for Printing Leadership*

Andrew D. Paparozzi directs NAPL's Research Department, which provides timely, accurate analysis of the commercial printing industry's performance and prospects. Among the industry's most respected authorities on economic trends, he developed NAPL's unique 500+ member Printing Industry Panel, whose members provide regular survey feedback on economic performance and industry issues. Mr. Paparozzi is the principal author of major NAPL studies including: "The State of the Industry Report," "Strategic Perspective," "Capital Investment Study," "Long-Run Growth Leaders" series, "Printing Business Conditions," and the "Quick & Small Commercial Printers Critical Trends Report."

12:00 noon Conference Adjourns

1:00 pm – 5:00 pm Golf Outing

10

Join These Industry Leaders as a Sponsor of the Vision 3 Summit

Platinum Sponsors

FUJIFILM

The Graphic Systems Division of FUJIFILM North America Corporation delivers solutions for workflow, process control, remote monitoring, color standardization, pressroom products, CTP, proofing, digital printing, wide format and more. Fujifilm also manufactures and distributes Sericol inks and is a leader in the development of UV inks for the screen printing, narrow web, and large format digital printing industries.

GOSS | INTERNATIONAL

Goss International is the world's leading supplier of advanced web offset printing and finishing systems. It serves newspaper, commercial, insert printing and package printing markets. Goss' differentiating technologies enable printers of all sizes new ways to achieve better quality, higher productivity, shorter cycle times and more business opportunities.

HEIDELBERG

Apart from printing presses, Heidelberg's portfolio includes plate imaging, commercial postpress and packaging finishing equipment, as well as software components that integrate all print manufacturing processes. Heidelberg also offers Saphira consumables, Original Heidelberg Parts, as well as its Systemservice offerings, and training programs provided by the Print Media Academy.



HP enables the professional printing of postage stamps to building wraps, and everything in between, with next-generation digital printing technologies that span digital presses, wide and super wide format printers, and custom inkjet solutions. HP's progressive Graphic Arts portfolio and commitment to customer success can help you achieve profitable growth and thrive. <http://www.hp.com/go/graphicarts>.

KBA

KBA North America is located in Dallas, Texas and a member of the KBA Group. Established 194 years ago in Wuerzburg, Germany, KBA is the oldest and second largest press manufacturer worldwide. KBA's banner, 'People & Print', reflects its dual focus as a leading innovator for print entrepreneurs. The group's product range is the broadest in the industry; its portfolio includes commercial and newspaper web presses as well as sheetfed offset presses in all format classes.

Ricoh Production Printing

The Production Printing Group of Ricoh Americas Corporation leverages the assets of its \$21 billion parent company to deliver innovative, affordable application and workflow solutions focused on print production in the CRD, in-plant, and commercial graphic arts environments. The experienced Ricoh production team develops print production solutions specifically designed for each customer's unique business needs.

xerox

Xerox is a \$22 billion leading global enterprise for business process and document management. Xerox provides leading-edge document technology, services, software and genuine Xerox supplies for graphic communication and office printing environments. Xerox also offers extensive business process outsourcing and IT outsourcing services for commercial and government organizations worldwide.



For complete sponsorship information visit www.vision3summit.org/Sponsors.aspx

Join These Industry Leaders as a Sponsor of the Vision 3 Summit

Gold Sponsors



Agfa Graphics offers the most comprehensive portfolio of products and professional services for the prepress, pressroom, inkjet and packaging segments. Agfa develops manufactures and distributes innovative products and collaborates with world-class manufacturers to provide complete solutions tailored to the ever-changing needs of the graphic communications industry.



Konica Minolta Business Solutions U.S.A. delivers an award-winning portfolio of digital printing technologies and Business Intelligence Services for print professionals and graphic communications firms of any size and scope. In the past two years, Konica Minolta has been recognized as a leading supplier by the Allegra Network, National Association of Quick Printers (NAQP), International Center for Entrepreneurial Development (ICED) and Mail Boxes Etc., Inc. (The UPS Store).

