



print • services • distribution • association

PRINT SOLUTIONS CONFERENCE & EXPO 2012

JUNE 4-6, 2012 | THE BALTIMORE CONVENTION CENTER | BALTIMORE, MARYLAND



Dear Prospective Exhibitor,

The Print Services & Distribution Association (PSDA) holds its Annual Print Solutions Conference and Expo, June 4-6, 2012, in Baltimore, Maryland. This is the only national trade show designed for distributors of print, marketing and related services and those who purchase print for resale. I invite you to join us this June, and use the event to develop new relationships and extend your relationships with existing clients.

Here's what you need to know about exhibiting at PSDA's 2012 Print Solutions Conference and Expo:

Highly-Qualified Attendees

Print Solutions Conference & Expo attendees are distributors who understand the channel and who are interested in building relationships, not simply shopping for new products. By attracting the right attendees, we increase the number of viable leads and new business you'll get as an exhibitor.

An Event Designed with Exhibitors In Mind

Our floor plan and schedule for the 2012 Print Solutions Conference & Expo are designed to get attendees to the Expo Hall and keep them there. The keynote stage is integrated into the Expo floor, and we will feature a networking reception during show hours – also on the Expo floor. All Expo features will maximize your return on your exhibit investment.

A Personal Touch

The members of our 66-year old association and management team are solution providers. We believe in doing the little things right, and will work with you to make the experience of exhibiting at a PSDA show beneficial this spring, and help create your best opportunity for success. I hope to see you this spring in Baltimore.

A handwritten signature in black ink that reads "Bill Prettyman". The signature is fluid and cursive.

Bill Prettyman
PSDA 2012 President



About the Print Services & Distribution Association

Since 1946, the Print Services & Distribution Association (PSDA) has been the exclusive non-profit professional association dedicated to enhancing the success of the distributor channel for business communications, including print, marketing and related services.

Our members include distributors, trade printers, suppliers and technology partners working together to provide differentiated solutions to end users. In all, PSDA comprises a broad network of supply chain partners representing nearly 1,000 companies, more than 10,000 participants who account for more than \$5 billion in combined annual sales.

PSDA supports businesses of all sizes and offers tools that help member companies connect with like-minded executives in the industry, identify new partners in the supply chain, and extend the solutions they offer in order to build lasting relationships with their customers.

Our annual Print Solutions Conference and Expo is one of the best ways to do just that.

Join us in Baltimore for the Print Solutions Conference and Expo and expand your reach among today's print professionals.

1,000+ Attendees are Looking for You at PSDA's 2012 Print Solutions Conference & Expo

2011 TRADE SHOW FACTS:

- Over 1,000 attendees
- More than 175 exhibiting companies
- More than 225 booths on the trade show floor

PSDA's 2012 Print Solutions Conference & Expo is the premier trade show for the print distribution industry, offering three days of education sessions and exhibitor contacts to increase sales for executives and sales representatives who buy and sell through the trade.

The 2011 show featured more than 175 companies exhibiting their product capabilities and more than 225 exhibit booths. Nearly 1,000 attendees visited PSDA's 2011 Print Solutions Conference & Expo to learn how their companies can adapt in a fast-changing industry and to deeper their supply chain.

If Your Company Currently Sells, or is Interested in Selling to any of the Below Businesses, this Show is for You.

PSDA PRINT SOLUTIONS ATTENDEES ARE:

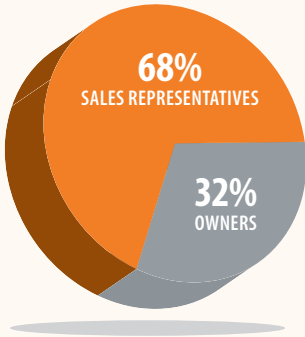
- Print Distributors
- Print Consultants
- Advertising Agencies
- Design and Marketing Firms
- Designers
- Direct Marketers
- Freelancers
- Promotional Products Distributors

TOP 10 THINGS ATTENDEES LOOK FOR:

- Web-to-Print Solutions
- Variable Data Printing
- Direct Mail Solutions/Services
- Commercial Printing
- Digital Printing
- Mailing and Fulfillment Services
- Envelopes
- Labels
- Plastic/Paper/Vinyl Cards
- Promotional Products

Exhibit Opportunities

At PSDA's Print Solutions Conference & Expo, Attendees are **BUYERS!**



Reach Your Target Audience at PSDA's Print Solutions Conference & Expo:

Interested in reaching industry professionals with purchasing power and influence?

Trying to increase awareness of your brand or product?

