

# WELCOME TO

# PRINT<sup>®</sup>18

- • • • • **September 30-October 2, 2018**
- • • • • McCormick Place | Chicago, IL USA
- • • • • **PRINTevent.com**

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## EXHIBIT HALL DATES & HOURS

**NEW  
HOURS**

Sunday, September 30

10:00 AM – 5:00 PM

Monday, October 1

9:00 AM – 5:00 PM

Tuesday, October 2

9:00 AM – 3:00 PM



## TRAVEL INFORMATION

### WEATHER

September/October in Chicago is typically cool and dry, but it can be fairly windy with average high/low temperatures of 74°/51° F.

### INFORMATION ABOUT CHICAGO

Check out the best that Chicago has to offer with restaurant and city information at:  
[www.choosechicago.com/print](http://www.choosechicago.com/print)

## GROUND TRANSPORTATION & PARKING

### GO AIRPORT EXPRESS SHUTTLE

From Chicago O'Hare and Midway Airports to/from all downtown hotels and McCormick Place.

#### Hours of Operation

**Chicago O'Hare Airport:** Every 15–20 minutes from 5:00 AM to 11:00 PM

**Arrivals Baggage Claim:** Terminal 1 (1E) Terminal 2 (2E) Terminal 3 (3E) and Terminal 5 Kiosk outside (5E)

**Midway Airport:** Every 15–20 minutes from 5:00 AM to 10:00 PM.

**Arrivals Baggage Claim:** Door 3

**McCormick Place South—Arrivals/Departures:** Gate 3

**Phone:** 800/284-3826

Visit <http://bit.ly/GOAirportExpressPRINT18> to make a reservation online or call 800/284-3826 and use the code "PRINT18" for a 15% discount. Book by September 28!

### LIMOUSINE/PRIVATE CHARTERS PICK-UP & DROP-OFF

**Limousines:** Gate 27, Level 1, McCormick Place North

**Private Charters:** Gate 26, Level 1, McCormick Place North.

### TAXI/UBER ARRIVALS & DEPARTURES

**Location:** M. L. King Drive, Gate 4, McCormick Place South.

**Taxi Fares:** (approximate) from McCormick Place:  
 to Downtown Chicago = \$15  
 to Midway Airport = \$35  
 to O'Hare Airport = \$50

**Uber Fares:** vary based on date and time.

## SHUTTLE BUS SERVICE & SCHEDULE

Complimentary shuttle bus service is available between hotel boarding points (see below) and McCormick Place South, except those noted as being within walking distance of the convention center. Service is provided in 15-20 minute intervals in the morning and afternoon, to and from McCormick Place South and the hotel boarding points.

### Hours of Operation, Routes 1 - 4

|               | Inbound to<br>McCormick Place South | Return to<br>Hotels |
|---------------|-------------------------------------|---------------------|
| Sunday, 9/30  | 7:00 AM – 11:00 PM                  | 3:00 – 6:00 PM      |
| Monday, 10/1  | 7:00 AM – 11:00 AM                  | 3:00 – 6:00 PM      |
| Tuesday, 10/2 | 7:00 AM – 11:00 AM                  | 1:00 – 4:00 PM      |

| Hotel   | Route# | Boarding Point                               |
|---|--------|--|
| AC Hotel Chicago Downtown....                     | 3      | NW Corner Grand & Rush                       |
| ACME Hotel Company.....                           | 3      | At Hilton Garden Inn, Front Entrance         |
| Best Western Grant Park.....                      | 1      | At Hilton Chicago, 8th Street Entrance       |
| Blackstone, Autograph ..... Collection            | 1      | At Hilton Chicago, 8th Street Entrance       |
| Congress Plaza .....                              | 1      | Front Entrance                               |
| Courtyard Magnificent Mile ..... Chicago Downtown | 4      | At Inn of Chicago, St. Clair Street Entrance |
| Courtyard River North..... Chicago Downtown       | 3      | SE Corner Illinois & State                   |
| Doubletree Magnificent Mile.....                  | 4      | Fairbanks Street Entrance                    |
| Embassy Suites Downtown .....                     | 3      | At Hilton Garden Inn, Front Entrance         |
| Embassy Suites ..... Magnificent Mile             | 4      | SW Corner of E. North Water & Columbus       |
| Fairfield Inn & Suites ..... Chicago Downtown     | 4      | At Inn of Chicago, St. Clair Street Entrance |
| Hampton Inn Magnificent Mile ..                   | 4      | At Warwick Allerton, Front Entrance on Huron |
| Hilton Chicago .....                              | 1      | 8th Street Entrance                          |
| Hilton Garden Inn ..... Chicago Downtown          | 3      | Front Entrance                               |
| Hotel Cass - ..... A Holiday Inn Express          | 3      | At Hilton Garden Inn Front Entrance          |

