

2012 PODi AppForum

January 23 – 25th, 2012
The Tropicana, Las Vegas

Ten Great Reasons to Be a PODi AppForum Sponsor



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THE BEST AND THE BRIGHTEST

The bright lights of Las Vegas and the lure of big ideas for digital printing – it's a powerful combination that will attract professionals in print services, direct marketing and more. The AppForum is PODi's largest event of the year. This three-day forum offers an excellent balance of business strategy, digital technology, real world results, and productive networking opportunities.

Of all the ways you could spend your marketing budget, few will deliver the results you'll gain from an AppForum sponsorship. That's one reason our prestigious sponsorship slots routinely sell out. Take a look at these other great reasons and you'll want to add this event to your marketing mix.

REASON #1: YOU'LL REACH HUNDREDS OF FORWARD-THINKING PROFESSIONALS - "There's no better place to learn about sales and business strategies, relevant direct marketing, leading edge applications, or print on demand than the AppForum." Debora Haskel, Vice President–Marketing, IWCO

With its user-focused sessions, personal networking and outstanding content, the AppForum is a "must attend" event for hundreds of printing professionals. Put your services and products in front of these results-driven professionals and reach many of the industry's most innovative companies, like these past attendees:

- Allegra Network
- AlphaGraphics
- Anderson Direct
- Award Vision
- Bank of America
- Communicorp Inc.
- Direct Connect Group
- DMM
- F.P. Horak
- Fidelity Investments
- Gannett Co. Inc.
- Group O
- IWCO Direct
- Kennickell Print & Comm.
- Koke Printing
- L+L Printers
- Lincoln Financial Group
- McCallum Print Group
- Merrill Corp.
- Modern Postcard
- Perfect Printing Inc.
- PLM Group
- Rastar Digital Marketing
- Red Leaf Digital
- Responsys, Inc.
- Scope 1
- Source 4
- SouthData
- Standard Register
- T. Rowe Price
- Target Corporation
- Today's Graphics

REASON #2: MAKE THE RIGHT CONNECTIONS - "The seminars and networking events introduced us to industry experts who were able to provide us with critical insights... imperative to making this change." Mark Zimmer Jr., Acct Executive, Print Avenue

Over 375 attendees participated in the 2011 event, and as we remain in the popular Las Vegas venue, our attendance is sure to grow. In 2011, more than TWO THIRDS of the AppForum attendees were print or marketing service providers, while vendors and commercial users made up the rest. 2012 promises an equally strong crowd as we are also expecting an increase in 2012 attendance due to a reduction in the number of focused industry events in 2012 and an improving economy. You'll also have the chance to make useful connections with vendors you need to know to build solutions and help mutual customers.

2011 Attendees by Company Type Segmentation

- 70% - Marketing and Print service providers
- 20% - Vendors
- 10% - Enterprise / Other companies

2011 Attendees by Title Level Segmentation

- 31% - CEO / Owner / President
- 21% - Vice President
- 18% - Director
- 30% - Manager

REASON #3: THE DIGITAL FOCUS PUTS THE SPOTLIGHT ON YOUR SOLUTION - "There's no better way to insure that you're operating at the highest level as a marketing services provider than using events like AppForum as a measuring stick to compare your success to that of other industry leaders." Walter Payne, ImageMark

The AppForum focuses on issues that matter most to digital printing professionals, so it's a valued opportunity for attendees and vendors alike. No other event can match the dedicated agenda and total attention to advancing digital printing applications and results. Products, people and solutions geared to digital printing are the focal point for everyone, without the distractions and sidelines of other events.

REASON #4: YOU'RE COMMITTED TO THE DIGITAL PRINT INDUSTRY -"The AppForum was a thorough learning experience. The tracks opened new methods that we can capitalize on in a fast changing digital world. I highly recommend this program to all digital marketing professionals." Suresh Ramakrishnan, Repro India

If your company is focused on the digital marketplace, the AppForum is the place for you. No other conference is focused entirely on this industry and it shows in our sessions, speakers, participants and sponsors. Our emphasis is on our sponsors' and attendees' interests in the digital marketplace. It's what attendees come for, and what you can deliver.