Interested in creating goodwill toward your organization?

New to the print services marketplace?

Introducing a new product?

If you answered "YES" to any of these questions, you should consider becoming an exhibitor and/or sponsor of PSDA's Print Solutions Conference & Expo.

Over 40% of the show floor for 2012 was sold out by the close of the 2011 Conference & Expo. Reserve your space today and join other companies who understand that a strong business plan starts with participation in PSDA's Print Solutions Conference & Expo.

PSDA's 2012 Print Solutions Conference & Expo exhibit hall is located at the center of this dynamic conference. Exhibitors receive such benefits as:

- The ability to interact and network with leading industry professionals and business owners
- Featured company description and contact information in the onsite program and *Print Solutions* magazine (delivered to over 9,000 subscribers)
- Increased brand awareness of your products or services among influential decision-makers

PRICING FOR A STANDARD 10' X 10' BOOTH

PSDA Member Rate: \$2,645 (\$26.45/sq ft) • **Nonmember Rate: \$3,145** (\$31.45/sq ft)

Note: There is an additional \$150 charge for EACH exposed corner.

EXHIBIT SCHEDULE

Monday, June 4, 2012 Exhibitor Move-in. 12:00 pm – 5:00 pm

Tuesday, June 5, 2012 Expo Open. 10:00 am – 7:00 pm

Wednesday, June 6, 2012 Expo Open. 10:15 am – 2:00 pm

Wednesday, June 6, 2012 Exhibitor Move-out 2:00 pm – 10:00 pm

BOOTH PACKAGE INCLUDES

- Exhibit space (exhibitors are responsible for providing/renting their own booth structure, furnishings and carpet)
- Five booth staff registrations
- Listing on the official show website, in official Expo preview coverage in the (April 2012 issue of *Print Solutions* magazine) and in the onsite program
- Pre-show promotional material available for download
- One-time use of pre- and post-conference attendee registration list

ADDITIONALLY, PSDA WILL PROVIDE ALL EXHIBITORS WITH

- Regular emails with logistical information, deadline reminders and helpful tips to make the most of your exhibit experience at the show.
- Dedicated exhibitor liaisons will be assigned to each exhibitor. You will get to know the PSDA trade show team, comprised of event professionals dedicated to the success of PSDA events.
- PSDA will host an "Exhibitor 101" program via conference call or webinar pre-conference to answer questions and offer suggestions for exhibit success.
- PSDA's 2012 Print Solutions Conference and Expo Exhibitor Service kit will be provided to all exhibitors. PSDA, in conjunction with our general services contractor and other vendor partners, will compile an exhibitor manual that will include all relevant logistical information for exhibitors.

Sponsorship Opportunities

PSDA's 2012 Print Solutions Conference & Expo brings our community together. A 2012 sponsorship will give your company direct access to professionals from the highest levels of our industry.

Sponsorships are designed to help you engage, network with and impress attendees. Whether you're seeking new business, jump-starting entry into the print services world or hoping to grow your partnerships with key firms, a sponsorship is your chance to leverage exhibiting with PSDA at Print Solutions.

PSDA provides numerous vehicles to attain your marketing goals and, as a result, identify, target and influence the attendees most likely to purchase your products and services.

Maximize your brand presence with sponsorship at PSDA's 2012 Print Solutions Conference & Expo!

Sponsorship Levels and Benefits

Based on your selections, you will qualify for a Print Solutions Diamond, Ruby or Emerald sponsorship benefit package.

PSDA BENEFITS BY SPONSORSHIP LEVEL	DIAMOND \$5,000+	RUBY \$2,500 – \$4,999	EMERALD UP TO \$2,499
Company logo and sponsor level recognition in onsite program and on printsolutionsshow.com with hyperlink to sponsor website	√	√	√
Company name featured in online floor plan	√	√	√
Sponsor recognition in advance marketing brochure sent to industry professionals (if reserved by February 1, 2012)	√	√	√
Sponsor ribbons for personnel badges	√	√	√
Expanded company profile in onsite program (word count varies by sponsorship level)	50 words	40 words	30 words
Complimentary conference registrations	3	2	1
Showcase as a sponsor in pre-event (if reserved by February 1, 2012) and post-event coverage in <i>Print Solutions</i> magazine	√	√	√
Recognition in select email marketing messages to targeted potential attendees	√	√	
Free email marketing message to targeted manufacturers or distributors	√	√	
One free full-page ad in <i>Print Solutions</i> magazine (in addition to any previously contracted ad placements)	√		
Opportunity to distribute white paper through PSDA social media outlets (one-time only; content subject to PSDA approval)	√		

“As usual, at this show, we were able to make more people aware of our value proposition, and were able to have some ‘face time’ with existing customers.”

