

PIAexpo2012 OVERVIEW

When: April 9 - 12, 2012

Where: San Diego Convention Center & Events throughout San Diego County

For over 24 years, PIA Expo has been a landmark event in the San Diego printing & graphic arts community. It continues to bring together local manufacturers, suppliers, commercial and specialty printers, print buyers, corporate mar/com and designers to celebrate the latest technology, products, and software developments in the industry. PIA Expo is the largest and most comprehensive gathering of printing, marketing & graphic arts professionals and products in San Diego.

The week kicks off with plant tours of the San Diego Union-Tribune, US Post Office and local commercial, digital, specialty printers, and continues with a series of timely, informative seminars and creative, energetic trade show exhibits. Our Integrated Marketing & Print Expo brings together the San Diego print and design community to feature industry trends and developments, and the latest in software, technology and local products and services.

Tentative Schedule of Events

Monday, April 9, 2012

Commercial Printing Plant Tours

11:30 am - 12:30 pm

Tuesday, April 10, 2012

Digital Printing Plant Tours

11:30 am - 12:30 pm

US Post Office Tour

4:30 pm - 5:30 pm

Wednesday, April 11, 2012

Print Week Trade Show & Seminars

San Diego Convention Center

9:30 am - 4:00 pm

Thursday, April 12, 2012

Large Format Printing Plant Tours

11:30 am - 12:30 pm

San Diego Union Tribune Tour

3:30 pm - 5:00 pm

Friday, April 13, 2012

Finishing Techniques Plant Tours

11:30 am - 12:30 pm



SPONSORSHIP OPPORTUNITIES

PREMIERE SPONSOR

Your Investment: \$3,400

- The HIGHEST possible profile for your company!
- Trade Show booth in a premier location (\$899 value)
- Exhibitor listing and sponsorships notation on “PIA Expo Prize Card” where visiting all listed booths enters attendee into raffle drawing
- Large banner with company logo at Trade Show entrance
- Full-page, four-color advertisement in the Trade Show Program (\$500 value)
- Company logo and link to company website on the PIA Expo web pages
- Company logo appearance on comprehensive integrated marketing campaign :
 - on minimum 2 pieces direct mail pieces (estimated 30,000* impressions)
 - on integrated email campaign (estimated 15 - 20 blasts)
 - recognition in social media efforts via Twitter and Facebook
 - in the Trade Show Program to be distributed to all show attendees
- News releases announcing your sponsorship distributed to local & national trade publications
- An announcement made in the PIA/SD newsletter, the *Messenger*, distributed to over 500 printing industry professionals in San Diego

REFRESHMENT SPONSOR

Your Investment: \$3,200

Refreshments are set in a prominent location on the show floor to last the duration of the Trade Show Expo. Attendees help themselves to food and beverages (thanks to you!). Other benefits include:

- Large banner up during the entire show to provide sponsor recognition
- Trade Show booth in a preferred location (\$899 value)
- Full-page, four color advertisement in the Trade Show Program (\$500 value)
- Company logo and link to Company website on the PIA Expo web pages
- Company logo appearance on comprehensive integrated marketing campaign :
 - on minimum 2 pieces direct mail pieces (estimated 30,000* impressions)
 - on integrated email campaign (estimated 15 - 20 blasts)
 - recognition in social media efforts via Twitter and Facebook
- News release announcing your sponsorship distributed to local & national trade publications
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**Provided your contract is received prior to deadline for production of promotional pieces.*

SPONSORSHIP OPPORTUNITIES

GOLD LEVEL TRADE SHOW SPONSOR

Your Investment: \$1,500

You can still take advantage of the exposure associated with a local conference of this stature through a reduced gold level package!

- Trade Show booth (\$899 value)
- Large banner with company name at Trade Show entrance
- Sponsorship recognition on the PIA Expo web pages
- Company logo appearance on comprehensive integrated marketing campaign :
 - on minimum 2 pieces direct mail pieces (estimated 30,000* impressions)
 - on integrated email campaign (estimated 15 - 20 blasts)
 - recognition in social media efforts via Twitter and Facebook
- An announcement made in the PIA/SD newsletter, the *Messenger*, distributed to over 500 printing industry professionals in San Diego

* Provided your contract is received prior to production of promotional pieces.

SEMINAR SPONSOR

Your Investment: \$785

PIA Expo seminars are attended by over 500 designers, print, marketing, & advertising professionals. Host one of nine seminars (speaker and topics to be determined by PIA/SD) and gain the following exposure:

- Company logo and link to company website on the PIA Expo web pages
- Company logo appearance in PIA Expo promotional pieces and social media promotion
- Sponsorship banner displayed in prominent location during the seminar with company name & logo
- Option to have company representative welcome attendees and introduce the speaker
- Option to display company promotional literature at back of the room
- Option to provide pens and notepads with company name and logo for attendee use
- An announcement made in the PIA/SD newsletter, the *Messenger*, distributed to over 500 printing industry professionals in San Diego



MAIL HOUSE SPONSOR

Your Investment: mail house costs associated with individual PIA Expo promotional mailings

The PIA Expo promotional campaign involves a variety of direct mail pieces distributed to over 15,000 designers, advertising agencies, marketing personnel, and corporate print buyers. Our strong marketing pieces are something that San Diego print buyers look forward to every year! Our extensive mailing list is guaranteed reach your targeted audience and make an impact! Add your company logo and name to our impressive promotional pieces as we generate buzz in San Diego and surrounding counties!