REASON #5: SPONSORSHIP PLACES YOU IN A SELECT GROUP - "The AppForum captures the changes in the industry and puts together relevant and thought provoking topics every year." Malcolm Crawford, Sr. WW Technical Marketing Mgr., EFI

Last year, AppForum sponsorships quickly reached capacity -- again. Digital solutions vendors recognize the value they get for their marketing dollar and the unmatched quality of our attendees. As a sponsor, you join a select group that understands this unique opportunity. Attendees' interests and needs cross all stages of the digital document life cycle, so sponsorship makes sense for a broad spectrum of solution providers. Become a sponsor and become part of this impressive group

- Avanti Computer Systems
- Canon USA
- CGS Publishing Technologies
- Creo
- EFI
- Emtex Software
- Finch Paper
- Firespring
- FormStore
- FujiFilm Graphic Systems USA
- GPA - Specialty Printable Substrates
- Hewlett-Packard
- International Paper
- Kodak
- Konica Minolta
- MindFireInc
- Online Print Solutions
- Pageflex
- Page Technology
- Printable Technologies
- PrinterPresence
- RedTie Ltd.
- Rollem International
- Ricoh US
- Xerox
- xpedx
- XMPie

REASON #6: VALUE-PACKED SPONSORSHIP PACKAGES - "The AppForum exceeded my expectations. I was not expecting to find as many direct and indirect opportunities as I did." Bill March, President, LabelArchive

Our creative sponsorship packages offer lots of choices and value. Gold, Silver and Bronze-level sponsorships cater to your needs and budget with attention-getting marketing activities before, during and after the event. Pick the one that best fits your goals. From intimate exhibit spaces to hosting social networking events, your ability to interact with a select group of print professionals is guaranteed.

REASON #7: YOU GET PROFESSIONAL MARKETING ATTENTION AND TOOLS - "I have solidified my relationships with my peers and I will make a major software purchase from a vendor I met at the AppForum." Steve Visio, Executive Data Control

Our sponsorship packages were developed to help you achieve your marketing goals. For example, sponsors are listed on our event marketing as well as on our event web pages. By receiving the preshow attendee lists, you can start a dialog with interested leads before the show even starts. Other benefits included at all levels of sponsorship include:

- Logo, company description and link to your web page included on AppForum Exhibitor Web Page
- Co-marketing materials to help you promote your participation at the event, items such as HTML email templates, web graphics, copy and more
- Participation in the Vendor Fair on January 24th
- Listing in the printed Vendor Fair Guide distributed onsite
- Post-conference access to attendee list

See pages 5 and 6 of this kit for all the details about our extensive sponsorship packages

REASON #8: EXPERIENCE A DIFFERENT KIND OF SELLING ENVIRONMENT - "It felt like a true forum for users rather than some of the other vendor-selling-heavy conferences that I've been to. I feel inspired." Joyce Wallace, CSR, Access Business Group

Meet one-on-one with decision makers in the relaxed, low-key exhibit environment of the AppForum. It's easy to make an impression when you don't have to compete with large tradeshow booths and presentations. As part of all the sponsorship packages, you'll have a tabletop to demonstrate your products, capture valuable user feedback, and build lasting relationships with print service providers and marketing agencies.

REASON #9: CONNECT WITH YOUR CURRENT CLIENTS - "The AppForum has the best content...period. The sessions are always educational, insightful and relevant to the ever changing business climate. It's the only conference I won't miss!" Doug Ainsworth, President & CEO, Provide Group

The AppForum is a great place to get your current customers together to present new information, get user feedback, and reward loyalty. PODi makes meeting space available for sponsors (complimentary for Gold Sponsors) and Las Vegas provides a terrific assortment of shows and dining opportunities for entertaining your loyal customers.

REASON #10: ENJOY A RICH PROGRAM THAT ATTRACTS A QUALITY AUDIENCE - "I had to choose only one conference to attend this year due to budget restraints. I chose the AppForum because of the lineup of educational topics and sessions." Calvin Gucelski, Variable Technology Architect, The Standard Group

Attendees can choose from a variety of events, all informative and valuable. Visit www.appforum.org and learn more about the rich agenda planned for the 2012 Forum. It already includes:

- Pre-conference intensive sessions
- Relevant sessions encompassing the following topics
 - Business Strategies
 - Direct Marketing
 - Leading Edge Applications
 - Packaging
 - Digital Print Technologies
- Vendor Fair
- Gold Sponsor Customer sessions
- PODi Members-Only reception