## SHUTTLE BUS SCHEDULE (continued)

| Hotel                                       | Route# | Boarding Point  |
|---|--------|---|
| Hyatt Centric.....4<br>Magnificent Mile     |        | At Inn of Chicago,<br>St. Clair Street, Entrance        |
| Hyatt Regency McCormick.....WD              |        | Walking Distance,<br><b>No Shuttle Service Provided</b> |
| Inn of Chicago .....4                       |        | St. Clair Street Entrance                               |
| InterContinental Chicago.....3              |        | Illinois Street Entrance,<br>Across Street              |
| Marriott Chicago Downtown ...3              |        | NW Corner of Grand & Rush                               |
| Marriott Marquis McCormick.WD               |        | Walking Distance,<br><b>No Shuttle Service Provided</b> |
| Palmer House Hilton .....1                  |        | Wabash Avenue Entrance                                  |
| Sheraton Grand Chicago .....2               |        | SW Corner of E. North Water<br>& Columbus               |
| Silversmith Hotel Chicago.....1<br>Downtown |        | At Palmer House Hilton,<br>Wabash Avenue Entrance       |
| Warwick Allerton Hotel .....4<br>Chicago    |        | Front Entrance on Huron                                 |
| Wyndham Grand Riverfront .....2             |        | Front Entrance  |

Note: Due to construction in Chicago, boarding points are subject to change. Check your hotel lobby sign for the most current boarding point and schedule.

View complete list of hotels, routes, and hotel pickup locations at: <http://bit.ly/PRINT18Shuttles>. Additional information will be provided at each hotel.

Shuttles drop off and pick up at McCormick Place South at Gates 1 - 3. Onsite signage will assist you in finding the designated shuttle route for your hotel.

**Please note:** PRINT 18 shuttles are only for attendees and exhibitors staying at the listed PRINT 18 hotels.



For hotel shuttle information or ADA transportation, please call 1-877-288-2605. Accessible equipment is available during scheduled shuttle hours. Please request ADA service at least 20 minutes in advance of desired pick up time.

**Shuttle Service to Our Party with a Purpose CELEBRATE PRINT! Monday, October 1 5:30–7:30 PM at PINSTRIPES.** (See page 11)

**Complimentary shuttle service** will be provided from McCormick Place South Gate 1 to PINSTRIPES from 5:00 PM – 6:00 PM.

## PUBLIC TRANSPORTATION

The Chicago Transit Authority (CTA) provides fast, direct train service from O'Hare and Midway Airports to downtown, and convenient bus and train lines to major attractions. CTA offers simple fare cards, easy-to-use maps and brochures, and custom trip planning for groups. Note: Exact fare is required for bus.

**Phone:** 888/YOUR-CTA (888/968-7282) for route, fare & schedule info.

**Hours of Service:** daily 5:00 AM – Midnight (CST).

**CTA System Route Maps/Sightseeing Guides:** Available at all train stations, both airports, visitor information centers and hotels.

[www.transitchicago.com](http://www.transitchicago.com)

## METRA TRAIN

A convenient and economical way to get downtown (limited service available on Sundays).

**METRA Station Location:** McCormick Place, Level 2.5.

**Fares:** One-way fares start at \$4.00.

**Phone:** 312/322-6777

[www.metra.com](http://www.metra.com)

## DRIVING DIRECTIONS

[www.mccormickplace.com/attendees/getting-here.php](http://www.mccormickplace.com/attendees/getting-here.php)

## PARKING LOTS & FEES

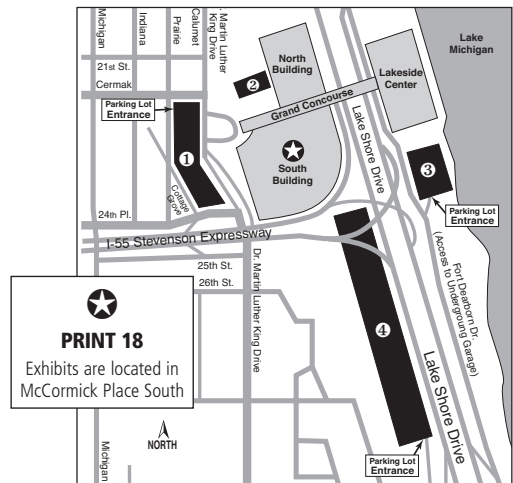
Choose from among several parking lots conveniently located near McCormick Place.