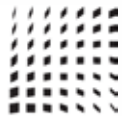


Canon U.S.A., Inc., is a leading provider of consumer, business-to-business, and industrial digital imaging solutions including the popular C7010VP Digital Press. Founded upon a corporate philosophy of Kyosei – “all people, regardless of race, religion or culture, harmoniously living and working together into the future” – Canon U.S.A. supports a number of social, youth, educational and other programs, including environmental and recycling initiatives.



manroland Inc is a division of **manroland AG** the world’s second largest printing systems manufacturer and the world’s market leader in web offset. Webfed and sheetfed presses provide solutions for publishing, commercial printing, and packaging printing. **printservices** deliver state of the art solutions in print quality and dependable performance.

Silver Sponsors



print media messen
drupa
düsseldorf, germany
www.drupa.com
3.-16. 5. 2012

drupa 2012, print media trade fair, will be held from May 3 – 16, 2012 at the fairgrounds in Düsseldorf, Germany. At the No. 1 international trade fair for the industry, 1,800 exhibitors will present the latest equipment for the pre-press, pre-media, printing, post-press and paper converting sectors on 1.8 million square feet.



Formed in August of 1998, **Independent Printers Worldwide (IPW)** is a global procurement and selling group specializing in superior supplier programs and global print sales opportunities for independent printers. Core areas for IPW are strategic sourcing, supplier management and spend analysis. These foundational strategies and proven success have created a “life-line” for independent printers that have been under assault by industry forces.



Tokyo-based **Komori Corporation**, a premier manufacturer of sheetfed and web offset printing presses, provides world-class technology especially suited for today’s highly competitive printing marketplace. Delivering the highest level in print quality coupled with impressively fast makeready and workflow efficiency, Komori presses help printers achieve higher productivity levels essential for increased margins and business growth. Komori America Corporation is headquartered in Rolling Meadows, IL and manages a sales and service organization throughout North America.



EFI provides digital print solutions that deliver increased performance, cost savings and productivity. Its end-to-end portfolio includes digital controllers; super wide, wide-format and label printers and inks; production workflow and MIS software; and corporate printing solutions.



As the world’s foremost imaging innovator, **Kodak** helps consumers, businesses, and creative professionals unleash the power of images, information, and printing. Kodak serves customers in the printing, publishing, packaging and enterprise markets with intelligent solutions for competitive advantage and greater return on investment helping them to adapt, transform and grow their businesses.



Lasermax Roll Systems is the leader in automated paper handling, processing, and vision-based quality systems for digital print production. The company’s innovative products include unwinders, rewinders, folders, cutters, stackers, punching, converting, and quality control, providing solutions essential to every digital print application. Its products are installed in more than 50 countries worldwide.

For complete sponsorship information visit www.vision3summit.org/Sponsors.aspx

Join These Industry Leaders as a Sponsor of the Vision 3 Summit

Silver Sponsors continued



Océ knows production printing. With a reputation for high speed, reliable solutions that produce outstanding quality prints, Océ delivers proven, scalable solutions that are customized for your business, backed by unparalleled service and built-to-last. Grow your business, improve profitability and wow your clients with Océ production printing solutions. Visit www.OceProductionPrinting.com to learn more, or call 1-877-OCE-4WOW.



Sentry Insurance is one of the largest and strongest mutual insurance companies in America. With assets of \$10 billion and a policyholder surplus of more than \$3 billion, Sentry's property and casualty companies are rated A+ by A.M. Best. Sentry provides business owners with quality insurance protection, safety services and retirement products. For more information contact Eric Stiles at eric.stiles@sentry.com, call at 800-624-8369 (x7096), or visit sentry.com.