SPONSORSHIP PACKAGES SUMMARY –

| Pre AppForum Marketing Activities | GOLD | SILVER | BRONZE |
|---|----------|----------|----------|
| Inclusion in the AppForum press release (Subject to press release deadlines) | + | + | |
| Access to Pre-conference attendee list & Event graphics Connect with potential customers and schedule meetings prior to arriving at the AppForum. Promote your attendance at the AppForum (Limited to AppForum related communications only) | + | + | + |
| Listing on the AppForum Exhibitor Web Page Includes a 50 or 25 (Bronze level) word description, logo and link to company web site | + | + | + |
| Logo placed on AppForum Web Page Confirmed sponsor logos listed on various AppForum web pages | + | + | + |
| Listing in Pre-conference email marketing Confirmed sponsors listed in email marketing of the AppForum (Subject to deadlines) | + | + | + |
| Onsite Marketing Activities | | | |
| Gold Sponsor Customer Session Invite an industry leading customer to speak the AppForum program. This is your opportunity to present your company's solutions with real-world examples (Topics & speakers must be presented for approval) | + | | |
| Meal sponsors Corporate logo on the tables during meals & breaks Vendor reps may visit their designated tables to interact with attendees during meal times | + | | |
| Choice of Location at Vendor Fair (Subject to availability) | + | | |
| Company lanyard distributed to attendees at registration (Company to provide Lanyard to PODi prior to event) | + | | |
| Customer Meeting Room availability during AppForum Sponsors will have the option to utilize available meeting space (Subject to availability, not to conflict with AppForum sessions, outside costs not included) | + | | |
| Provide session introduction Vendor rep will address attendees with a brief into of their company, then introduce the session speaker at the start of selected session | | + | |
| Sponsor FlashPoints Session Lead attendees in discussions regarding the industry: Surviving & Thriving in 2012 | + | + | |
| Company logo printed on Vendor Fair Guide map (Subject to print deadlines) | + | + | |
| Listing in the printed Vendor Fair Guide Included in all attendee packets. (Subject to print deadlines) | + | + | + |
| 6' x 2' Table Tops Includes skirted table, chairs, waste basket and standard electrical outlets | + | + | + |
| Complimentary AppForum Registration(s) Includes attendance to all sessions, receptions, meals, breaks and choice of one pre-conference intensive session. (Additional people can be registered at a reduced rate) | + | + | + |
| Post Forum Opportunities | | | |
| Ability to submit articles or whitepapers for posting on the PODi web site (Subject to approval) | + | + | |
| Access to Post-conference attendee list (Attendee lists are provided for marketing of activities related to and as follow-up to the AppForum only, they cannot be merged with existing databases for future communications unrelated to PODi, Caslon or the AppForum event.) | + | + | + |
| Pricing | | | |
| Members | \$17,000 | \$9,000 | \$5,000 |
| Non-Members | \$22,000 | \$14,000 | \$10,000 |

Additional Sponsorship Opportunities

PODi Members - Only Reception Sponsorship

PODi Members - **\$7,500***
Non-Members - Not available

Sponsor this event will greet attendees at the Members-Only Reception on Monday evening. Your company name will be listed as a sponsor in the attendee packet, and your company logo will be prominently featured on signage at the Members-Only reception.

PODi Direct Marketing Sponsorship

PODi Members* – contact Tracy Burkovich for pricing
Non-Members - Not available

Company name and logo included on all pre- and post-show communications (subject to print and PODi deadlines)

* Multiple sponsors may be secured by PODi. Exclusive sponsorship pricing may be available upon request. Contact Tracy Burkovich at tracyb@podi.org

SIGN UP NOW for the best sponsorship opportunities and prime exhibit locations. Space is limited.

Our Exhibit and Sponsorship packages let you demonstrate your products and services, capture valuable feedback and build lasting relationships with representatives from print service providers, marketing agencies and leading digital solution companies from around the world.

Questions? Contact Tracy Burkovich at tracyb@podi.org or call 585-239-6044.

Exhibitor Application

Please complete and fax this form to Tracy Burkovich at 650-649-2999. Space is limited and table tops will be assigned on a first come first serve basis.

Exhibitor Information:

Company Name:

Address:

City:

State: Zip:

Contact Name:

Address (if different than above):

City, State, Zip:

Email:

Phone: Fax:

Sponsorship Package (circle one):

| | GOLD | SILVER | BRONZE |
|--------------------|-----------------|-----------------|-----------------|
| Members | \$17,000 | \$9,000 | \$5,000 |
| Non-Members | \$22,000 | \$14,000 | \$10,000 |

Payment Information

Type (circle one): Visa Master Card Amex Discover

Card Number:

Expiration Date:

Name as it appears on the credit card:

If paying by check please make checks payable to W. Caslon & Company, a PODi affiliate. The remit to address is 1240 Jefferson Rd, Rochester, NY 14623.

Cancellation Policy

All cancellations must be made in writing and emailed to tracyb@podi.org.
Cancellation fees are based on the following schedule:

| | |
|---------------------------------------|-------------|
| After October 1 st , 2011 | 50% of fee |
| After December 1 st , 2011 | 100% of fee |