**Phone:** 312/567-8360 for information on location of handicap parking in MLK/Lot A.

**Fees\*:** Prices are per day unless noted below.

- |   |      |
|---|------|
| 1. MLK Lot (Lot A) (up to 16 hrs.)                | \$23 |
| 2. Hyatt McCormick Garage (3–9 hrs.)              | \$29 |
| Hyatt McCormick Garage (9–24 hrs.)                | \$36 |
| 3. Lakeside Underground Garage (Lot C) (day rate) | \$23 |
| 4. 31st Street Lot (Lot B) (day rate)             | \$15 |

\*Rates are subject to change without notice.



# HOTELS

## EXPOVISION

Around-the-clock service for hotel needs during PRINT 18, phone: 800/305-0039 or 703/770-3911

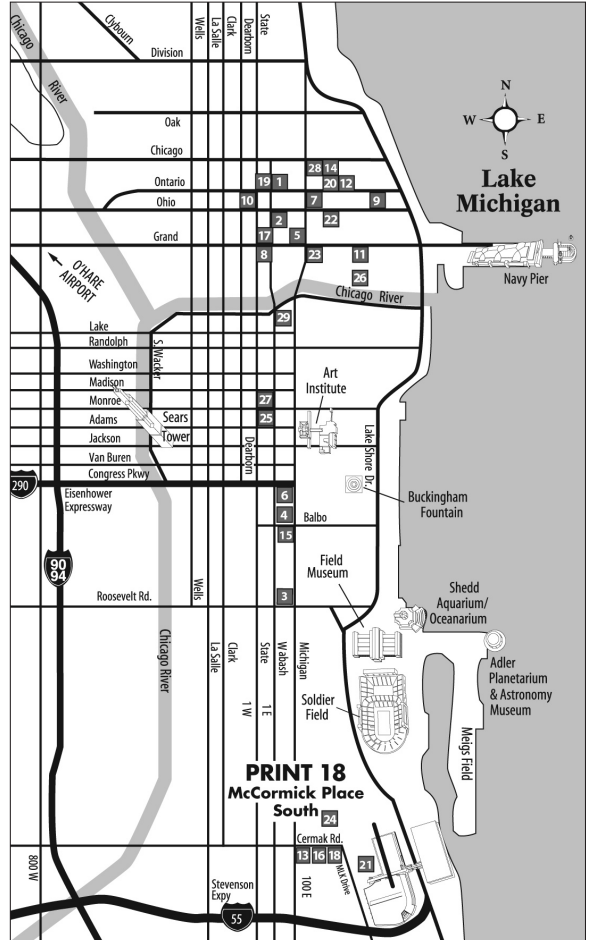
**Onsite Phone:** 312/791-6712

Registration area, South Hall A, Level 3, McCormick Place, during show hours.

## HOTELS in the Show hotel block:

1. **AC Hotel Chicago Downtown**  
630 North Rush Street; Phone: 312/981-6600
2. **Acme Hotel Company**  
15 East Ohio Street; Phone: 312/849-0900
3. **Best Western Grant Park**  
1100 South Michigan Avenue; Phone: 312/922-2900
4. **Blackstone, Autograph Collection**  
636 South Michigan Avenue; Phone: 312/447-0955
5. **Chicago Marriott Downtown Magnificent Mile**  
540 North Michigan Avenue; Phone: 312/836-0100
6. **Congress Plaza Hotel**  
520 South Michigan Avenue; Phone: 312/427-3800
7. **Courtyard Downtown Chicago Magnificent Mile**  
165 East Ontario Street; Phone: 312/573-0800
8. **Courtyard Chicago Downtown River North**  
30 East Hubbard Street; Phone: 312/329-2500
9. **Doubletree Hotel Chicago Magnificent Mile**  
300 East Ohio Street; Phone: 312/787-6100
10. **Embassy Suites Chicago Downtown**  
600 North State Street; Phone: 312/943-3800
11. **Embassy Suites Chicago Downtown Magnificent Mile**  
511 North Columbus Drive; Phone: 312/836-5900
12. **Fairfield Inn & Suites Chicago Downtown Magnificent Mile**  
216 East Ontario Street; Phone: 312/787-3777
13. **Hampton Inn at McCormick Place**  
123 E Cermak Road, #100; Phone: 312/528-0122
14. **Hampton Inn Chicago Downtown Magnificent Mile**  
160 East Huron Street; Phone: 312/787-2900
15. **Hilton Chicago**  
720 South Michigan Avenue; Phone: 312/922-4400
16. **Hilton Garden Inn at McCormick Place**  
123 E Cermak Road, #300; Phone: 312/791-1121
17. **Hilton Garden Inn Chicago Downtown Magnificent Mile**  
10 East Grand Avenue; Phone: 312/595-0000
18. **Hotel 2 Suites**  
123 E Cermak Road, #200; Phone: 312/528-0210
19. **Hotel Cass – a Holiday Inn Express**  
640 North Wabash Avenue; Phone: 312/787-4030
20. **Hyatt Centric Chicago Magnificent Mile**  
633 North St Clair Street; Phone: 312/787-1234
21. **Hyatt Regency McCormick Place**  
2233 South Martin Luther King Drive; Phone: 312/567-1234

