



Print Oasis 2006
Print Buyers Conference & Exhibit



April 2nd – 5th, 2006

It's Showtime!



The Venetian

Las Vegas, Nevada



April 2-5, 2006
The Venetian, Las Vegas, NV

**Print Buyers Online.com &
Print Communications Professionals International
Present the 5th Annual**

Print Oasis Print Buyers Conference & Exhibit

Reach Major Buyers of Print Media at the premier educational conference dedicated to print buyers, marketers, designers and print production professionals:



Print Oasis has the most targeted audience of print buyers of any event in our industry—60% of attendees personally purchase more than \$1 million in print media services annually—25% of attendee companies purchase over \$4 million



The number of attendees nearly doubled in 2005 over the number in 2004—over 593 print communications professionals registered to attend in 2005



Print Oasis has some of the strongest exhibitor retention in the industry—over 78% of past exhibitors returned to exhibit in 2005, many of whom have been with us since the show's inception in 2002

About Print Oasis



Print Oasis is the only independent conference focused on the needs and challenges of print buyers, specifiers, and production professionals. Print Oasis targets print buyers, designers, and marketers who will come together at this 3-day conference and exhibition to learn about new and existing technologies and best practices for print production. They will learn how to reduce costs and turnaround times and increase ease of doing business by learning from industry experts, talking with our exhibitors and networking with their peers.

Who Should Exhibit

Anyone who wants to influence or sell to companies purchasing large volumes of print services, such as: commercial printers of all kinds including offset, web, On-Demand and digital; large format indoor and outdoor sign/billboard printers; silk screeners; specialty software and other technology suppliers; press manufacturers; Internet and workflow systems companies; paper manufacturers and distributors, and more.

Here is what some of our past exhibitors had to say:

“The quality of qualified buyers attending this show was excellent. Every one that stopped by our booth was a print buyer.”

*Jack F. Briggs, Director of POP Sales
Imagine! Print Solutions*

“We met more print buyers in two days than we normally meet in two years.”

*Paul Doerfler, VP
Fineline Printing Group*

“I was very impressed with the quality of the companies that came up to our booth. They were our target.”

*Tom Pandolfo, Account Manager
Nies/Artcraft Companies*

Reach the Most Targeted Audience of Print Buyers at Print Oasis 2006

Print Oasis targets directors, print buyers, production managers, and specifiers that buy over \$1 million a year in printing:

Types of Company Representatives by Job Title

- 49% Print Production, Project or Publications Manager
- 21% Print Buyer or Purchasing Agent
- 7% Owner, President, Partner or Principal
- 6% Director of Marketing or Graphic Design Services
- 4% Account Manager
- 3% Communications Specialist
- 3% Procurement Analyst or Specialist
- 2% Art Director or Designer
- 1% Catalog Publication Manager or Specialist
- 4% other

Buying Power

- 25% of Print Oasis 2005 attendees buy over \$4 million a year in printing
- 12% buy between \$2-4 million
- 18% buy between \$1-2 million
- 12% buy between \$500 – 1 million
- 18% buy between \$250,000 to \$500,000

Gender

- 75% female
- 25% male

Attendee Companies

- 46% corporation
- 17% advertising agency
- 11% association
- 11% publishing
- 3% design firm
- 12% other

Length of time buying printing products & services

- 25% over 10 years
- 11% 7 to 10 years
- 34% 4 to 6 years
- 13% 1 to 3 years
- 17% less than one year

Types of print products/services that Print Oasis 2005 attendees OFTEN purchase

- | | |
|--------------------------------|-----------------------------------|
| • 87% Brochures | • 48% Large format printing |
| • 77% Short run | • 45% Annual reports |
| • 71% Digital printing | • 43% Packaging |
| • 68% Newsletters | • 43% Catalogs |
| • 67% Business card/letterhead | • 39% Manuals |
| • 65% Direct mail | • 33% Magazines |
| • 63% Flyers | • 25% Books |
| • 60% Higher-end collateral | • 16% Greeting cards |
| • 51% Forms | • 12% Legal and financial reports |

Who Attended Print Oasis 2005

Here is a partial list of the companies whose representatives attended our conference in 2005.

