



Print Oasis 2010
PRINT BUYERS CONFERENCE & EXHIBIT

Conduct a Year's Worth of Business in 2 days!



Print Oasis 2010 Exhibitor Prospectus

**July 19 & 20, 2010 ☀ Washington, DC
National Press Club**

Presented by
Print Communications Professionals International (PCPI) &
Print Buyers Online.com (PBO)



About Print Oasis

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 trade show or conference in our industry—nearly 60% of the attendees personally purchase more than \$1 million in print media services annually—27% purchase over \$4 million.
- This is our 9th annual Print Oasis Print Buyers Conference. We typically get 225 print buyer attendees from all over the continental United States and Canada.
- Print Oasis 2010 Print Buyers Conference will be held in the heart of Washington, DC, right where the action takes place with trucking, postal, paper and media issues and more. Join us at the revered National Press Club for the conference that's fresh, smart, and completely on target for print buyers and printers alike.



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 & digital
- large format indoor and outdoor sign
- Web-to-print and variable data print suppliers
- Print management companies
- specialty packaging printing
- envelope converters
- software and other technology suppliers
- press manufacturers
- Internet and workflow systems companies
- paper manufacturers and distributors
- mail houses
- and more!

Exhibit at Print Oasis and:

- Conduct a year's worth of business in two days
- Gain access to the most targeted audience of major print buyers in the industry
- Connect with decision makers through unique & memorable networking events
- Gain customer loyalty by hosting exciting events
- Participate in highly effective sales lead generating opportunities
- Influence and sell to companies that purchase large volumes of print services



About Print Oasis

Print Oasis targets marketing directors, print buyers, production managers, and specifiers that buy over \$1 million a year in printing and companies that purchase over \$50 million.

Types of member organizations

- 20% advertising agency
- 18% corporation/other
- 11% publishing
- 10% association or not for profit
- 7% graphic design firm
- 5% direct marketing
- 8% financial
- 7% retail
- 5% healthcare
- 6% educational institution

Buying power

- 22% buy over \$4 million a year in printing
- 13% buy between \$2-4 million
- 22% buy between \$1-2 million
- 13% buy between \$500 – 1 million
- 6% buy between \$250,000 to \$500,000

Gender

- 64% female
- 36% male

Years purchasing printing products & services

- 48% over 10 years
- 14% 7 to 10 years
- 11% 4 to 6 years
- 12% 1 to 3 years
- 8% less than one year

Products/services Print Oasis attendees OFTEN purchase

- 85% brochures
- 54% newsletters
- 79% digital printing
- 45% packaging
- 72% direct mail
- 48% annual reports
- 72% short run
- 70% flyers
- 57% higher-end collateral
- 46% forms
- 36% catalogs
- 39% manuals
- 60% large format printing
- 67% business card/letterhead
- 25% magazines
- 28% books
- 19% legal and financial reports
- 19% greeting cards

“I have exhibited at just about every Print Oasis and it is my favorite trade show every year. I get more traffic and more engaged people than at other shows because the attendees are there to learn and the show is of a manageable size so attendees take the time to find out what you have to offer.”

*Michael H. Evans
Market Development Manager
DuPont Titanium Technologies*



Past Print Oasis Attendees

The following is a partial list of attendees from Print Oasis 2008.

AAA Washington

Print Production Manager

Adobe Systems

Print Production Process Manager

Print Production Process Manager

Inventory Analyst

Marketing Programs Project Manager

Print Production Project Manager

Advisory Board Company

Print Manager

Manager

Agora, Inc.

Fulfillment Production Manager

Allianz Life

Senior Production Buyer

Creative Manager, Design Services

American Academy of Family Physicians

Print Buying Manager

Print Buyer

American Century Investments

Production Specialist Senior

Production Services Manager

Production Specialist

American Composites Manufacturers Association

Manager, Marketing & Communications

American Direct Marketing

Manager, Print Buying

Analog Devices, Inc.