22. **Inn of Chicago Magnificent Mile**  
162 East Ohio Street; Phone: 312/787-3100
23. **InterContinental Chicago Magnificent Mile**  
505 North Michigan Avenue; Phone: 312/944-4100
24. **Marriott Marquis Chicago at McCormick Place**  
2121 S Prairie Avenue; Phone: 312/824-0500
25. **Palmer House Hilton**  
17 East Monroe Street; Phone: 312/726-7500
26. **Sheraton Grand Chicago**  
301 East North Water Street; Phone: 312/464-1000
27. **Silversmith Hotel Chicago Downtown**  
10 South Wabash Avenue; Phone: 312/372-7696
28. **Warwick Allerton Hotel Chicago**  
701 North Michigan Avenue; Phone: 312/440-1500
29. **Wyndham Grand Chicago Riverfront**  
71 E Upper Wacker Drive; Phone: 312/346-7100



## PRINT 18 REGISTRATION

**Attendee Registration:** Opens 7:30 AM daily on show days, beginning Sunday, September 30.

**Exhibitor Registration:** Opens 1:00 PM beginning Friday, September 28 and 7:30 AM daily Saturday–Tuesday.

**Seminar Registration:** Opens 7:30 AM daily on event days beginning Sunday, September 30.

**Location:** McCormick Place South, Level 3, in South Hall A and in The Learning Experience Lounge on Level 1 (across from shuttle drop off at gate 2).

### SEMINARS

**Location:** Levels 1, McCormick Place South.

### EXHIBITS

**Location:** Level 3, McCormick Place South.

### CHILDREN

No one under the age of 14, including infants, will be admitted to the exhibit floor or seminars. Proof of age may be required. Anyone 14 years of age or older must register. Child care is not provided.

## POLICY ON NON-EXHIBITING COMPANIES

Non-exhibiting companies are prohibited from conducting events, hosting hospitality functions, and/or holding other meetings that compete with the PRINT 18 exhibition.

Event Management encourages your participation in stopping this activity by reporting such activities to a security guard or the Show Office (Room S401bc); Phone: 312/791-6700.

## The Official **PRINT<sup>®</sup> 18** Mobile App

Put information about  
the show into the palm  
of your hand!

- > Daily Alerts
- > New Products
- > Exhibitor Directory
- > Conference Schedule
- > Links to Twitter, Facebook & LinkedIn
- > Demonstration Schedule
- > Speaker Roster
- > Photo Communities

**BONUS!** Your online My Show Planner automatically syncs with the Mobile App.



## GENERAL INFORMATION ABOUT McCORMICK PLACE

McCormick Place consists of four buildings: **South**, **North** and **Lakeside Center**—all connected by an expansive Grand Concourse—and **West**, connected via an enclosed walkway. PRINT 18 exhibits and events are located in McCormick Place South, with some meeting rooms in McCormick Place North.

### ATM

**Location:** Grand Concourse, Level 2.5.

### BAG/COAT CHECK SERVICE

**Location:** Level 1, Room S100c, McCormick Place South.  
**Cost:** \$3.00 per coat, \$4.00 per bag.

### Hours of Operation:

7:00 AM – 6:00 PM: Sunday, September 30

7:00 AM – 6:00 PM: Monday, October 1

7:00 AM – 4:00 PM: Tuesday, October 2

### FEDEX OFFICE BUSINESS CENTER

**Location:** Level 2.5, McCormick Place South.

**Hours of Operation:** Daily 8:30 AM – 5:00 PM.

**Available Services:** Copying, faxing, binding, FedEx services for a fee. Office supplies are also available for purchase.

**Phone:** 312/791-6480 **Fax:** 312/791-6501

### WiFi ACCESS

High-speed wireless internet service will be FREE throughout the convention center for your personal devices.

## FOOD OPTIONS IN McCORMICK PLACE

**23rd Street Café** – North, Level 3

Healthy sandwiches and salads in a seated café, with a “grab-n-go” market.

**Connie’s Pizza** – North, Level 2

Deep dish pizza, salads, sandwiches.

**McDonald’s Express** – North, Level 2

Breakfast and lunch offerings.

**Plate Room Food Court** – Grand Concourse, Level 2.5

Salad bar, pizza, grill items, hot entrees, snacks, etc.

**Ryba’s Fudge Shop** – Grand Concourse, Level 2.5

Fudge, ice cream, frozen yogurt, assorted sundries.

