

**Print 09! What Was Hot?
6th of the 4th Thursday
XDU Lunch & Learn Webinars!**

Welcome!



**XPLOR Document University Lunch &
Learn Webinars!**

The Panel

- Host: Pat McGrew, edp – Kodak –
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- Scott Baker GMC –
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- Carrie Murphy Infoprint Solutions Company –
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And... you!

Print09 – What Was Hot?

Sept 11-16 – Chicago – Print09

Every four years we have a Print exhibition and conference in Chicago. This year we started on 9/11 and ended on 9/16, with hopes high. The final numbers on traffic indicate that attendance was down, but many vendors say they had quality contacts.

Let's talk about what was there and how it looked!



#1

Print 09

1. Let's ask the "gorilla in the elevator" question first – are trade shows like this needed? Relevant?



#3

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2. What was the most surprising thing you saw on the exhibit floor?

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3. What was the reason that people came to the show? Why not just wait for the post-show wrap up?

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- 4. There were a number of seminar programs during the show, including the track sponsored by Xplor... did you get to any?

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- 5. Some say trade events are going the way of the dinosaur... Going forward, do trade events like this survive? Will IPEX get the attendance it needs? What about small trade events?

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4th Thursday
XDU Lunch & Learn Webinars!
Come back October 22at 1PM Eastern

MARK YOUR CALENDARS for the 4th Thursday of every month as Xplor is turning the volume up to 11 with the new series of "Lunch and Learn" Webinars structured around great panelists, great topics, and your participation.

These webinars are free courtesy of the Xplor Document University powered by Kodak. Each webinar will be scheduled at 1:00 PM Eastern, Noon Central, 11:00 AM Mountain and 10:00 AM Pacific times for frank discussions. Here is a sample of just some of the topics:

NEXT – Planning for 2010 – what should you be looking at?



XPLOR Document University Lunch & Learn Webinars!

Xplor to Host Educational Tracks at Print 09

Xplor International, the worldwide electronic document systems association, today announced that it will host seven educational sessions at Print 09, the year's largest and most comprehensive graphic communications trade show and conference, September 11-16, 2009 at McCormick Place, Chicago, IL. Members can attend all seven sessions and the Print 09 exhibit floor at a rate of \$599.00, a \$100.00 savings, as well as register for a Print 09 Full Access Pass for only \$849.00, regularly \$999.00. Discounts are valid until August 21, 2009.

Xplor's educational track at Print 09 will be presented by a number of well-known industry speakers including James Hackett, president of Indivia; Kemal Carr, president of Madison Advisors; Peter Muir, president of Bizucate; Bob Stier, director at First Data Resources; Rob Williams, managing partner of Focus, a Continuum Worldwide Solution and Toby Cobrin, director for INTERQUEST. Tracks topics include:

- TransPromo: How to Use TransPromotional Communications to Increase Your Business and Decrease Your Costs
- Color Print Adoption and Print Suppression Trends
- Professional Social Networking: How Could Your Company Leverage Facebook and Other Social Networking Tools?
- Workforce Development: Why Should I Work for You?
- Realistic TransCommunications
- Process of Profits
- Multimedia Communications: How to Maximize Customer Response