Attending Companies:

AAA	Ibbotson Associates
AARP	ICG / Holliston
Aetna	Illinois Institute of Art - Schaumburg
AIG Annuity Insurance Co.	Innes Publishing
Allstate Insurance Co.	Integre Advertising
American Century Investments	Intel
American Direct Marketing	International Monetary Fund
American Funds	InterVarsity Press
American Medical Assn	J.N.L. Construction
Aon Consulting Worldwide	Jet
Arvato Services North America	John Deere Commercial & Consumer Equipment Division
Baker & Taylor	Joint Commission Resources
Bank of Montreal	JPMorgan Chase
BankAtlantic	Massachusetts Institute of Technology
BeaconFey	MasterBrand Cabinets
BeautiControl	Mellon
Bernstein Rein Advertising	Nationwide Insurance
Best Software	Northwestern Memorial Hospital
Boy Scouts of America	Northwestern University
Boys and Girls Club National Headquarters	Office Max
Bradner Smith & Company	Ogilvy Public Relations
Brandon Advertising	Prudential Financial
Catalog Innovations, Inc	Publications International Ltd.
Chicago Transit Authority	Publicis
Chubb Group of Insurance Companies	Rensselaer Polytechnic Institute
Continental Airlines	Sourcebooks, Inc.
Cramer Krasselt	Starbucks Coffee Company
DDB Chicago	Starz Entertainment group
Delaware Investments	Target
DeVry, Inc.	The Argus Press
Diversity Studio, Inc.	The Nature Conservancy of Texas
Eastern Illinois University	Tidewater Publishing Company
Eaton Vance Distributors, Inc.	TMP / Monster Worldwide
Eckenhoff Saunders Architects	United States Gypsum
Edge Media Group	US Mint
Eli Lilly and Company	Walt Disney World - Disney Design Group
Erickson Design	Wells Fargo Bank
Gelia Wells & Mohr	Wilson Sporting Goods Co.
Graphic Arts Monthly	World Book
Group Publishing, Inc.	Xerox
Heifer International	Zaner Bloser Publishing
HIP	Zebra Technologies
Horizon Blue Cross Blue Shield	

Fees & Benefits of Exhibiting at Print Oasis Print Buyers Conference 2006



Conference Format:

The conference includes three days of educational seminars and peer-based panel discussions geared specifically for print buyers and specifiers (including marketers, designers, production managers and purchasers). The seminars will be given by a variety of independent industry experts. The panel discussions will include print buyers, production managers, printers and suppliers.

Two booth representatives from each full conference exhibitor (four to six for our premium sponsors) will be entitled to attend all of the conference programs and events. The new conference format will allow them time to participate in exciting programs, such as Suzanne Morgan's annual "Trends in Print Buying" review and analysis. Details on the General Schedule will be posted online at www.printbuyersonline.com, as soon as they become available.

The Print Oasis Print Buyers Conference & Exhibit will again include the popular Monday night Paper Show, April 3, 2006. Only paper manufacturers and distributors will be eligible to exhibit at the Paper Show exhibitor rate.

Here's What's New for Exhibitors in 2006:

You spoke and we listened! Exhibitor hours have been concentrated to help you make the most of your time. The exhibit hall has been designed specifically to be a true destination spot for attendees with all of its parties and meals being served in the Exhibit Hall. (Exhibit hours are shown at the bottom of the next page.)

Full Conference Exhibitor

\$3,000*

**by December 31, 2005 or \$3,500 after*

Paper Show Exhibitor

\$750*

**by December 31, 2005 or \$850 after*

Premium Sponsorship Opportunities – listed on pages 6 & 7

Here are some of the valuable benefits full conference exhibitors will receive:

- **8' x 10' pipe and drape booth** (includes two chairs, 8' covered table & waste basket)
- **Full attendee mailing list**, both before and after the event
- Company profile published online with direct links to your website and point-of-contact—our e-community is the largest network of print buyers nationwide. (Print Buyers Online.com has over 9,000 members whom purchase more than \$10.7 billion annually in print services.)
- Access for **two booth representatives** to all conference meals, programs and events
- Special **“Trends in Print Buying” Report** that will provide you and your staff unique insights on what major print buyers expect from their print suppliers.

Here are some of the benefits our Paper Show exhibitors will receive:

- **One draped and skirted table with company ID sign**, two chairs & waste basket
- **Company profile published online** with direct links to your website and point-of-contact—our e-community is the largest network of print buyers nationwide. (Print Buyers Online.com has over 9,000 members that purchase more than \$10.7 billion annually in print services.)
- **Special “Trends in Print Buying” Report** that will provide you and your staff unique insights on what major print buyers expect from their print suppliers.

