



Sponsor Prospectus

5th Annual Print & Media Conference

November 3 - 4, 2010

Westford Regency Inn & Conference Center

Westford, Massachusetts

A Margie Dana Event

Produced by Print Buyers International

The Conference that Fits Your Budget

This year we return to the Westford Regency in Westford, MA – just 30 minutes west of Boston. This beautiful Conference Center has everything you need as a Sponsor who wants to impress hundreds of senior-level print buyers and creatives at the best-respected conference of its kind – at an affordable price. We have a special room rate (until Oct. 11th) of only \$115 per night, plus tax. Parking is free, and the hotel is an easy drive from either Boston's Logan International Airport or Manchester, NH, airport.

Check out www.westfordregency.com for more information about this venue.

Sponsorship Benefits

With its focus on serving the needs of print buyers, creatives, and marcom professionals who are responsible for marketing campaigns across multimedia, Print Buyers International is a unique professional organization. Our Conference offers firms who serve this market the opportunity to network and build relationships with professionals who are in a position to influence purchases.

Print industry trade events are built to attract manufacturers and vendors. PBI's Conference is built to attract the customers and new prospects of manufacturers and vendors in the graphic arts. Conference attendees want to learn about new technologies and equipment, best practices, methods for working more effectively with the printing industry, as well as new and developing media that they can use in their campaigns.

Our Conference delivers just that – and more.

Although different levels of sponsorship come with specific benefits, all of our table sponsors will enjoy the following:

- Personal opportunity to network for a day and a half with hundreds of professionals who purchase or influence the purchase of print and related products and services - plus newer digital media
- Opportunity to showcase your firm with a 6' tabletop exhibit

- Unique opportunity to impress a small group of attendees by leading a roundtable discussion in a *Sponsor Spotlight* (an additional fee is required)
- The Conference attendee list, pre and post conference (full contact information but exclusive of email addresses)
- Two full Conference passes for Nov. 3 - 4 (value \$1188)
- Steep discounts on additional conference tickets
- Your logo as a live link on Conference web site
- Your company name listed as Sponsor on our web site
- Opportunity to mingle with Conference attendees during every breakfast, every morning and afternoon energy break, and during the Cocktail Reception.

Educational Program

We will attract print customers and other media campaign influencers from all over the United States and beyond with the most professional, relevant and cutting-edge programming available for this targeted audience *anywhere*. It is our forte.

Our Conference attendees have consistently praised the quality of our content, the availability of our sponsors, and the caliber of our presenters. Our speakers are carefully selected for their expertise in a particular subject matter, their presentation skills, and their ability to inform rather than promote a product, service or organization.

The Conference kicks off on Wednesday with a keynote breakfast. All through Wednesday, and continuing until 2 pm on Thursday, we'll offer numerous sessions from industry experts on topics that expand on our show theme for 2010, which is **Modern Marketing: From Design to Print to Pixels**. This year's show will focus on how print professionals, creatives and marcom managers can all use print innovatively in their marketing strategies.

The conference hall will be open the full day and a half of programming, so that Sponsors have access to our attendees. *Sponsors are also encouraged to attend any and all sessions.*

On Tuesday, November 2nd, the day before the Conference opens, we'll have a full day of two different PBI Boot Camps! In the morning, we'll offer **Boot Camp for Print Reps!**[™] to help print providers understand current sourcing practices and the top challenges of today's customers.

In the afternoon, we'll offer **Boot Camp for Print Designers!**[™] to help creatives - and their managers - learn how to communicate effectively with printers.

Conference Hall

The Conference Hall will be limited to 31 tabletop displays, providing an intimate show that will maximize each Sponsor's value. Unlike other events, we don't isolate our Sponsors in a separate ballroom. The displays are in the main ballroom, where meals will be served and keynote sessions delivered. There is no drayage, which eliminates all barriers between attendees and sponsors.

The Conference Hall will be open from 8 am to 5 pm on Wednesday, November 3rd, and from 8 am to 1 pm on Thursday, November 4th.

Conference Hall Activities

We offer a truly unique exhibition space in order to bring our sponsors into the very fabric of the Conference sessions. Sponsor table displays will not be isolated in a separate Exhibition Hall. This one design change, introduced in 2009, was the single most successful element in our last show, as evidenced by repeated kudos we received from Sponsors.