Manager, Corporate Communications Services

Armstrong

Print Production Supervisor

Banana Republic

Senior Manager, Strategic Sourcing

Bank of Montreal

Senior Production Manager

Barkley

Senior Print Production Manager

Director Production Services

BlueCross BlueShield of FL

Print Production Manager

BlueCross BlueShield of MN

Supervisor of Scheduling & Estimating

Boy Scouts of America

Print Buyer

Brandon Advertising

Traffic/Print Production Manager

Brown Shoe Company, Inc.

Purchasing Manager

Production Manager

Brown-Forman Corp.

Print Manager

Associate Print Manager

Callahan Creek

Production Manager

Capital Group Companies

Production Specialist

Production Specialist

Production Specialist

Production Specialist

Capstrat

Production Manager

Carlton Taylor Graphics

VP Marketing

Past Print Oasis Attendees, cont.

CDR Fundraising Group

Production Manager
Production Manager
Production Manager

CFA Institute

Publishing Specialist
Corporate Marketing

Choice Hotels International

Manager, Print Production
Director, Studio & Production Services

Chubb Group of Insurance Companies

Production Manager

Colonial Williamsburg Foundation

Director, Print Production Services

Compassion International

Direct Marketing Print Production Specialist
Production Specialist

ConvaTec

Associate Manager, Print Production

Corel Corporation

Print Buyer

CSU Chancellor's Office

Manager of Client Services

CUNA Mutual Group

Direct Mail Print Production Manager

Cyril-Scott Company

Business Development & Marketing

DeVry Inc.

Senior Creative Services Specialist
Senior Print Buyer

Direct Supply Inc.

Corporate Purchasing Agent

Disney Design Group

Print Manager
Print Manager

Duke Creative Services

Operations Specialist
Business Manager

Duke University

Production Specialist
Production Specialist

Eaton Vance Distributors

Assistant Production Manager

Embarq

Print Buyer

Envision Graphics

Sales Consultant

Eric Mower and Associates

Production Director

Excellence In Motivation

Manager, Communications Planning & Production

Franke Commercial Systems

Print Purchasing Manager

Friedkin Business Services

Senior Manager, Planning - GS Marketing
Procurement Manager
Senior Manager, Product Support - GS Administrators, Inc.

Gap, Inc.

Sourcing Manager
Senior Analyst, Strategic Sourcing

Gelia Wells & Mohr

Production Manager
Director of Production Services

Gevity

Production Manager

Graphic Arts Show Company

Production Manager

Harland Clarke

Print Production Manager
Production Manager

Healthy Advice Networks

Production Manager

Heifer International

Communications Assistant

Highlights for Children

Director of Production

Past Print Oasis Attendees, cont.

Hirons & Company

VP/Print Production Director

Inscape Publishing, Inc.

Production Manager

Ithaca College

Print Buyer

International Monetary Fund

Senior Media Specialist

Iowa Department of Economic Development

Production Manager - Print Buyer

Production & Operations Manager

Assistant Coordinator

Kaiser Permanente

Production Manager

Komori

Director of Marketing

Krames

Production Manager

Laureate Education, Inc.

Purchasing Manager

LehmanMillet

SVP Production Services

Liberty Mutual

Traffic & Production Coordinator

LifeWay Christian Resources

Buyer

Purchasing Agent

Buyer

Literature Fulfillment Services, Inc.

VP, Marketing

M Creative, Inc.

Production Manager

Mayo Clinic

Unit Head, Print Publishing

MD Financial

Manager, Traffic and Production

Merck & Co. Inc

Senior Production Manager

Mercy Corps

Interline Brands

Advertising Operations Manager

Production Manager

Production Coordinator

MH Associates, Inc.

Print Buyer

Micromass Communications

Manager, Production Services

Moneytree, Inc.

Production Manager

National Instruments

Print Coordinator

Nationwide Services Company

Director, Supply Management Services

New Harbinger Publications

Print Buyer

Production Manager

Nintendo of America

Senior Buyer

Northlich

Print Producer

Northstar Marketing Communications Group

Business Development Manager

NPC, Inc.