EXHIBIT HOURS:

- **Exhibit set up – Sunday, April 2, 1 PM – 5 PM**
- **Sunday, April 2 – 5 PM to 7 PM: Opening Gala & Hat Party in exhibit area**
- **Monday, April 3 – Exhibits OPEN during the following hours:**
 - 7:45 AM to 8:30 AM: Breakfast in Exhibit Area
 - 11:30 AM to 1:30 PM: Buffet Lunch in Exhibit Area
 - 3 PM to 4 PM: Mini Educational Seminars in Exhibit Area
 - 5 PM to 7 PM: Paper Show & Exhibits

Note: exhibits will be closed for Paper Show set up between 4 PM to 5 PM and during General Session seminars.
- **Exhibit Dismantle – Monday, April 3: 7 PM to 9 PM.** All exhibits must be down and packed for shipping or removed by 10 PM.

Booth space: The exhibit room will be set up with 8 x 10 booths (or 8 x 20 booths for most premium sponsors) and tables for the Monday night Paper Show exhibitor displays. All meal events and breaks will be held in the exhibit area on Sunday and Monday to encourage as much visibility for the full conference exhibitors as possible. *All* exhibitors are responsible for any AV, shipping, labor and drayage set-up costs. Those fees will be paid directly to our contracted drayage and A/V companies. This is a non-union hotel, so your receiving and Internet costs will be considerably less expensive than 2005.

Booth location and sponsorship opportunities are determined on a first-come, first serve basis. Exhibitors will be contacted to select their booth location in the order that their payment is received.

For More Information – Contact Us

To learn more about exhibiting at Print Oasis 2006 and the following premium sponsorship opportunities, **please contact Kimberlee Sautter at ksautter@e-pbo.com or call: 703-534-9307.**

Full Conference Exhibitor **\$3,000***

**by December 31, 2005 or \$3,500 after*

Paper Show Exhibitor **\$750***

**by December 31, 2005 or \$850 after*

Premium Sponsorship Opportunities \$7,500 - \$18,500

- Limited to seven premium sponsors
- Exhibit booth Sunday & Monday
- *Paper Show* participation
- 2 to 6 full conference registrations
- Mailing list of conference, exhibit and *Paper Show* attendees
- Unlimited additional conference registrations for staff at \$375
- Sponsor Spotlight promotion in Print Buyers Online.com e-letter to 9,000 members
- Signage indicating sponsorship of the event
- Logo recognition on conference brochure and website
- Press release on event partnership to target attendees

Premium Sponsorship opportunities are listed on the next page.

PLATINUM (includes 6 full conference registrations and double 8 x 20 booth)

Sunday Opening Exhibit Reception & Hat Party Sponsor, plus Four Mini-Educational Sessions/Product Demonstrations

- (Party 5:30 to 7:30 pm Sunday: four 20 minute educational sessions from noon to 1 pm and 3 pm to 4 pm on Monday)..... \$18,500

Tuesday Private Event at Venetian – **SOLD!**

- (5:30 to 7:30 pm - custom-tailored event at one of the exciting venues at the Venetian resort, i.e. VBar reception prior to Blue Man Group tickets)..... \$15,000
- Add four mini-educational sessions or product demonstrations (four 20 minute educational sessions to be held between noon to 1 pm and 3 pm to 4 pm on Monday)..... \$18,500

GOLD (includes 4 full conference registrations and double 8 x 20 booth)

Sponsorship of Conference Recordings

- Sponsorship of onsite taping of conference sessions; CDs complimentary to PCPI members and additional fee to conference attendees. Sponsor can include loose promotional materials when attendees pick up their CD's or embed your message in the educational CD. This sponsorship offers long-term marketing and exposure to individuals who can't attend the conference, but purchase the CDs..... \$15,000

Mini-Educational Sessions/Product Demonstrations

- Sponsor can give four mini-educational "seminars" or product demonstrations at training centers in the exhibit hall. Print Oasis will heavily promote and announce these sessions. These sessions will be no more than 20 minutes each and can repeat or be different. The four sessions will be held Monday between noon to 1 pm and 3 pm to 4 pm..... \$12,500

SILVER (includes 4 full conference registrations and 8 x 10 booth)

Monday Exhibit Networking Breakfast

- (Includes educational mini-session/product demonstration/or "meet & greet" during breakfast hour)..... \$7,500

Tuesday Networking Breakfast

- (Includes educational mini-session/product demonstration/or "meet & greet" during breakfast hour)..... \$7,500

Lanyards/Badge Sponsorship

- (Includes promotional inserts in conference bags)..... \$7,500

Heidelberg Row (includes 2 full conference registrations and 8 x 10 booth)

Printers be a part of Heidelberg Row

- (Themed Heidelberg event during select exhibit hours; domestic & imported beer and food served to attendees to attract more traffic to your booth – special online promotions of Heidelberg printers; minimum of six sponsors)..... \$3,750*

*early-bird or \$4,250 late registration

Exhibitor Registration Form & Contract



Print Oasis 2006 April 2-5, 2006 The Venetian, Las Vegas, Nevada

Please take the time to complete the following registration form. Pay particular attention to how you list your company name and the spelling of your representatives' names. This is critical in making sure that you are correctly represented in all of the conference materials.