Meals & Energy Breaks

All of the meals served at the Conference will be held in the Conference Hall.

Cocktail Reception, November 3rd

We'll host our gala Cocktail Reception in the Conference Hall and the foyer on the evening of the first Conference day, November 3rd. The Reception will take place after the sessions have ended for the day.

30-Minute Sponsor Spotlights

Every one of our sponsors is a specialist. At our Conference, sponsors will have a unique opportunity to share their knowledge in a 30-Minute *Sponsor Spotlight*. These spots are limited to 6 sponsors on a first-come, first-served basis. If you want to enlighten attendees about a particular topic, this is the perfect opportunity for you. There is a small additional fee to host a *Sponsor Spotlight*.

Attendee Profile

Our Conferences typically attract senior-level print and media customers from around the world who represent a broad variety of industries, including but not limited to Advertising, Banking, Consulting Services, Graphic Design, Direct Marketing, Education, Financial Services, Gambling and Casinos, Health Care, Insurance, Manufacturing, Marketing, Non-profit, Publishing, and Retail.

Here is a list of representative titles of attendees from our 2009 Conference:

2nd VP, Print Production Services	Graphic Designer
Account Executive	Graphic Production Artist
Account Manager	Group Director, Production Services
Advisor	Manager of Marketing Services
Analyst	Manager, Client Solutions
Assistant Director Creative Services	Manager, Print Production/Traffic
Assistant Director of Printing Procurement	Manufacturing & Distribution Director
Associate Director	Manufacturing Manager
Board of Advisors	Marketing Communications
BRAZILIAN PRINTING/GRAPHIA	Marketing Director
Communications Services	Marketing Manager/Principal
Communications Specialist	Marketing Materials Buyer
Conf Mgr	Marketing Services Manager
Contract Manager	Marketing Specialist, Print Production
Corporate Marketing Comm Mgr	Multimedia/Graphic Artist
Corporate Services Assistant	Operations Mgr.
Creative Director	Outreach Communications Manager
Creative Services Director	Owner
Design & Production Manager	President
Design Director	President & CEO
Designer/Owner	Principal/Creative Director
Director	Print Buyer
Director - Production Engineering	Print Production
Director of Marketing Operations	Print Production Coordinator/Buyer
Director of Production Services	Print Production Services Manager
Director of Sales and Marketing	Print Production Specialist
Editor, Transcriber	Print Production Supervisor
Executive Vice President	Print Production/POP Buyer
Global Application Development Manager	Print Program Manager
Graphic Artist	Print Project Manager
Graphic Design and Production Manager	Print Resource Manager

Production Coordinator	Senior Print Buyer/Vendor Relationship Manager
Production Design Coordinator	Senior Production Planner
Production Manager	Small Business & Social Networking Strategist
Production Supervisor	Specification Sales
Project Editor	Sr. Business Consultant
Publications Manager	Sr. Document Advisor
Publishing Advisor	Sr. Print Buyer
Purchasing Manager	Sr. Print Production Manager
Purchasing Specialist	Supplies Buyer
Regional VP	Tech Service Rep
RVP Sales	Territory Manager
Sales Consultant	Traffic and Production Manager
Sales Manager	Vice President
Sales Rep	Vice President Production Services Group
Senior Buyer	VP of Marketing Communications
Senior Editor	VP Sales
Senior Manager, Creative Services	
Senior Partner	

Here is a partial list of companies whose representatives attended our 2009 Conference:

Allied Printing Services, Inc.	GMCR
Alphagraphics	Goodheart-Willcox Publisher
Ambassador Press	GRAPHIA
Amica Mutual Insurance Company	Hamilton Printing Company
Analog Devices, Inc.	Harvard Alumni Affairs & Development
Andy's Editorial Services	Harvard Business Publishing
ANF Consultants	Harvard Common Press
Baylor University	Harvard University
Bizucate	Harvard University Press
BJ's Wholesale Club	Health Dialog
Blue Cross & Blue Shield of Rhode Island	Housing Authority Insurance Group
Boy Scouts of America	Howard Communication Associates
Brookstone	Howard Printing Inc.
BSH-Home Appliances	I dex
Cabot Corporation	Imagitas
Cascades Fine Paper	IT Strategies
Charming Shoppes, Inc.	John Hancock Life Insurance
Christian Science Publishing Society	KH Graphics
City Year	Kingfish Media
Communication Specialists, Inc	Kronos Incorporated
Crimson Press	Kubin-Nicholson
CSPS	Lesley University
Dana-Farber Cancer Institute	Liberty Mutual
Data Mail	Lindenmeyr Munroe
DH Communications, Inc.	Mass Mutual
Didax Education	Massachusetts Institute of Technology
DMW Worldwide, LLC	Mck Healthcare
Eastern Mountain Sports	MDL Print Solutions, LLC
ELK Inc	Mercury
Fidelity	Mercy Corps
Finch Paper	Millipore
Flexcon	MIT Publishing Services Bureau
Florida Hospital	New England Journal of Medicine
Four Colour Print Group	New York Life Retirement Plan Services