— Bill Doehler,
Prodigital Printing

For more information on PSDA's 2012 Print Solutions Conference & Expo, contact:

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Sponsorship Selections

Attendee Bags — \$5,000

Attractive bags will be provided to all conference attendees to carry their conference materials. Your company logo will appear on the bag, along with the conference logo. A promotional piece from your company may also be included in the bag.

Lanyards — \$5,000

Gain constant recognition by printing your company name, logo and website on the official badge lanyards given to every attendee.

Badge Inserts — \$3,000

Place your company logo or booth message behind the badges of each attendee.

Coffee Service — \$3,000

Coffee service sponsors will receive name and/or logo recognition at all coffee service stations during the breaks for conference and show attendees.

Conference Map and Schedule — \$3,000

Help attendees make their way through Baltimore Convention Center with this handy pocket conference schedule and map – an item attendees will refer to again and again during the show. The piece will feature your company logo and advertising message.

Directional Kiosks — \$2,500

Attractive, custom-designed directional kiosks will be located throughout the conference venue, directing attendees to sessions, exhibits and special events. Your company name and logo will appear along the base of every kiosk.

Event Newsletter — \$2,500

This daily electronic newsletter will be delivered to all Print Solutions Conference & Expo attendees, and provide schedule updates, conference highlights and other event information. Your company logo and message will appear at the beginning of each newsletter.

Reception — \$2,500

A highlight of PSDA's Print Solutions Conference and Expo, the Opening Reception is a great place for industry professionals to make new connections and reinforce existing relationships, whether you're looking to nurture and cultivate your business, your career or both. In 2012, the reception will be held on the show floor in conjunction with the trade show. Connect with people who love what they do and are looking for ways to learn and grow.

Sponsorship includes: Company logo featured on event website and onsite signage; access to the full Attendee/Exhibitor list with contact information for follow-up; one reserved bar at the Opening Reception and exposure in *Print Solutions* magazine.

Ribbon-cutting Ceremony — \$2,500

Highlight your company by having a senior executive join the PSDA president at the opening of the Expo floor to greet attendees during our official ribbon-cutting ceremony.

Attendee Lounge — \$2,000

Provide attendees with a casual meeting space for informal conversation and networking. Recognition will be provided via onsite signage.

Registration Area Signage — \$2,000

Be the first sponsor to greet PSDA's Print Solutions Conference & Expo attendees when they arrive! Your company logo will be featured on registration counters and signage.

Guest Room Drops — \$1,500

A select number of exhibitors will have the opportunity to reach attendees before they step foot on the Expo floor. Send an insert to attendee guest rooms at the host hotel the first morning of the exhibition. Please note that all guest-room inserts must be pre-approved by show management.

Attendee Bag Insert — \$1,500

Be one of a select number of sponsors to have a marketing piece of your choice (not to exceed 8-1/2" x 11") inserted into all attendee bags given out at registration.

Literature Distribution — \$1,500

Select to be one of four companies with exclusive rights to station an employee at the immediate entrance to the show floor to pass out company literature to guests as they enter the Expo hall.

Aisle Signs — \$3,000

Direct attendees straight to your booth by sponsoring the aisle signs that hang in the exhibit hall.

Conference Pens — \$1,000

This high-profile, long-lasting, in-kind donation will feature personalized pens with your company name along with PSDA's Print Solutions Conference & Expo logo and dates. This sponsorship consists of an in-kind donation along with the sponsorship fee.

Conference Notepads — \$1,000

Have your name in front of every conference attendee as they take notes during important sessions and make lists of exhibitors to see. Sponsorship consists of an in-kind donation along with the sponsorship fee.

Entrance Unit — \$1,000

Welcome attendees to the conference and Expo! A sleek, custom-designed unit will be located at the entrance to the Expo hall, with information about show hours, sessions and special events. Your company logo will appear along the base of the unit.

Publication Bins — \$1,000

Print Solutions magazine, along with the 2012 onsite program and other sponsoring publications, will be distributed during the event. Your company's name and logo will appear on the bin structure.

Event Concierge — \$750

Attendees will have access to a professional concierge dedicated solely to our group. Sponsorship includes signage and the opportunity to distribute materials from the concierge desk.