Send the completed form, along with your payment, to Kimberlee Sautter by fax to 703-534-1858 or by mail. Or to ensure the best booth selection, call today to pay by credit card: 703-534-9307.

Company name exactly as it should appear in all conference materials:

Company Name _____ Website Address _____

Please Select Type of Exhibit Booth Rental

- 8' x 10' Exhibit Booth** - \$3,000 early-bird registration; \$3,500 after 12/31/05
- 8' x 20' Exhibit Booth** - \$6,000 early-bird registration; \$7,000 after 12/31/05
- Monday Night Paper Show** - The Monday night table-top exhibit is open only to paper manufacturers and distributors - \$750 early-bird; \$850 after 12/31/05
- Premium Sponsorship** - Contact Kimberlee Sautter, Conference Manager, at 703-534-9307 or ksautter@e-pbo.com to secure your reservation.

Contact information for company representative coordinating exhibit:

Exhibit Coordinator Contact Name (please print or type)

Title

Street Address

City, State, Zip, Country

Email

Phone

Cell

Names & titles (as they should appear on name badges) and contact info for each exhibitor representative. (We will be sending future updates via e-mail, so please include e-mail addresses. Cell numbers are useful to have on-site.):

1st Exhibitor Representative Name

Title

Email

Phone

Cell (optional)

2nd Exhibitor Representative Name

Title

Email

Phone

Cell (optional)

ADDITIONAL REPRESENTATIVES ATTENDING FROM YOUR COMPANY

Exhibit fee includes the attendance of two individuals to work the exhibit. Those individuals will also have full access to the conference functions, such as the educational seminars, panel discussions, breakfasts, lunches, and opening gala. Additional representatives will be charged the discounted attendee price of \$499 each. **If you have more than two representatives at the conference, please register them by calling Print Buyers Online.com. You will need to register by phone at 703-534-9307 to receive the discounted price.**

PREFERRED EXHIBIT SPACE

Every effort will be made to accommodate your selections. Booth location and sponsorship opportunities, however, are determined on a first-come, first serve basis. **Exhibitors will be contacted to select their booth location in the order that their payment is received.**

TERMS OF AGREEMENT: Your signature below signifies your understanding of and agreement to the provisions that will govern Print Oasis 2006. Prices are as indicated in "type of booth rental" on previous page. Full conference booth prices include two chairs, one draped and skirted table, one wastebasket, booth carpet, pipe and drape and an ID sign, the full attendee mailing list, the company profile posted online* and admission for two representatives to all conference programs and events. Premium sponsorships with double-sized booths include admission for four to six representatives to all Print Oasis programs and events. The Paper Show table-top exhibit fees include two chairs, one waste basket, one draped and skirted table, ID sign and the company profile online* only.

***NOTE: profile information must be received by 3/03/06 for inclusion in printed conference binder.**

CANCELLATION POLICY: All cancellations must be made in writing. Cancellations will be accepted minus 50% of the booth price if notice is received in writing by Friday, December 30, 2005. Unfortunately, we cannot provide refunds after December 30, 2005.

PAYMENT: Your payment must be included with your application

- Check** – make checks payable to **Print Buyers Online.com** and mail to Print Buyers Online.com, 2100 N. Potomac Street, Arlington, VA 22205
- Credit Card – Circle One:** American Express MasterCard Visa Discover

Credit Card Number: _____ Expiration Date: _____
(mm/yyyy)

Cardholder's Name: _____ Credit Card Security Code: _____
As it appears on the credit card

Cardholder's Billing Address: _____
Street Address

City, State, Zip, Country

Important: Please sign contract below to signify your agreement to the provisions that will govern Print Oasis 2006 as stated in the Terms of Agreement above.

Signature: _____ Today's Date: _____

Please fill out the above information and return this document with your payment. **Please make your checks payable to Print Buyers Online.com and mail to the address below**, or call the Conference Manager, Kimberlee Sautter, at 703-534-9307 to pay by credit card, and fax your registration form to 703-534-1858.



Fax to: 703-534-1858