Marketing Manager

Ogilvy

Senior Print Producer

Outback Steakhouse

Print Production Manager

Pacific Marketing International

Factory Liaison Manager

Penn State Alumni Association

Membership Production Manager

PerkinElmer, Inc.

Production Coordinator

Production Coordinator

Past Print Oasis Attendees, cont.

Progress Energy

Production

PSDA

Director of Marketing

RacingOne Multimedia Inc

Print Production Manager

Raymond James Financial

Production Coordinator

RBC Insurance

Print Production Coordinator

Rogers Media

Senior Print Analyst

Rogers Publishing

Print Services Director

Russ Reid Company

Senior Print Buyer

SAS Institute Inc.

Procurement Analyst

Schaller Anderson, Inc.

Senior Print Buyer

Screaming Fish, LLC

President

Scripps Networks

Print Production Manager

SEI

Senior Print Buyer

Sigma-Aldrich Corp.

Senior Print Buyer

SKM Group

Director of Print Production Services

Sprint

Senior Commercial Print Buyer

Starz Entertainment

Senior Manager, Print Production

Print Production Manager

State Farm Insurance

Commercial Print Buyer

Target

Gift Card Specialist

Temple University

Assistant Director Creative Services

The Pampered Chef

Supervisor, Print Purchasing

Thomson West

Production Team Lead

Senior Production Coordinator

Thought Transformation

President

Time Logistics, Inc.

National Sales

President & CEO

TSYS Loyalty

Director, Marketing Operations

UC Davis - Repro Graphics

Publication Coordinator

Union Privilege

Production Coordinator

Universal Technical Institute

Print Production Manager

University of Buffalo

Production Coordinator

Urban Ministries

Production Manager

US Holocaust Memorial Museum

Production Manager

Vanguard

Project Administrator

Wachovia Dealer Services

Traffic Coordinator

We Energies

Buyer - Print, Forums, and Office Equipment

Wells Fargo

Vice President

Williams

Print Services Supervisor

Wyndham Vacation Ownership

Director, Production & Distribution



The conference includes two 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 for our premium sponsors) will be entitled to attend all of the conference programs and events. Details on the General Schedule will be posted online at www.printoasis.com as soon as they become available.

Exhibit Opportunities

Exhibit fee includes table-top exhibit, free wireless, two representatives at your booth, online promotion and attendee mailing lists:

Early-bird: \$2,850 by April 30, 2010

or \$3,350 after.



2010 Exhibit Hours

- Monday, July 19: Exhibit Set Up 2 PM – 5 PM
- Monday, July 19: Exhibitor OPEN 5 PM - 7 PM
- Tuesday, July 20: Exhibits OPEN 8 AM – 9 AM; NOON – 1:30 PM;
- Tuesday, July 20: Exhibits OPEN 5 PM - 7 PM
- Tuesday, July 20: Exhibit Dismantle 7 PM - 9 PM

Booth Space

Exhibitor hours will be concentrated to help you make the most of your time. This year the exhibit will be set up with table-top exhibits. All meal events and breaks will be held in the exhibit area on Monday evening and all day Tuesday to encourage as much visibility for the conference exhibitors as possible. All exhibitors are responsible for any A/V, shipping, labor and drayage set-up costs. Those fees will be paid directly to our contracted drayage and A/V companies.

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.

“The biggest benefit is the exposure to OUR target market. These ARE the decision makers in most cases. It is also an opportunity to network with others in your industry.”