**Starbucks Coffee** – Level 2.5

Coffee, tea, pastries plus salads and sandwiches during lunch hours.

**Café A1 and Café A2** – South Hall A, Level 3

Grilled items, salads, sandwiches, pizza, subs.

**Outtakes** – Located just inside South Hall A, Level 3

“grab-n-go” items like soda, snacks, wrapped sandwiches.

## VISITOR INFORMATION

### INFORMATION DESK

**Location:** McCormick Place South, Level 3; in South Hall A.

**Available Services:** Assistance with questions, directions, and getting around McCormick Place. Badge holders also available for registered attendees.

### NEWSROOM

**Location:** Level 4, Room S402ab, McCormick Place South. Editorial representatives of the media may obtain press badges here.

### ASSOCIATION FOR PRINT TECHNOLOGIES MEMBER & GLOBAL LOUNGE

**Location:** Level 4, Room N427abc, McCormick Place North.

Association members and international visitors can meet here and network.

### PRINT 18 EVENT OFFICE

**Location:** Level 4, Room S401bc, McCormick Place South. PRINT 18 event staff are available for assistance during event hours.

**Phone:** 312/791-6700

## SPECIAL & EMERGENCY SERVICES

### ADA – DISABILITY SERVICES

Wheelchairs, scooters, designated parking, TDD phones are among other services available at McCormick Place.

**Phone:** 888/441-7575, For wheelchair/electric scooter rental, contact Scootaround.

For services & accessibility locations, contact McCormick Place Event Services at: 312/791-6147.

Handicap parking for South Building is available in MLK/ Lot A. Ask the attendant for location upon entry to lot. There is a covered walkway to the South Building. Parking is also available at Hyatt McCormick Place.

### FIRST AID STATION

**Location:** Grand Concourse, Level 2.5, McCormick Place.

**Phone:** Dial 6060 on a McCormick Place house phone for assistance.

### LOST & FOUND

**Location:** PRINT 18 Event Office, Level 4, Room S401bc, McCormick Place South.

### SECURITY

**Phone:** Dial 6060 on McCormick Place house phone for assistance.

In case of an emergency, please be aware at all times of your nearest exit from the building.

# Event Highlights

Join us where emerging technology and business meet. Explore new products and find trusted solutions from the classroom to the Exhibit Hall.

### RED HOT Technology Recognition Program

With hundreds of booths in the Exhibit Hall, it's a challenge to see everything. This year the RED HOT Technology Recognition Program—a fresh spin on the MUST SEE 'EMS— is your roadmap. Featuring technology that has come to market within the past 12 months, the RED HOT Technology Recognition Program highlights the “what's new” on the exhibit floor.



### The VR Experience at PRINT 18

Imagine poking your head into the side of a press and examine the rollers while the press is running! Impossible in the real world, but anything is possible in the realm of virtual reality. The VR Experience is a must-do for those who want to jump into this interactive new activity at PRINT 18.



### First-Timers Reception

**Sunday, September 30 | 4-5:00 PM**  
**Reception Area – Exhibit Floor**

First time at PRINT? YOU are invited to attend the First Timers' Reception on the exhibit floor. This fun event will feature light fare, refreshments and games for all to enjoy! Whether completely new to the industry or just new to PRINT, please join us—no RSVP required.

## Celebrate PRINT!

### Our Party with a Purpose

**PINSTRIPES**  
**Monday, October 1**  
**5:30 PM - 7:30 PM**



### FREE TO ALL AT PRINT 18!

*Your PRINT 18 badge is your admittance.*

Are you ready to party and benefit a cause that matters to our PRINT community? Last year, we raised more than \$5,000 for Family Rescue Chicago to celebrate our return to the windy city. This year, join us at PINSTRIPES for a fresh take on bowling, games, Toast & Jam DJ, and modern rustic food in a trendy nightclub atmosphere. Connect, play and unwind while we benefit C.J.'s SKATEPARK, empowering children to overcome challenges and build confidence through recreation.

Shuttles will be available to take you from McCormick Place to Pinstripes.