PIA EXPO

PAST EXHIBITORS

- 3M Carbonless
4 Color Business Cards
A.B. Dick Co.
AC Marketing & Production Solutions
Ad Industries, Inc.
Admore
Adobe Systems Inc.
Advanced Web Offset
Advantage Printing & Apparel
Alder Technology
Allan Company
AMAC Impresos
America's Best Printing Products Inc.
American Institute of Graphic Arts
AmeriPride Uniform Services
Anderson Direct Marketing
Anderson Lithograph
Apple
Appleton Papers
Applied Graphics Technologies
Arjobex America
Asbury Environmental Services
Atlantic Envelope Company
Atlas Broadband
Avery Dennison
Banners by Stats, Inc.
BCT
Beckett Paper
Bell Industries
Binder Products
Blackhawk Papers
Blend
Boise Cascade
Bordeaux Printers, Inc.
Budde International Technology
Burdge Printing & Engraving Solutions
California Printers Magazine
California Printing Systems
Canon Business Solutions
The Cartridge Company
C+H Letterpress
Case Paper Company
Champion International Corporation
CMG Photography
Coast to Coast Label
The Collating Shoppe
Colonial Supplemental Insurance
Color Graphics Inc.
Color Partnership
Color Solutions by Global Imaging
Color Systems
Color Works
ColorGraphics
ColorType
Colour Burst Digital Imaging
Commercial Press
Complete Reprographic Systems
Concept Imaging
Connors Engraving, Inc.
Consolidated Papers
Continental Colorcraft
Continental Graphics
Copy Club
Corporate Graphics
Count Machinery Co.
CPS Printing
Crane & Co., Inc.
Creative Coatings
Creel Printing
Creo Americas
Crown Vantage
Crywolf, Inc.
CTI Paper USA, Inc.
Curious Paper Collection
Curtis Fine Papers
Custom Logos
DaiEi Papers (USA)
Datatech Smartsoft, Inc.
Del Mar Blue Print Co., Inc.
Delta Custom Box
Delta Printing Solutions
DF Grafix
Diego & Son Printing
Digital Color Systems
Digital Print & Finishing
Digitalpro
Dimensional Silk Screen
Distributions West
Diversified Copier Products
DK&A, iNC.
Domtar Fine Papers
Duplo USA Corp.
Dynafoad USA
Dynamic Graphics, Inc.
Eagle USA Airfreight
Eastman Kodak Company
EB Eddy Paper
Educational Cultural Complex
Enernoc
Enovation Graphics
EOS - Electronic Output Solutions
Evans and Kashuk Sales
Executive Micro
Eye/Comm, Inc.
Finch Paper
Fox River / Gilbert Paper
Fraser Papers Inc.
Freeform
Fuji Film
Gans Ink & Supply Co.
Georgia-Pacific
Golden Rule Bindery
Golden State Graphics
GPA, Specialty Printing & Substrates
Grafix Plus
Graphaids
Graphic Communications, Inc.
Graphic Dies
Graphic Image Label
Graphic Arts Directory
Graphic Whizard, Inc.
Green Field Paper
Gruppo Cordenons
Gutenberg Expositions
Hammermill Papers
Happy Macs
Headline Graphics
Heidelberg USA, Inc.
Hewlett-Packard
Hi Rez Digital Solutions
HoloWebs, LLC
Hudson Printing
Hurst Chemical Company
IBM Printing Systems
IKON Business Solutions
Imaging Technologies
Imation
Impressions in Ink
In to Ink
Indigo USA
Innovative Printing Solutions
Ink Systems Inc.
Insty-Prints of San Diego
International Office Supply
International Paper
Island Paper Mills
Jalema Filing Systems
J.C. Paper
J.E. Halliday Sales, Inc.
Jenco Productions
K-1 Packaging Group
Kanzaki Specialty Papers
KBA - North America
Kelly Paper Co.
Ken Arnone Photographic
Ken Williams Graphic Consulting
Kirk Paper
Ko Tai Machines
Komori West, Inc.
Konica Minolta Graphic Imaging USA
Kramer Ink Co.
L & L Printers
L.A. Grinding Co.
L.A. Salazar
Label King
Labelblank Corporation
Laser Express, Inc.
Lasting Impressions
Lawyer's Assurance Group, Inc.
Lightning Express
Linotype-Hell Company
LPS Computer Service Group
Lynde-Ordway Co., Inc.
MACTAC
Mail Management Group
Mail Systems Management Assoc.
Mail-Well Envelope
Marathon Solutions
Market Forces Printing
Markzware
Master Print Communications
Mead Coated Papers
Millennium Technologies
Moby Digital Media
Modern Printing & Mailing
Moebius Color
Mohawk Paper Mills
Myron L Company
NA Converting
N.A.S.E
National Direct Mailing
National University
Nationwide Papers
Neenah Paper
Nelson-Keystone
NewPage Corp.
Nexpress
Neyenesch Printers, Inc.
Office 24 System
Oji Paper
Olympus Flag & Banner
Outlook Graphics
Oxford Print Management
Pacific Color
Pacific PreMedia
Pacific Tech Solutions
Padre Printers
Palomar College
Pantone, Inc.
Paper Plus
Paper Recovery
Performance Label
Photodyne
PhotoSpin
PIA/GATF
PIA San Diego
PIASC Insurance Services
Plainwell Paper Co.
Platt College
PM Industries
Polyart
Potlatch Corporation
Precision Litho
Preferred Packaging San Diego
Presentation Folder
PressNet Express
Prestige Graphics, Inc.
PrimeSource Corporation
Print & Finishing Solutions
Print Management Services
Printable Technologies
Printer's Pride-Printer's Ink
Printers Shopper
Printer's Trade Mart
Printing Industries Credit Union
The Printing Division
The Printing Shoppe
PrintSoft Americas
Printstaff
Printware
Prisco/Printer's Service
Prism Lithographic Technologies
Prudential Overall Supply
Quark, Inc.
Quite Software
Rare Group Enterprises Inc. (RGI)
RealTimeImage
Repap Sales Corporation
Reprohaus
Renaissance Graphics Inc
Renz America
Reynolds Graphic Arts
Ricoh Business Systems
Riso, Inc.
Rollem Corp. of America
Royal Business Cards/Royal Litho
Rush Press
SafetyNet, Inc.
San Diego Ad Club
San Diego Creative Directory
San Diego Direct Marketing Assoc.
San Diego Loose Leaf
San Diego Postal & Shipping
San Diego Printers
San Diego Printer's Helper
San Dieguito Printers
Sappi Fine Paper
Scientific Certification Systems, Inc.
Scitex America, Inc.
Screen USA
S.D. Warren Company
Sejersen DPS
Semper Paper Co.
SGS Systems & Certification Services
Sharp Business Systems
Sharp Label
Sign It
Signs Stop
SIMCO Products for Design
Smart Papers/International Paper
Smurfit Press
Sorrento Mesa Printing
SOS Printing
Southland Envelope Co.
Specialist Printing & Direct Mail
Spicers Paper Inc.
Springhill/International Paper
Stats Digital Solutions
Stora Enso
Stratacom
Strathmore Paper
Streeter Printing, Inc.
Sun Chemical
System One Business Products
Systems Trade Printers
TAAG Machinery
Tabs, Etc.
Textek, Inc.
The Bindery
The Box Company
The New York Times
Total Training
Trade Printers
Transamerican Mailing & Fulfillment
Tullis Russell
Ultimate Print Source
Unicorp Paper
Unisource Worldwide
Ury Grafix
Vanard Lithographers, Inc.
Wausau Papers
Webtrend Graphics
West Coast Mailing & Distribution
Western Graphics
Western Pad Company
Western Pacific Pulp & Paper
Western States Paper
Westlam
Westvaco
Weyerhaeuser
Whitaker Brothers Business Machines
Xerox Corporation
XM Pie
xpedx
YUPO Corporation
Zanders USA