*Jodie McMurrin, National Account Manager,
Fisher Group*



Become a Strategic Partner

Here are three sensational opportunities to make a big splash at the conference and effectively engage many more major print buyers year-round. With these packages, you can combine your exhibit with Print Buyers Online.com annual sponsorship and **reach more than 12,000 print buyer members worldwide whose member companies purchase more than \$14 billion a year in printing.**

Print Buyers Online.com is the largest network of major print buyers in the nation. We target individuals who purchase more than \$1 million per year in print media services and companies that purchase more than \$50 million. Our bundled sponsorship programs include many effective ways of engaging these major buyers of print media well beyond the conference and

all year long. Benefits include customized marketing programs that we build for you based on your goals and multiple opportunities to demonstrate your expertise in the form of tips, Q&As, articles, case-studies and more!

Plus, our annual Sponsorship Packages include a highly-effective and proven sales lead generator program called "Cool Tools". **Each "Cool Tool" promotion typically generates between 200-600 targeted leads**, in which the sponsor is given the contact's phone number and e-mail address in addition to the prospect's name, title, business name and mailing address.

Sponsorship opportunities include:

Year-round Strategic Partner Package

\$20,000

- Four full conference registrations and table-top exhibit in a premium location
- Company URL listed on conference site
- Attendee mailing list, pre- and post-conference
- Online promotion in our e-community's Sponsor Spotlight, press releases, etc.
- Access to the Print Buyers Online.com database for targeted mailings up to four times per year
- 1-2 exclusive educational webinars with print buyers during the sponsorship term
- Opportunity to generate sales leads through our proven "Cool Tools" promotion center (up to 12 times per year) which can generate as many as 200-600 targeted leads
- Opportunity to demonstrate your expertise by providing educational content on our site via tips, Q&As, case studies, articles and press releases
- Prominent display of your company logo throughout our e-community with direct links to your company profile and website
- Weekly promotion in our popular e-newsletter, including a prominent feature in "Sponsor Spotlight" four times a year

Green Strategic Partner*

\$20,000

**Limited to 1 Sponsor*

Receive recognition throughout the Print Oasis Conference as our exclusive Green Strategic Partner. This gives your company unparalleled opportunities to connect with buyers who are searching for an environmentally responsible print supplier.

- Four full conference registrations and table-top exhibit in a premium location
- Company URL listed on conference site
- Attendee mailing list, pre- and post-conference
- Online promotion in our e-community's Sponsor Spotlight, press releases, etc.
- Access to the Print Buyers Online.com database for targeted mailings up to four times per year
- Opportunity to generate sales leads through our proven "Cool Tools" promotion center (up to 12 times per year) which can generate as many as 200-600 targeted leads
- Opportunity to demonstrate your green expertise by providing educational content on our site via tips, Q&As, case studies, articles and press releases
- Prominent display of your company logo in the Going Green section and throughout our e-community with direct links to your company profile and website
- Weekly promotion in our popular e-newsletter, including a prominent feature in "Sponsor Spotlight" four times a year
- Opportunity to present your company's sustainability efforts with 1 -2 Print Buyers Online.com hosted webinars

Year-round Sponsor Package

\$8,350

- Table-top exhibit with two full conference registrations (additional representatives may attend at \$425 each)
- Company URL listed on conference site
- Attendee mailing list, pre- and post-conference
- Online promotion in our e-community's Sponsor Spotlight, press releases, etc.
- 1 exclusive educational webinar with print buyers during the sponsorship term
- Opportunity to generate sales leads through our proven "Cool Tools" promotion center (up to 6 times per year) which can generate as many as 200-600 targeted leads
- Opportunity to demonstrate your expertise by providing educational content on our site via tips, Q&As, case studies, articles and press releases
- Weekly promotion in our popular e-newsletter, including a prominent feature in "Sponsor Spotlight" four times a year

Exhibit Opportunities

Conference Exhibitor*

\$2,850

**\$3,350 after April 30th*

- 6' skirted table in the main exhibit room(s) with two chairs
- Access for two booth representative to all conference meals, programs and events (additional reps may attend for \$425 each)
- Attendee mailing list, pre- and post-conference
- Company URL published at www.PrintOasis.com with a direct link to your website

Congressional Reception Sponsor*

\$8,000

**Limited to 1 Sponsor*

Stay top-of-mind by hosting Print Oasis's final networking event, an exclusive Congressional Reception on Capitol Hill.

