

# Newspaper Printers/Publishers...

## PRINT 09... is all about YOU!

Now more than ever, Newspaper Pressrooms are facing new challenges and seeking new opportunities to cut costs, increase outside sales, boost productivity and ultimately, generate bigger cost savings. At PRINT 09 top thought leaders and innovators will come from around the globe to share their insights and perspectives. In this dynamic networking forum you will learn today's 'best practices' and **discover the pathway to Newspaper Printer productivity.**

PRINT 09 recognizes your pressroom is as unique as your fingerprint. So whether you're seeking to improve your productivity, or explore new offerings to attract new commercial customers and prospects...PRINT 09 will stir your imagination!

### Show Highlights... Specialty Pavilions

#### Press/Finishing

Newspaper Printers know that to grow and remain competitive, innovation is the key, especially in challenging times. See the newest in press and finishing equipment and products in 'live' demonstration—digital presses, offset/lithographic presses (sheetfed and web), gravure presses, hybrid machines, UV equipment... and much more—everything on your wish list! And, while finishing may be the last thing you do, it's the first thing your customer sees. Explore the latest innovations in newspaper bindery equipment that helps you get it done right.

#### Prepress/Design-Software

It all starts here...with creative service-related software and equipment. There's no substitute for seeing these technologies in action—and no better way to compare them, side-by-side, to determine what will best meet your needs.

#### Wide Format Pavilion

Wide format is *everywhere!* Discover every kind of equipment and products you'll need to respond to today's most exciting new trends. See and explore bigger and faster flat bed printers that are producing bolder, more vibrant colors and near photographic image reproduction, and high-speed, super high resolution roll-to-roll (R2R) printers that are opening doors to amazing new applications. Come learn how you can generate wide format sales and profits with new bigger, faster, higher resolution equipment.

#### Mailing & Fulfillment Center

Are you ready to extend your customer relationships, build print volume, serve new customers and capture more profit? The Mailing & Fulfillment Center at PRINT 09—the largest of its kind *anywhere*—is where you will find all the latest production technologies and applications.

**Check it out!** A special seminar series produced by the Mailing & Fulfillment Service Association (MFSA) will focus on solving issues faced by mailing and fulfillment centers, and how to start offering mailing and fulfillment services.

#### See, touch and explore the equipment, products and services important to YOU.

- Hybrid Production
- Digital Presses (hardware & software)
- Offset Presses
- CTP and associated Plate Bending/Punching
- Production Workflow
- UV & Heatset Technology
- Postpress and Mailroom Equipment
- Consumables



#### Future Print

RFID and Printed Electronics—two of the hottest technologies today—are the stars of this exclusive PRINT 09 show floor feature. Even if they're not on your radar at the moment—they can generate future revenue. Find out how you'll be using, and producing, these products for profit.

## Introducing the global debut of...



### PackPrint

Package printing is the fastest growing segment of the printing/publishing industry—so just in time, PackPrint will make its global debut at PRINT 09. See it all—the newest technology in presses, converting equipment, substrates, software, products—and *more!*



### GREENspace

Now is the time, and this is the place, for you to learn how to respond to the surging interest in 'green' products. Take advantage of one-on-one advice from sustainability experts, plus FREE education on a variety of 'green' subjects in continuous presentations on all show days.

## Annual Industry Overview

You can't miss **EXECUTIVE OUTLOOK** the ever-popular, day-before-the-show-opens annual update conference that will identify for you all the latest technology trends you need to know to remain competitive in a recovering economy. This full day session concludes with the announcement of the PRINT 09 MUST SEE 'EMS—a technology 'road map' to the show floor where you will find and 'test-drive' some of the newest technologies you'll be demanding tomorrow.

## Educational Seminars to help you...

### Over 90 seminars, special events and presentations, and exhibitors demonstrating all the latest technologies and solutions!

In today's 'new world' of print adapting your company to meet new customer demands is key. PRINT 09 seminars provide immediate and practical value that you can put to use right away. These up-to-the-moment sessions will prepare you with forecasts and predictions by industry experts. You'll benefit from in-depth, hands-on information, essential business strategies and proven solutions. Select as few as one session or opt for a full conference pass to attend as many sessions as you like.

#### Stimulate SALES & MARKETING

Newspapers are venturing into more commercial printing and direct marketing ventures to build print revenue. You'll soon be producing things that did not even exist five years ago... pURLs, web-to-print, large format and microsites are just some of the products and services printers are profiting from today, and into the future. Learn to leverage your skills into these new markets.