NFPA
 O'Reilly Media
 Paw Print & Mail
 Penn State Alumni Association
 Pinckney Hugo Group
 Powers Design
 Presstek
 Process Corp
 Process Publishing
 Quad/Graphics, Inc.
 QuikTrip Corporation
 RR Donnelley
 SEI
 Spinergy
 Staples. Inc
 Strategic Paper Group
 Success For All Foundation
 Sullivan Creative

SUPERVALU INC
 TD Bank
 Temple University
 The Clark
 Three Bean Press
 TJX Companies
 TrueSense Marketing
 Tufts Health Plan
 TwistnShout
 United Way of Massachusetts Bay, Inc.
 Universal Technical Institute
 USAA
 Vermillion Inc
 Wilson Language Training
 Worldcolor
 WPI
 Yasvin Communications
 Zoll Medical Corporation

A Strategic, Integrated Promotional Campaign

Print Ads

We will have a conference ad in *Printing Impressions* three times prior to the conference. (216,000 impressions)

We are also partnering with other trade publications and web sites to include either a Conference ad or a web link to our Conference web site.

Email Marketing

A strategically planned and professionally executed online marketing campaign will target senior-level professionals who purchase or influence the purchase of print and digital media. (50,000 impressions)

Margie's Print Tips

Through our weekly enewsletter, *Margie's Print Tips*, we will promote the Conference, its sponsors and our educational program to our worldwide subscription base each Monday. Through our own house list and several channels through which the Tips are distributed, we have estimated that the Tips are seen by 15,000 people every week. By promoting the Conference in *Print Tips* weekly for 6 months, a minimum of 390,000 potential attendees will see the Conference promo. (390,000 emails)

Social Media Exposure

The Conference will be promoted in the Print Buyers International Group on LinkedIn. More than 450 professional print production specialists from around the world belong to this Group – and new members join daily.

In addition, we are active users of Twitter. The Conference promotions will be here as well, on a regular basis.

Sponsorship & Exhibiting Opportunities for 2010

PBI Patron (Limited to 5; category exclusivity) \$20,000

Includes:

- One 6' tabletop display, first choice of space (value \$2750)
- 6 tickets to the full conference on November 3 - 4 (value \$3564)
- Discounts on additional conference tickets (exclusive of Boot Camps, which are extra)
- One year of Print Tips Sponsorship (value \$2000), with premium placement on Tips page, including live logo link
- PBI Patrons are automatically Boot Camp Sponsors (see below; value \$500 per Boot Camp)
- Full-page, full-color ad in program guide (value \$1,500)
- Your logo on tote bags
- Your logo prominently displayed as live link on website home page and event pages
- Your company's promotional materials in attendee tote bags (exclusive to PBI Patrons)
- Detailed description of your firm and prominent placement of every Patron's logo in conference program guide, which is given to every attendee
- Conference attendee list, pre-and post-show
- Your logo prominently displayed at conference
- 200-word description on web site
- First right of renewal of sponsorship at Patron Level for next year's conference
- Use of our PBI Patron logo that you can use to advertise your sponsorship and display on your web site and promotional materials

Cocktail Party Sponsor – Nov. 3rd, 2 hours (limited to one sponsor) \$1,000

We will kick off the first night of our Conference with a gala, 2-hour cocktail reception in the Conference Hall. Hors d'oeuvres will be passed throughout the hall and bars will be stationed at different locations in the hall as well. Cocktail Sponsor must have a reserved tabletop display in the Conference Hall.