- Exclusive sponsorship of Congressional Reception
- Table-top exhibit with four conference registrations (additional representatives may attend at \$425 each)
- Attendee mailing list, pre- and post-conference
- Online promotion in our e-community's Sponsor Spotlight, press releases, etc.

For More Information, Contact Us

Print Oasis, Inc. recognizes the high-value of individual event sponsorship at its conference and is committed to creating custom opportunities for select companies. We are very excited to share with each of you the many opportunities in the heart of Washington, D.C.

To learn more about exhibiting at Print Oasis 2010 and premium event sponsorship or our year-round advertising opportunities, **please contact Kimberlee Sautter at ksautter@printbuyersonline.com or call 703-534-9307.**



Packed Exhibit Hall at Print Oasis



Exhibitor Registration

Print Oasis 2010 Exhibit Opportunities July 19-20, 2010 National Press Club

When completing the following registration form, please **pay particular attention to the spelling of organization and representative names.** This is critical to ensure your company is correctly represented in all conference materials.

Information should appear exactly as it will be in all conference materials, including name badges. Additional representatives may attend at \$425 each. Please register your booth representatives by filling in the information on the next page.

Name of Company

Website

Name of Exhibit Coordinator

Title

Street Address

City State/Territory

ZIP/Postal Code Country

Email

Phone Cell

Type of Sponsorship

- Conference Exhibitor** \$2,850
(\$3,350 after 4/30/10)
- Year-round Strategic Partner Package** \$20,000
- Green Strategic Partner** \$20,000
- Year-round Sponsor Package** \$8,500
- Congressional Reception Sponsor** \$8,000

To ensure the best booth selection, call today to pay by credit card: 703-534-9307. You may also send your completed registration form and payment to Kimberlee Sautter by fax at 703-534-1858 or mail them to:

Print Buyers Online.com
2100 North Potomac Street
Arlington, VA 22205

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.**

Exhibitor Representative Contact Information

Please note that each level of sponsorship will yield a different number of booth representatives and access to events. The descriptions of each level are located in the Exhibitor Prospectus. **You are welcome to add extra representatives for an additional \$425 per rep.**

Please submit contact information on each rep that will be joining us for Print Oasis 2010. **We will be sending updates via email, so be sure to provide addresses below.**

Representative #1

Name

Title

Email

Phone

Cell

Representative #2

Name

Title

Email

Phone

Cell

Representative #3

Name

Title

Email

Phone

Cell

Representative #4

Name

Title

Email

Phone

Cell

TERMS OF AGREEMENT: Your signature below signifies you understand and agree to the provisions that will govern Print Oasis 2010. Prices and package benefits are as indicated in "Type of Sponsorship".

All exhibitors are required to keep their booths fully open until the designated dismantle time of 7 PM Tuesday evening, 7/20/10, or you will forfeit your right to receive the final attendee mailing list.

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 05/31/10. Unfortunately, we cannot provide refunds after 05/31/10.

PAYMENT: Please complete the information below and return this document with your payment. Please make your checks payable to **Print Buyers Online.com, Inc.** 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.

- I will make my check payable to **Print Buyers Online.com, Inc.** and mail it to:

Print Buyers Online.com
2100 N. Potomac Street
Arlington, VA 22205

- You may charge the following credit card: American Express MasterCard Visa **(Circle one)**

(Please mail form to above address or fax to **703-534-1858**)

Credit Card Number

Cardholder's Name (as it appears on the card)

Expiration Date (MM/YYYY)

Security Code (4 digits for AmEx, 3 digits for MC/Visa)

Card Holder's Billing Address

City State ZIP/Postal Code

Country

IMPORTANT:

Please sign and date below to signify you agree with the provisions that will govern Print Oasis 2010, as stated above in the Terms of Agreement.

Signature

Today's Date