# FREE!

## Exhibit Floor Learning Experience Theater Booth #1652

### SUNDAY, SEPTEMBER 30

#### 11:00AM – 1:00PM

**Tour: For In-Plants the Secret for Succes Can be Found in Two Things**

#### RESERVATIONS REQUIRED

*Howie Fenton, Owner, Howie Fenton Consulting*

#### 11:30AM – 1:30PM

**Tour: Print is Flying in the Cloud**

#### RESERVATIONS REQUIRED

*Vlad Zhitnikow, President & CEO, Cloud IT! (CIT Corp.)*

#### 12:00PM – 12:50PM

**Finding Production Employees—The Battle for Skills**

*Joe Rickard, President, Intellectual Solutions LLC  
Frank Kanonik, Program Manager, Intellectual Solutions LLC*

#### 1:00PM – 1:50PM

**Print And The Power of Superfans**

*Brittany Hodak, Co-Founder, The Superfan Company*

#### 2:00PM – 2:50PM

**One Entrepreneur's Study: Defying Obstacles, Achieving Success and Giving Back**

*Jay Mandarino, President & CEO, CJ Graphics*

#### 3:00PM – 3:50PM

**AR and the Resurrection of Print**

*Noel Ward, Managing Director, Brimstone Hill Associates*

### MONDAY, OCTOBER 1

#### 10:00AM – 12:00PM

**Tour: Emerging Trends Reshaping Print**

#### RESERVATIONS REQUIRED

*John Leininger, Professor, Clemson University*

#### 10:30AM – 12:30PM

**Tour: Automated Solutions for Today's Finishing**

#### RESERVATIONS REQUIRED

*Trish Witkowski, President, Foldfactory*

#### 11:00AM – 11:50AM

**PrintStats: All You NEED to Know**

*Joe Webb, President, Dr. Joe Webb*

#### 12:00PM – 12:50PM

**Four Sectors of Disruptive Technology Related to Print and Industry 4.0**

*David Hunter, Principal, Pilot Marketing Group*

#### 1:00PM – 1:50PM

**Paper to Pixels: 5 Practical Ways to Use Augmented Reality to Amplify Your Print Communications**

*Sarah Mannon, Executive Vice President, Trekk*

#### 2:00PM – 2:50PM

**Innovative Printers Share Their Stories**

*Moderator: Steven Schnoll, Managing Director, Schnoll Media Consulting  
Panel: Al Kennickell, President, The Kennickell Group; and others*

#### 3:00PM – 3:50PM

**Achieving Compliance Nirvana in the Age of GDPR, ISO20022/SEPA & HIPPA: What you Don't Know CAN Hurt You!**

*Michelle Christensen, Vice President, enChoice*

### TUESDAY, OCTOBER 2

#### 10:00AM – 12:00PM

**Tour: High Speed Ink-Jet Print Advancements**

#### RESERVATIONS REQUIRED

*Mary Schilling, Owner, Schilling Inkjet Consulting*

#### 11:00AM – 1:00PM

**Tour: Ideas Around Specialty Print and Embellishments**

#### RESERVATIONS REQUIRED

*Jeff Peterson, FSEA Executive Director, Foil & Specialty Effects Association*

## THE LEARNING EXPERIENCE at **PRINT 18**

**Opening Keynote: Marketing Guru and Author Seth Godin**



**Sunday, September 30  
8:45AM–9:30AM**

**Room: S100ab**

# FREE!

Gain a fresh perspective on the implementation of new ideas in the digital age from best-selling author and former dot-com executive Seth Godin in his thought-provoking Keynote Session, **"Thriving in the Connected Economy."**

Sponsored by: **XEROX**

### SUNDAY, SEPTEMBER 30

#### 10:00AM – 12:30PM



**L1 – Color Correction & Image Adjustment for Print and Web with Lightroom - Rm. S103bc**

*Taz Tally, President, Taz Tally Photography*

#### 10:00AM – 10:50AM

**R1 – Eight Imperatives for Growing Your Printing Business - Rm. S101ab**

*Paul Reilly, Partner, New Direction Partners*

**R2 – Gently Relentless - Persistent Engagement in a Noisy World - Rm. S102ab**

*Kelly Mallozzi, Principal, Success.In.Print*

**R3 – In-plant Panel: Workflow Flossing - Room S102cd**

*Elisha Kasinkas, Marketing Director, Rochester Software Associates (RSA)*

**R4 – Designing For Digital Printing: The Best Tips and Tricks - Rm. S104ab**

*Joseph Marin, Vice President, Education and Training, Printing Industries of America*