SPONSORSHIP CONTRACT

YES! I would like to be a PIAexpo2012 Sponsor.

PIA Expo Sponsorship is a unique and exclusive opportunity to brand your company to the largest and most well-known Graphic Arts Expo in San Diego. As a local show, the PIA Expo has built a strong following, and target audience of exhibitors and attendees, and therefore is the easiest way to heighten your company's profile in the San Diego market!

We would like to sponsor:

- PIA Expo Premiere Sponsor \$3400
- PIA Expo Refreshment Sponsor \$3200
- Gold Level Trade Show Sponsor \$1500
- PIA Expo Seminar Sponsor \$785
- PIA Expo Mail House Sponsor in kind

All sponsorships must be confirmed by:

*(sponsorships available on a first-come-first served basis,
limited sponsorships available)*

**Friday,
February 3, 2012**

PIA San Diego
Attn: Caroline Lanspa
3914 Murphy Canyon Road, Suite A157
San Diego, CA 92123

Fax: (858) 571-7935

Call PIA San Diego to discuss sponsor packages at (858) 571-6555 or email at Karen Fulton at karen@piasd.org

GENERAL INFORMATION

Company

Contact

Address

Email

Phone

PAYMENT INFORMATION

\$

Check enclosed or being mailed
make checks payable to PIA San Diego

Please send invoice

Please charge my Visa MC Amex

Account #

exp.

CVS

Print Name

Signature