



# Print Communications Professionals International, Inc. Overview and Benefits

## About PCPI

### Mission Statement

Print Communications Professionals International, Inc. (PCPI) is the premier association for print buyers and communications professionals who purchase or specify printing services. We help members by providing exclusive, in-depth education, solutions and resources for buyers of print media. PCPI allows members to deliver greater value to their organizations by saving time and money on print materials, controlling and improving print quality, and enhancing the effectiveness of print communications.

In addition to providing valuable information, PCPI also is a center to understand the needs and challenges of the print buying community. We encourage best practices to enhance the buying and selling experience. PCPI promotes the exchange of information in a non-sales environment. Our association supports a peaceable and profitable relationship between print buyers, printing companies and other industry suppliers.

### In Affiliation with Print Buyers Online.com

PCPI was created by Print Buyers Online.com founder, Suzanne Morgan. Print Buyers Online.com is a free, educational e-community that provides quality resources and solutions for print buyers. For more information about PBO, go to: [www.printbuyersonline.com](http://www.printbuyersonline.com)

### Member Benefits and Services

PCPI is the premier association dedicated to print buyers. PCPI offers robust education, resources and peer-to-peer information sharing opportunities to help professionals who purchase print media provide greater value to their organizations.

### Exclusive services for print buyers...

- **Certification programs** – the primary mission of PCPI is to develop and conduct certified training programs for major print media buyers and specifiers. Our professional certification programs not only significantly help major buyers understand the opportunities and benefits of using proven business practices and technologies, but also help establish a "best of breed" print buyer.
- **PCPI Member Certificate and Welcome Kit** – within two weeks of joining, you will receive an exclusive PCPI certificate that allows you to **differentiate yourself from your peers** and be recognized as a professional in your industry. You'll also receive our Welcome Kit that includes your **first PCPI Special Report** and essential information on how to take advantage of our services.
- **20% Discount on PANTONE® Products** – We are happy to now offer a 20% discount to PCPI members on important design and print buying tools through PANTONE®. Pantone, Inc. is recognized as a global authority of professional color communication standards for graphics, publishing, Web, color management and color identification.
- **Free PBO Job Bank Listing (\$249 Value)** – Print Buyers Online.com has a Job Bank which is a wonderful tool to get the word out to print buyers about a job opening within your company. We are offering one free 60-day job bank listing to your organization for the purpose of recruitment of print buyer or communications professional to your company – a value of \$249!
- **Peer-to-peer information sharing** – join our exclusive online **member forum** today and get advice from your peers
- **Membership directory** – available online. As a member, you'll have control over which contact information, if any, you'd like to share with your peers and associate members. Note: Associate members will not have full-access to the directory.
- **In-depth reports** – our **"Getting Color Right"** Special Report, an 8-page advisory on color management, is the first in a series of special reports included in the annual membership fee.
- **Management tools** – PCPI offers a number of management tools, such as sample job descriptions for print buyers, tips on how to manage, and suggestions for getting a raise.
- **Member-only discounts** – members receive up to 40% off of certification programs and over 10% savings on Print Oasis conference fees.

- **Case-studies** – learn how industry leaders are leveraging their print purchases for increased response, reduced turnaround and workflow efficiencies.
- **Bi-monthly e-letter** – this e-letter includes our latest association news and important membership updates you won't want to miss!

#### Other benefits for print buyers...

- **Advance as a professional** – PCPI offers opportunities for professional development that will help you stand out from your peers and elevate your reputation within your company.
- **Deliver Value to Your Organization** – With PCPI's resources and networking opportunities, you'll be able to deliver added value to your organization, helping save them time and money.

#### Exclusive services for Individual Associate Members...

Printers, print brokers and other industry suppliers may join our association as Associate Members only. In addition to receiving PCPI's valuable educational materials, Individual Associate Memberships include the following:

- **Talk to buyers in our "Mixers" forum** – membership includes access to a special discussion board that allows buyers and suppliers to connect
- **Affiliation status** – use the PCPI member logo on your website to promote your affiliation with the only professional association for print buyers

**Note:** Associate Members will not have access to all discussion boards. Some discussion boards will be "print-buyer only" oriented. In addition, we don't distribute or sell the membership directory to Associate Members or others, unless a member has given express consent to share their information.

#### Exclusive services for our Associate Sponsor Members...

Printers, print brokers and other industry suppliers may join our association as Associate Members only. In addition to receiving the benefits listed above, Associate Sponsor Memberships include the following:

- **Exclusive Promotion of Your Company** – Associate Sponsor Memberships include the promotion of your company in the member Welcome Binder; company profile and links on our website; and inclusion in our exclusive online Member Directory.
- **Opportunity to sponsor PCPI events and services** – receive premier access to major buyers of print media services
- **Includes access for two key people**

**Note:** Associate Members will not have access to all discussion boards. Some discussion boards will be "print-buyer only" oriented. In addition, we don't distribute or sell the membership directory to Associate Members or others, unless a member has given express consent to share their information.

## PCPI Association Fees

NOTE: Print printers and suppliers to buying companies may only join at the Associate Member level. All fees in US dollars.

### For Print Buyers:

#### **Individual Professional Membership – \$279 annual fee**

Single memberships available for communications professionals, marketers, print buyers, designers, purchasing agents, marketing folks, directors, managers and others at companies that buy printing services.

#### **Corporate Membership - \$1,000 annual fee (includes 5 individual memberships; \$175 each additional member)**

Corporate memberships available for communications professionals, marketers, print buyers, designers, purchasing agents, marketing folks, directors, managers and others at companies that buy printing services.

### For Print Suppliers:

#### **Individual Associate Membership – \$279 annual fee**

Single memberships available for printers, suppliers, sales representatives, customer service representatives, brokers, industry consultants, printing industry associations, industry publishing, editorial and press companies, print management companies, and all others.

#### **Associate Sponsor Membership - \$1,200 annual fee (includes two individual memberships; plus \$175 each additional member)**

Sponsor members include printers, suppliers, sales representatives, customer service representatives, brokers, industry consultants, printing industry associations, industry publishing, editorial and press companies, print management companies, and all others. \*Includes exclusive promotion of your company and opportunity to sponsor PCPI events and services.



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