#### 11:00AM – 11:50AM

**R5 – How to Build a World Class End-to-End Supply Chain - Rm. S101ab**

*Bill Ruddy, Vice President, Supply Chain, CCL Industries*

**R6 – Why Aren't You Selling More? - Rm. S102ab**

*Bill Farquaharson, Principal, AspireFor*

**R7 – Waze for Variable Projects: Mapping to Success - Rm. S102cd**

*Pat McGrew, Director of Production Workflow, Keypoint Intelligence*

**R8 – Definitions and Applications for Specialty Effects on Print - Rm. S104ab**

*Jeff Peterson, FSEA Executive Director, Foil & Specialty Effects Association*

#### 12:00PM – 1:30PM

**LU1 – Cloud-based Business Opportunities—Rethinking Web-to-Print - Rm. S103a**

*Slava Apel, CEO, Amazing Print Tech; Joe Webb, President, Dr. Joe Webb*

#### 12:00PM – 12:50PM

**R9 – Industrial Inkjet 2.0: Moving On To Another Level - Rm. S101ab**

*Marcus Timson, Co-Founder, FM Brooks*

**R10 – How To Create Videos That Make People Want To Do Business With You - Rm. S102ab**

*Antoine Dupont, CEO, KATAPULT Marketing*

**R11 – Anatomy of the M&A Deal Process in the Printing Industry in Full Detail - Rm. S102cd**

*Mark Hahn, Managing Director, Graphic Arts Advisors*

**R12 – Using Data Driven Management to Run Your Business - Rm. S104ab**

*Lawrence Chou, CEO, MGX Copy*

# THE LEARNING EXPERIENCE at **PRINT 18**

**1:30PM – 4:00PM**

 **L2 – Designing for Digital Printing: The Best Tips and Tricks**  
- Rm. S103bc

Joseph Marin, Vice President,  
Education and Training, Printing  
Industries of America

**MONDAY, OCTOBER 1**

**8:30AM – 11:00AM**

 **L3 – Mastering The Creative Suite CC** - Rm. S103bc

Taz Tally, President, Taz Tally  
Photography

**9:00AM – 10:40AM**

**DS1 – Romano on Digital Printing and Inkjet Trends** - Rm. S104ab

Frank Romano, Professor Emeritus,  
RIT/College of Imaging Arts &  
Sciences

**9:00AM – 9:50AM**

**R13 – Hiring the Next Generation of Print Leaders** - Rm. S101ab

Diana Varma, Lecturer, Ryerson  
University

**R14 – Marketing to the Generations** - Rm. S102ab

Trish Witkowski, President,  
Foldfactory

**R15 – Augmented Reality 2.0**  
- Rm. S102cd

Charles Weiss, Associate Professor,  
Clemson University - Department of  
Graphic Communications

**10:00AM – 10:50AM**

**R16 – Contracts that Don't Suck: How to Retool Your Contracts to Nurture Relationships AND Protect Your Business**

- Rm. S101ab  
Eliot Wagonheim, Founder and  
Managing Partner, Wagonheim Law

**R17 – Only the Best In-plants will Survive: How Leading In-plants Add Value** - Rm. S102ab

Howie Fenton, Owner, Howie Fenton  
Consulting

**R18 – Extended-Gamut Update: Unfinished Business and Practical Solutions** - Rm. S102cd

Mike Strickler, Principal, MSP  
Graphic Services

**11:00AM – 11:50AM**

**R19 – Self Promotion: Why We Need To Do It!** - Rm. S101ab

Warren Werbitz, Founder, CEO and  
Fisherman, Pazazz

**R20 – Applying Lean to Sales for Increased Revenue and Profits**  
- Rm. S102ab

Phyllis Mikolaitis, Owner/President,  
Sales Training Solutions

**R21 – Understanding Lights, Camera and Action! Evaluating Today's Workflows from Photography to Proof with OBAs and Lighting Standards**  
- Rm. S102cd

Son Van Do, Chief Technologist,  
Rods and Cones

**R22 – The Modern Buyer Requires a Modern Seller** - Rm. S104ab

Mario M. Martinez, Jr., CEO,  
Founder and Digital Sales Evangelist,  
Vengreso

**12:00PM – 1:30PM**

**LU2 – Finding Opportunities for Vendors and Printers**

- Rm. S103a

Kate Dunn, Director, Business  
Development Service, Keypoint  
Intelligence/Infotrends

Ron Gilboa, Group Director,  
Production Technology, Keypoint  
Intelligence

Pat McGrew, Director of Production  
Workflow, Keypoint Intelligence

**12:00PM – 12:50PM**

**R23 – Transform Your Business - Three P's** - Rm. S101ab

Mike Philie, Principal, Philie Group

**R24 – The Future of Paper & Print**  
- Rm. S102ab

Daniel Dejan, North American ETC  
Print & Creative Manager, Sappi  
North America