Standard Finishing Systems brings the power of intelligent automation to post-press, with Standard Horizon binders, trimmers, saddlestitchers and folders. Standard Hunkeler unwinders, rewinders, cutters, and stackers also provide best-in-class paper handling and integrated finishing for continuous-feed digital printers. Standard solutions deliver operational efficiency and labor savings to print production environments. www.standardfinishing.com



An innovator in digital printing, **Xeikon** designs, develops and delivers digital color printing systems for the global industrial, document printing and commercial market segments. These systems are composed of advanced web-fed printing engines using LED-array-based dry toner electrophotography, open workflow software, exclusive toner and other consumables. Xeikon's North American headquarters are located near Chicago, IL.



xpedx is the leading North American distributor of paper and graphics supplies to the printing industry. We integrate products and services to meet current and future demand, streamline workflow, improve productivity, and enhance the impact of digital, flexo, offset, and wide format communications.

Media Sponsors



The Cygnus Graphics Media Group—comprised of *Quick Printing* magazine, *Wide-Format Imaging* magazine, and MyPrintResource.com—is the authoritative source for business information, emerging technologies, best practices, and management insight for independent and franchised commercial, sign, and digital print and marketing service providers.



OUTPUTLINKS
COMMUNICATIONS
GROUP

We are honored that two **OutputLinks Communications Group** divisions are Vision 3 Summit Sponsors. **GCWorldBIZ** speaks to senior level professionals about the print business focusing on "The 5 Critical Issues" Make\$/ Save\$/ Gain/ Retain/Grow Customers. **American Printer** speaks to graphic arts managers, since 1886, about management and print technology challenges.



Printing Impressions is North America's premier resource for commercial printers. It provides the most well-rounded view of "everything print" through its signature cover stories that profile successful and profitable printing establishments. Its Web site, PIworld.com delivers a wide range of industry news, insightful blogs, job opportunities, search functionality and targeted industry centers focused on all key areas of commercial printing. It publishes two e-newsletters, *Today On PIworld* and *PIWeekly*, which deliver industry news, along with a recap of other newly posted PIworld.com content and blogs. Our goal is to provide printers with a single venue to find pertinent information on anything print related.



PrintMediaCentr is an online communications platform dedicated to providing our global community of Print and Integrated Marketing Professionals the tools, information and resources they need to remain relevant and profitable in our multichannel world. Check us out at <http://printmediacentr.com>.

For complete sponsorship information visit www.vision3summit.org/Sponsors.aspx

Travel/Hotel Information

Marco Island Marriott
400 South Collier Boulevard
Marco Island, Florida 34145

NEW for 2012: 2 Great Reasons to Stay and Save!

Thinking of departing early?

Beyond all the extraordinary content and superb networking that extends right up to the very last session—now there are *two more* great reasons to *stay* and enjoy the entire program!

To make it easy for all conference attendees to stay *and* make their flights, new this year, the Vision 3 Summit will provide **free bus transportation** to Southwest Florida International Airport *and* a **box lunch** for all attendees who sign up in advance, as follows:
(Refer to registration form.)

Select Departure Time: two buses; two boarding times

- **12:15 pm:** enjoy a complementary box lunch
- **1:45 pm:** enjoy complementary soft drinks

HOTEL ACCOMMODATIONS

Nestled on three miles of pristine Southwest Florida beaches, the Marco Island Marriott is the perfect destination for a memorable meeting.

With several renowned restaurants, championship golf, a world-class spa and a wide range of activities and amenities, the Marco Island Marriott now offers even more—including upscale shops for men and women, a free-form fantasy pool with views of the Florida Gulf, new dining options and completely redesigned and redecorated guest rooms.

Room block name: Vision 3 Summit

Reservations: (800) 438-4373

Preferred room rate: \$269+tax for single or double occupancy.

Reservation Deadline: Wednesday, January 25, 2012
(Hotel room availability cannot be guaranteed after this date.)

Check-in time: 4:00 pm

Check-out time: 12:00 noon

Cancellation Policy: The hotel cancellation policy for guests is 7 days from the reserved arrival date. With fewer than 7 days advance notice of cancellation, a guest will be charged one night's room rate plus tax (\$269 + tax).

Hotel Room Deposit: The hotel does not charge deposits in advance, but does require guest credit card information, and will charge a one night's room plus tax fee in the event a guest cancels within 7 days, or does not show up on site.