#### Optimize PRODUCTION

Your press is the money-making heart of your operation. From set-up to operation to clean-up and maintenance, PRINT 09 is your one-stop shop for all the products, services, supplies and information you need to ensure that your pressroom is running at peak performance.

#### Sell MAILING Services

More and more printers are offering their customers time and cost savings with in-house mailing services. At PRINT 09's Mailing & Fulfillment Center—the largest of its kind *anywhere*—see all the newest, fastest labeling and sorting machinery and all the software to manage, clean and certify customer mailing lists.

#### Tame PRE-MEDIA

PDF, JIF, QXP, INDD, PSD, EPS, HTML, SHTML and XHTML are just some of the file types that pass through your operation. At PRINT 09 you'll see all the latest software to help you manipulate, prepare and repair this blizzard of data and how to optimize your prepress operation for a leaner, more profitable operation.

#### Manage COLOR MANAGEMENT

Impacted by variables from the fluorescent bulbs in the ceiling to the software on your machines, color management is critical. Information-packed sessions for everyone from newbie designers to photographers and in-plant production management will reveal how you can get color right, every time.

#### Seminars of Special Interest to Newspaper Printers/Publishers

Session #	Title
38.	NEW Innovations in Variable Data Printing
46.	Marrying Factory Automation with Business Systems
76.	The Automated Pressroom
82.	Process Control for Color Management: Prepress through Press
83.	How to Cost-Justify Your Next Offset Press

### **Ease your WORKFLOW**

If the work isn't flowing, neither is the cash. From prepress to wrapped pallet, workflow is the connection to every step of the print process and your conduit to profitability. See all the latest applications and learn how to improve your productivity *and* your bottom line.

### **Understand PRINT BUYING**

With nearly 2% of every company's revenues involving print, this is a HUGE market with a tremendous need for education, information and insight. At PRINT 09 newbie and veteran Print Buyers alike will gain an eye-opening look at the future of print—and all the tools they'll need to perform with confidence.

### **Preview Tomorrow's TRENDS Today**

What will the successful pressroom look like two years from now? Five years from now? Learn how current and emerging trends in today's print industry will affect you in the months and years ahead. Innovations in automation, web-to-print, the implications of cross-media promotion, and changing standards in workflow will all affect your operation.

### **Go Green—SUSTAINABILITY**

Green printing is among the fastest growing trends in the print industry. More and more clients and designers are demanding environmentally-friendly, sustainable-minded equipment, products, substrates and consumables. But what does going 'green' exactly mean? It's much more than just offering a recycled stock! Learn how your shop can profit by reducing waste and offering more sustainable alternatives to your customers and prospects.

### **Delve into DIGITAL Business**

If you're thinking about acquiring a digital press, or looking for methods to increase productivity and profit from your current equipment, explore all of your options first-hand, in 'live' demonstrations across the expansive PRINT 09 show floor. Talk to the experts—PRINT 09 exhibitors—and get all the answers to your questions about how to sell variable data, optimize your digital press, *and more!*

### **TRANSACTIONAL Printing Opportunities**

Paper forms are not going away any time soon...more and more corporations are willing to outsource jobs once handled in-house. Has the time come for you to consider offering transactional printing services? At PRINT 09 you'll learn what equipment and expertise you will need to handle these jobs, how to price them, run them, and how to manage customer expectations.

### **INTERNATIONAL SCOPE—International Day Breakfast Conference (Series)**

PRINT 09 is the global industry event of the year where representatives will come to Chicago from more than 90 countries. If you are considering doing business in the global marketplace don't miss the International Day Breakfast Conferences. It's your most informative and efficient way to begin exploring the BRIC countries—Brazil, Russia, India and China—and other fast-growing emerging markets—the Middle East, Southeast Asia, Eastern Europe—with experienced BRIC business development experts. Come network with prospective customers and partners over the four-day breakfast program devoted to Asia, Europe, Central- and South-America and Africa. PRINT 09 is a specially-selected participant in the International Buyer Program (IBP), sponsored by the U.S. Department of Commerce, bringing international buyers together with U.S. firms at leading U.S. trade shows in industries with high export potential.

Begin your PRINT 09 adventure at: [www.print09.com](http://www.print09.com).