

**2nd Digital Printing Presses
The Next Era
Conference**
May 6-8, 2009
Crowne Plaza San Marcos Resort
Chandler (Phoenix), Arizona



Digital printing is entering a new era that is reshaping the commercial printing industry. Fostered by such developments as “transpromo documents” (personalized business documents containing advertising materials); dramatically improved workflow/productivity solutions; new applications like printable electronics & digital fabrication; integrated multimedia campaigns (conventional/personalized direct mail, web, email, display graphics, etc.); Smart Labels, PLUS tremendous digital printing technology capability advancements - unparalleled business opportunities exist for tomorrow’s printing industry.

IMI’s **2nd Digital Printing Presses – The Next Era Conference** will provide a comprehensive review of digital printing opportunities, requirements, challenges and potential solutions for major new applications plus those traditionally utilizing screen, flexographic, gravure and offset printing.

Leading industry experts and end users will address the current state-of-the-art, evolving printing requirements, market opportunities, market penetration, enablers, barriers, etc. in major application sectors including marketing documents, point of purchase, fleet graphics, transactional documents, packaging, labeling, etc. This conference program will provide a unique opportunity to obtain an assessment of multiple, major evolving digital printing technology, market and application trends that are shaping the printing industry of the future.

Conference Displays & Suppliers’ Forum

IMI’s 2nd Digital Printing Presses - The Next Era Conference provides the opportunity to have a free display space to exhibit your products, technology or services. Each conference registrant also has the opportunity to give a commercial 5-minute Suppliers’ Forum presentation.

IMI will cooperate with all interested parties to provide appropriate space so products can be displayed and demonstrated during the conference breaks and receptions. **There is no fee in addition to the conference registration fee to have a display and/or to give a Suppliers’ Forum presentation.**

To reserve your complimentary display space and Suppliers’ Forum presentation slot, please register online and check off the box indicating your participation OR complete the registration form on page 3 and fax to +1-207-235-2226 OR send an email to al@imiconf.com

Benefits of Conference Attendance

- Learn the current state of the art for current and evolving digital printing press technologies and gain first hand knowledge from current users, recognized experts and industry pioneers
- Obtain an understanding of infrastructure shifts impacting the printing industry – multimedia publishing, transpromo documents, printable electronics, short run promotional graphics, functional packaging and many more
- Receive an appreciation for the challenges and issues critical to digital printing continued market penetration and expansion
- Establish personal relationships with key players in digital printing and related industries
- Gain knowledge of the technology developments being made and still required to meet market and application demands
- Gain an understanding of the significant current and projected markets plus the technology developments being made and still required to expand the applications base and market penetration
- Hear industry expert’s projections for industrial digital printing opportunities in newly developing and expanding applications



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Wednesday, May 6, 2009

11:30 a.m. Registration

1:30 p.m. Opening Session

The Evolving Printing Environment

WELCOME AND INTRODUCTIONS

Alvin G. Keene, President, Information Management Institute, Inc., Carrabassett Valley, Maine

- Defining Today's "Printing" Industry
- What Does One-to-One Marketing & Variable Data Printing Do The Printing Environment
- How Do Graphic Designers, Printers & End Users (Yes – The Customer is Important) View Digital Printing Today?
- Putting "Printing" Into "Production" Role
- Key Parametric & Infrastructure Trends Shaping Printing
- Who Will Seize The Opportunities: Printers Or New Entrants?
- The "Printing" Industry In 10 Years: Traditional Vs. Digital?

5:30 p.m. Networking Reception in Display Area

Thursday, May 7, 2009

7:30 a.m. Continental Breakfast

8:30 a.m. Session 2

The New Era of Document Printing

- Current State-Of-The-Art & Applications
- Technology Developments Needed & Expected (Ink Jet, EP & Others?)
- High Volume Transaction Output (Transpromo Documents?)– Where Is It Taking Us?
- What Is Future Impact Of Web & E-Services?
- Is Printing Industry Missing Web To Print Opportunities?
- What About Color Requirements, Books & Catalogs On Demand, Photo Books, Etc.?
- Can Commercial Printing Industry Adapt?
- Managing The Production Environment For Success

12:00 Noon

Luncheon

1:30 p.m.

Session 3

The New Era of Graphics Printing

- Current State-Of-The-Art & Applications
- Technology Developments Needed & Expected (Ink Jet, EP & Others?)
- Are Large Format, Promo Graphics, Signs, Etc. Endless Growth Markets?
- Is There Real World Potential For Digital Textile Printing?
- Important Role Of Substrate Developments – Range Of Printable Materials Is Amazing & Expanding!
- Ink Developments (Aqueous, Solvent & UV) Are Essential For Success
- Are Finishing Systems Critical For Successful Applications?
- What Is Potential Impact Of Digital Electronic Signage & Graphics?
- What Can We Learn From Digital Printing's Strong Penetration Into Graphics Markets?