AIRPORT/TRANSPORTATION

The Marco Island Marriott is conveniently located just 45 minutes from Southwest Florida International Airport in Fort Myers (RSW) housing over 20 airlines. Taxi fare is approximately \$85 from Southwest Florida International Airport in Fort Myers. For more information on taxi rates and rental car information visit: www.flylcpa.com/transportation.

Driving directions: Take Interstate 75 south to exit 101. Take Highway 951 south to Marco Island where 951 turns into Collier Boulevard. The hotel is on the right.

CLIMATE

The average high temperature in Marco Island in February is 76 degrees. The meeting rooms are air conditioned and the evenings are cool, so please pack a lightweight jacket.

ATTIRE

Attire for the conference is business casual. Evenings are resort casual (*no tie required*), and for the dinner business dress (*jacket and tie for gentlemen*) is appropriate.



Registration Form

4 Easy Ways to Register

Online: www.vision3summit.org/registration.aspx

Phone: (703) 264-7232

Fax: (703) 620-0994

Mail: Graphic Arts Show Company
P.O. Box 79843
Baltimore, MD 21279-0843

New **FREE** Airport Transport Offer

To sign up, check one:

12:15 pm departure

1:45 pm departure

Early Bird
By 1/20/12

Regular
After 1/20/12

Name _____

Title _____

Nickname *(for badge)* _____

Company _____

Address _____

City _____ State _____ Zip _____

Country _____

Phone _____ Fax _____

Email _____

Spouse/Guest Name _____

Nickname *(for badge)* _____

Home Address _____

City _____ State _____ Zip _____

Email *(for conference material only)* _____

Special requirements or dietary needs *(specify)* _____

Member (NAPL, NPES, Printing Industries of America)

<input type="checkbox"/> 1st Registrant	\$ 995	\$1,095
<input type="checkbox"/> 2nd Registrant*	\$ 895	\$ 995
<input type="checkbox"/> 3 or more registrants* <i>(best buy)</i>	\$ 695 each	\$ 795 each
<input type="checkbox"/> Spouse/Guest	\$ 295 each	\$ 295 each

Non Member

<input type="checkbox"/> 1st Registrant	\$1,095	\$1,195
<input type="checkbox"/> 2nd Registrant*	\$ 995	\$1,095
<input type="checkbox"/> 3 or more registrants* <i>(best buy)</i>	\$ 795 each	\$ 895 each
<input type="checkbox"/> Spouse/Guest	\$ 295 each	\$ 295 each

*Same company

Press/Educator \$ 695 \$1,095

Golf \$ 129 per person

Registrant Handicap: _____

Spouse/Guest Handicap: _____ **Golf Total \$** _____

Membership *(check all that apply)*

NAPL NPES Printing Industries of America

Business Type

Printer Supplier N/A

Payment Information TOTAL AMOUNT \$ _____

Check Enclosed: Payable to GASC in U.S. dollars drawn on a U.S. Bank.

Credit Card: American Express MasterCard Visa
 Diners Discover

Credit Card # _____ Exp. Date _____ Security # _____

Name on Credit Card *(please print)* _____ Signature of Cardholder _____

I have read and understand the cancellation policy required for my registration to be processed.

Signature _____ Date _____

Questions regarding your registration? Please contact Carol Lee Hawkins at Phone: (703) 264-7232 or E-mail: chawkins@npes.org.

Registration Fees

Registration fee covers all sessions, meal functions, refreshment breaks, and conference materials. Registration fees are based on membership within NAPL, NPES or Printing Industries of America and will be verified upon receipt. Spouse/Guests are welcome to attend any or all events associated with the conference, including meal functions at the \$295 registration fee. Payment must accompany registration form. Multiple registration discounts will only be applied to registrations from the same company. Registration fee does not include room charges, recreational activities or meals outside of the planned meal functions.

Cancellation Policy

Cancellations must be received in writing on or before Friday, January 20, 2012. Refunds will be issued by check. Substitutions are welcome after this date. No-shows will not be refunded.



Graphic Arts Show Company
1899 Preston White Drive
Reston, VA 20191

Register Now!

www.vision3summit.org