**R25 – Connected Print – Reach Out and Touch It!** - Rm. S102cd

Erica Aitken, President, Rods and  
Cones

**R26 – How to be a Modern Data Detective in an "Informed" World**  
- Rm. S104ab

Chris Lien, President, BCC Software

# THE LEARNING EXPERIENCE at **PRINT 18**

**1:30PM – 4:00PM**

 **L4 – Rapid Prototyping for Websites and Apps- Adobe Experience Design (XD)**  
- Rm. S103bc

Erica Walker, Assistant Professor,  
Clemson University

**TUESDAY, OCTOBER 2**

**8:30AM – 11:00AM**

 **L5 – Sales Prospecting has Changed with Internet, Have You Changed?** - Rm. S103bc

John Leininger, Professor, Clemson  
University

**9:00AM – 9:50AM**

**R27 – How G7 Makes Inkjet Color Management Better** - Rm. S101ab

Jim Raffel, Consultant and CEO,  
ColorCasters, LLC

**R28 – Sales Management: Compensation That Works!**  
- Rm. S102ab

David Fellman, President, David  
Fellman & Associates

**R29 – Blockchain 101: A Primer for Printers** - Rm. S102cd

Slava Apel, CEO, Amazing Print  
Tech

**9:00AM – 10:40AM**

**DS2 – Romano's State of the Industry** - Rm. S104ab

Frank Romano, Professor Emeritus,  
RIT/College of Imaging Arts &  
Sciences

**10:00AM – 10:50AM**

**R30 – Transition to Print Manufacturing- Zero Defect Goal!! How do we get There?**  
- Rm. S101ab

David Hunter, Principal, Pilot  
Marketing Group

**R31 – Coach Your Reps to Success**  
- Rm. S102ab

Kate Dunn, Director, Business  
Development Service, Keypoint  
Intelligence/Infotrends

**R32 – Suffering from Cyber-In-Security? Here's How to Fix it!**  
- Rm. S102cd

Kevin Keane, Vice President Global  
Business Development, RPM Color  
Research; Cindy Walas, President,  
Walas Younger Ltd

**11:00AM – 11:50AM**

**R33 – Drowning in the CIELAB of Data** - Rm. S101ab

John Seymour, Owner, John the Math  
Guy, LLC

**R34 – Customer Care Excellence**  
- Rm. S102ab

David Johnston, Social Media  
Strategist, Transportation Security  
Administration (TSA)

**R35 – Key Elements in Postage Discounts – the Basics of Work Sharing, Including Presort, Automation-Compatibility, and Destination Entry** - Rm. S102cd

Leo Raymond, Managing Director,  
Mailers Hub LLC

**R36 – Is This the Tipping Point for Digital Printing in Commercial Print?** - Rm. S104ab

Marco Boer, Vice-President, IT  
Strategies, Inc.

See all Education  
Opportunities under  
"Learning Experience"  
at [PRINTevent.com](http://PRINTevent.com)

**TUESDAY, OCTOBER 2**

**8:30 AM – 12:15 PM**  
Room S103a

**Brand Inspiration  
Forum  
A CMO Council  
Elite Retreat**

Produced by  
CMO Council



# FREE!

## Special Industry Presentations

**SUNDAY, SEPTEMBER 30**

**1:00 PM – 4:30 PM**

**Educators' Forum**  
Room S105

*Hosted by: Erica Walker, Clemson University*

**1:30 PM – 2:30 PM**

**Printing – The Original Creative Industry**  
Room S102cd

*Produced by* **Global Channel Partners**

**2:00 PM – 3:00 PM**

**Growing and Securing the In-Plant**  
Room S101ab  
Special White Paper presentation.

*Sponsored by* **Canon**

*Produced by* **IPMA**  
In-Plant Printing and Mailing Association

**MONDAY, OCTOBER 1**

**8:30 AM – 11:00 AM**

**InkJet: Disruptors of an Industry**  
Room S105abc

*Produced by*



**11:30 AM – 1:00 PM**

**IPMA Lunch & Learn: "Be A Frontrunner"**  
Room S105a

*Produced by*



**2:30 PM – 3:30 PM**

**Hear What Brand Owners Want... Directly From Them**  
Room S105a

*Produced by*

**Brand Owners Council**

# FREE!

## Exhibitor Presentations

No Reservations Required! **1:30 PM – 2:30 PM**  
in The Learning Experience Session Rooms  
Level 1, McCormick Place South

**MONDAY, OCTOBER 1**

Room S101ab

**BlueCrest**  
*Kathy Hansan, Blue Crest Solutions Strategy and Planning*

*Presented by*  **BLUECREST**

**MONDAY, OCTOBER 1**

Room S102ab  
**Get Out of Your Own Way**  
*Tawnya Starr, PrinterPresence President & CEO*

*Presented by*  **PrinterPresence**  
Your Web Site. Your Way.

# FREE!

## International Networking Reception

**SUNDAY, SEPTEMBER 30**

**4:30 PM – 6:00 PM**

**Hyatt McCormick Place Hotel**  
**Regency Ballroom CD**

*Organizer:*  **Association for PRINT Technologies**

*Sponsor:*  **CONLATINGRAF**  
Confederación Latinoamericana de Industrias Gráficas

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