Exhibitor-sponsored Seminars — \$750

A limited number of seminars conducted by exhibitors will be available at PSDA's Print Solutions Conference & Expo. In addition to the sponsorship fee, sponsors are responsible for all audio-visual equipment rental and Internet access costs for each seminar conducted. Seminars are limited to confirmed exhibitors on a first-come, first-served basis.

Newcomers' Orientation — \$750

First-time attendees are invited to attend this special networking function. Sponsorship includes an opportunity for a company executive to speak with newcomers, along with beverage service and recognition via signage and custom imprinted beverage napkins.

Booth Bingo — \$600

This cost-effective sponsorship will drive attendee traffic to your booth. Attendees must visit all exhibitors participating in the Booth Bingo program and have their cards validated to be included in a prize drawing.

Winner's Circle Program

Become an industry leader — join the PSDA Winner's Circle!

WINNER'S CIRCLE SPONSORSHIP — \$5,000

Stand out from the competition as a leader in our industry with sponsorship of the exclusive Winner's Circle Program. Sponsorship includes:

- Special visibility on www.printsolutionsshow.com with a direct link to your home page
- One (1) month placement of a banner ad between December 2011 and May 2012 on www.printsolutionsshow.com
- Recognition as a Winner's Circle Sponsor in PSDA e-newsletter
- Company logo prominently featured in each issue of *Print Solutions* magazine from January-May 2012
- Premier visibility onsite via signage in high-profile area near exhibit hall entrance
- Winner's Circle identifier above your booth
- Winner's Circle sponsor ribbons for company emissaries and participation in booth traffic-building program requiring all attendees to visit your booth to be validated for a spectacular prize provided by PSDA

PEAK Awards Program

The Print Excellence and Knowledge (PEAK) Awards highlight unique and successful print applications. Each year, PSDA hosts this prestigious competition to honor the work of print professionals who have met their customers' printing needs by providing outstanding value-added products and services through creativity in design, production, fulfillment and other services while solving problems or improving business functions.

GOLD SPONSORSHIP — \$10,000

- Two (2) free full-page ads in *Print Solutions* magazine — a \$4,600 value — in addition to any ads you have already contracted
- Free email blast to all distributors or manufacturers — a \$1,200 value
- Display of your logo, including links to your website, from the PEAK Awards section of the PSDA website
- Exposure in *Print Solutions* magazine as a Gold Sponsor
- Exposure at the PEAK Awards area on the show floor

SILVER SPONSORSHIP — \$5,000

- One (1) free full-page ad in *Print Solutions* magazine — a \$2,300 value — in addition to any ads you have already contracted
- Free email blast to all distributors or manufacturers — a \$1,200 value
- Display of your logo, including links to your website, from the PEAK Awards section of the PSDA website
- Exposure in *Print Solutions* magazine as a Silver Sponsor
- Exposure at the PEAK Awards area on the show floor

BRONZE SPONSORSHIP — \$3,000

- Bag insert for the PSDA's Print Solutions Conference & Expo in June 2012
- Display of your logo, including links to your website, from the PEAK Awards section of the PSDA website
- Exposure in *Print Solutions* magazine as a Bronze Sponsor
- Exposure at the PEAK Awards area on the show floor

For more information on PSDA's 2012 Print Solutions Conference & Expo, contact:

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Advertising Opportunities

Graphic Advertising

EXHIBIT HALL BANNER — \$2,000

Your company name and logo will be strategically placed at the conference venue for all attendees to see. Banners feature your advertising copy and/or logo. Banners must be reserved a minimum of three weeks in advance of the show.

REGISTRATION AREA WELCOME BANNER — \$2,000

Be one of only three exhibitors welcoming attendees to the conference and show with a banner prominently displayed in the registration area. Banners must be reserved a minimum of three weeks in advance of the show.

STREET SIGN — \$1,000

Gain company exposure by including your company's message on our free-standing, 3' x 8' meter board signs located near registration and other high-traffic areas.

ONSITE PROGRAM ADVERTISING

Place a four-color ad in the onsite program provided to all attendees. This is a highly visible way to promote your company, products and booth number and make sure attendees stop by during the Expo.

Electronic Advertising

GOBO — \$2,000

Your company logo illuminated on a prominent wall in the exhibit hall. Cost includes production of gobo, plus rigging and electrical fees.

MARKETING E-BLAST — \$1,500

Your company logo and 50-word advertising message will be featured in a targeted email marketing message that's part of PSDA's 2012 Print Solutions Conference & Expo marketing campaign.

2012 PRINTSOLUTIONS CONFERENCE & EXPO

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Baltimore Convention Center
Baltimore, Maryland

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