Includes:

- Your logo as a live link on our web site
- Your logo in conference brochure
- Your logo placed prominently at the 2-hour reception -a high-visibility event
- Opportunity to provide printed drink tickets, with your corporate ID, for insertion in every attendee name badge holder

Keynote Breakfast Sponsor (limited to two sponsors) \$1,500 each

On each day of the Conference we will present a Keynote Breakfast in the main Ballroom, which accommodates 250. The Keynote Breakfasts are included with every Conference pass. Keynote Sponsors must be exhibiting at the show.

Includes:

- Your promotional materials may be distributed at the breakfast
- You may make a 5-minute announcement to the audience before the Keynote Breakfast speaker is introduced
- Description of your company in Conference program guide
- Description of your company on our web site
- Your logo as a live link on our web site

6' Tabletop Displays: limit of 31 \$3000 (\$2,750 before July 1, 2010)

Includes:

- 6' display table with 2 chairs and a waste basket
- 2 Conference passes for employees to staff your display table on Nov. 3 – 4 (value \$1188)
- Discounts on additional Conference tickets (exclusive of Boot Camps)
- Your logo as a live link on our web site
- Your company name listed as a Sponsor on our web site
- Your URL promoted on Twitter and on LinkedIn as Sponsor of our Conference
- A detailed corporate listing in Conference program guide
- Opportunity to submit one article for publication in an issue of *Margie's Print Tips*
- Conference attendee list, pre and post conference

Boot Camp Sponsors \$500 each

On Tuesday, November 2nd, the day before the Conference opens, we'll have a full day of two different PBI Boot Camps! In the morning, we'll offer **Boot Camp for Print Reps!**[™] to help print providers understand current sourcing practices and the top challenges of today's customers.

In the afternoon, we'll offer **Boot Camp for Print Designers!**[™] to help creatives - and their managers - learn how to communicate effectively with printers.

Includes:

- Your educational/promotional materials in tote bags for campers (exclusive for Boot Camp sponsors and PBI Patron Sponsors)
- Opportunity to introduce yourself to the attendees at the beginning of Boot Camp
- Your logo on workbook handed out to attendees
- Your logo on signage at Boot Camp
- Your logo as live link on Boot Camp pages of web site;
- A listing on web site as event sponsor
- Boot Camp attendee list, pre and post event

Energy Break Sponsors (3 total) \$500 each

On Wednesday and Thursday we'll have Energy Breaks mid-morning and mid-afternoon (Wednesday only). Energy Break Sponsors (one per break) are invited to display their own signage at the refreshment stations, and to distribute promotional material at these breaks.

If you would like to discuss a particular menu option that you would like to sponsor during one of these breaks or at other Conference times, please contact Barbara Graham directly at 978-490-0100. An additional charge may apply.

30-Minute Sponsor Spotlights (limited to 6/day) \$300 each

During the lunchtime break on both Wednesday and Thursday, you can reserve a roundtable in the mail ballroom for 30 minutes to have an informational discussion about the topic of your choice. We will promote these *Sponsor Spotlights* on our site, in our weekly Print Tips e-newsletter, and at the show itself.

Attendees will have the option of sitting at your table and listening to your discussion. The more relevant your topic, the more likely you'll attract a table full of attendees.

Please note: you will be in the main ballroom for your Sponsor Spotlight, not a separate room. Therefore, you cannot use AV equipment at your roundtable.

Includes:

- Listing of your particular *Sponsor Spotlight* topic on our conference web site and in our conference program

- One roundtable reserved for you during lunch on Wednesday or Thursday
- Signage promoting each sponsor's roundtable discussion at the show
- Opportunity to hand out materials at your roundtable during your *Sponsor Spotlight*

Additional Sponsorship Opportunities

Prices vary

Badge lanyards, displaying your company name	\$1500 or supplied
Tote bags	\$1500 or supplied
Full-color back page of the Conference Program	\$1500
Attendee name badge inserts	\$1500 or supplied
1/4 page color ad in the Conference Program	\$ 300

Reserve Your Space Today!

If you are ready to reserve your tabletop display, please visit <http://www.printbuyersconference.com/exhibitors/exhibitors.html>. The floor plan is there as well.

For More Information

If you have questions about participating in our 5th Annual Print & Media Conference, or if you are interested in details on PBI sponsorship opportunities that are not related to the Conference, please contact our Conference management team at info@printbuyersinternational.com or call **Barbara Graham** at **978-490-0100**.