Suppliers Forum Presentations

6:00 p.m. Networking Reception in Display Area

Friday, May 8, 2009

7:30 a.m. Continental Breakfast

8:30 a.m. Session 4

The New Era of Packaging Printing & Digital Fabrication

- Current State-Of-The-Art & Applications
- Technology Developments Needed & Expected (Ink Jet, EP & Others?)
- Conventional & Digital Printing As A Manufacturing Process
- Integration Of Security & Functional (Indicators, Sensors, RFID, Etc.) Properties Into Packaging & Labels
- "Printing" Of Specialty "Inks" Onto Substrates Offers Challenges & Opportunities
- Can Anyone Predict The Future? Applications Seem Limitless!!

12:30 p.m.

Adjournment

Call for Papers
Submit Proposed Presentation Titles & Brief Outlines to
Al Keene al@imiconf.com
To Register Online - www.imiconf.com

Registration Information: 2nd Digital Printing Presses - The Next Era Conference

Registration Fees: \$1095 per registrant
\$995 for each additional registrant from same company when registered as a group



The registration fee includes attendance at all sessions, all scheduled program functions and the program reference binder/CD. Cancellations will receive a 100% refund if made 72 hours prior to the start of the program. Substitutions may be made at any time. Cancellations made less than 72 hours prior to the start of the program will be charged a \$300 cancellation fee, but will receive a copy of the conference binder/CD.

To register, submit the registration form with payment to Susan Meldrum, Conference Administrator, Information Management Institute, Inc., 1106 Valley Crossing, Carrabassett Valley, ME 04947 USA. You may reserve space by calling +1-207-235-2225, sending a fax to +1-207-235-2226 or by sending an email message to imi@imiconf.com or visiting our web site www.imiconf.com

REGISTRATION FORM

**2nd Digital Printing Presses -
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May 6-8, 2009

Check here to reserve a free display space

NAME _____

JOB TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

COUNTRY _____

PHONE _____ FAX: _____

EMAIL _____

I Want to Pay by Credit Card Please Invoice Me

All checks should be in U.S. dollars drawn on a U.S. bank and made payable to Information Management Institute, Inc. An invoice with bank transfer details for IMI's U.S. or European bank account will be provided upon request.

Crowne Plaza San Marcos Resort

IMI's **2nd Digital Printing Presses - The Next Era Conference** is being held at the Crowne Plaza San Marcos Resort (www.sanmarcosresort.com), an impressive property that's listed on the National Register of Historic Places in Chandler Arizona. Hotel reservations are the responsibility of each meeting registrant. To receive the special conference rate of \$119 for single or double occupancy - **Call +1-650-570-5700 - Ask for Reservations AND REQUEST GROUP BOOKING CODE TT4. Early booking is advised** as the reduced rate is guaranteed only until April 13, 2009. **To make hotel reservations online**, go to the Crowne Plaza San Marcos Resort web site

- www.crowneplaza.com/chandleraz and
1. Under "Check Availability" on left side of screen - Insert Requested Information AND
 2. Enter **TT4** in the "Group Code" field
 3. Click on "Check Availability"
 4. This takes you to screen where you may select room and proceed through reservation procedure.

The Crowne Plaza San Marcos Resort is located on 123 acres of in downtown Chandler (www.downtownchandler.org) just twenty minutes southeast of Phoenix Sky Harbor International Airport.

The Crowne Plaza San Marcos Resort was the first golf resort in Arizona (1913) and offers restaurants/shopping just steps from the resort. The 295 guestroom feature private patios or balconies overlooking luxuriously landscaped courtyards and offer complimentary in-room internet plus Crowne Plaza's Sleep Advantage program. The 18-hole, 6,626 yard golf course was the first course in Arizona with grass greens.

Special conference golf rates are:
\$79.00 including green fees and cart for Friday-Sunday
\$69.00 including green fees and cart for Monday - Thursday

Don't Miss IMI's & IMI Europe's Upcoming Programs **Visit www.imiconf.com**

- 12th Toner & Toner Chemicals Conference**
May 4-6, 2009
- 2nd Digital Printing Presses - The Next Era Conference**
May 6-8, 2009
Crowne Plaza San Marcos Resort
Chandler (Phoenix), Arizona, USA
- 20th Annual Thermal Printing Conference**
May 11-13, 2009
Radisson Resort Orlando-Celebration
Kissimmee (Orlando), Florida, USA
- Ink Jet Technology Showcase 2009**
June 2-3, 2009
- Ink Jet Academy: Theory of Ink Jet Technology**
June 4-5, 2009
Swisshotel - Zurich, Switzerland

- Digital Printing Summer Camp 2009**
- Ink Jet Academy: Theory of Ink Jet Technology**
July 27-28, 2009
- Surface Tension, Wetting & Capillarity**
July 29-30, 2009
- Color & Color Management**
July 30-31, 2009
- Managing Product Development for Value**
July 30-31, 2009
Additional Courses to be Announced
Sugarloaf Hotel - Carrabassett Valley, Maine, USA
- 17th Annual European Ink Jet Printing Conference**
Fall, 2009
Dates & European Location to be Announced
- 6th Annual Security Printing Conference**
Fall, 2009
Dates & U.S. Location to be Announced
- Ink Jet Academy: Theory of Ink Jet Technology**
February 1-2, 2010
- 19th Annual Ink Jet Printing Conference**
February 3-5, 2010
Crowne Plaza San Marcos Resort
Chandler (Phoenix), Arizona, USA

Visit www.imiconf.com for updated program and registration details