



December 2010

Dear Printing and Graphic Arts Colleagues,

PIA/SD is thrilled to announce our exciting new theme for this year's PIA Expo! We all know two heads are better than one - and the same applies to marketing. Nothing is more powerful than the partnership between PRINT and technology when it comes to creating a dynamic and engaging message. Today's marketing world is teaming up **PRINT** with web, social media, PURLS, QR codes, and other interactive media to stay relevant and fresh to consumers. Our Power of Partners theme gives companies like you the opportunity to showcase print, cross media, and new technology & services at the 2011 PIA Expo.

The Power of Partners via advertising, design, marketing, print, mail, web and online communications will be in one place, one day, at the most affordable price! Mark your calendars now for **Thursday, February 24, 2011 from 9:30 am – 4 pm** at the San Diego Convention Center.

Our attendees are seeking information, solutions and ideas to help them market their company faster, better and with more innovative technical tools to get that done. Your company should be on their radar so that you can demonstrate the power of better business choices that you provide – every day.

We've developed the educational choices, networking opportunities and industry tours to have this week be the Marketing Summit they've been looking for! You need to be there so you can be in front of these buyers, designers, mar/com professionals and business leaders to tell your value proposition. One day, one location, hundreds of potential new customers. This is the most affordable expo statewide!

There's only one way to participate, sign the enclosed contract and fax it in. You'll get in line to choose your booth – first come, first served.

Remember, if you want to talk to this targeted segment of the market, you must exhibit. There will be no "suitcasing" allowed. Anyone observed to be soliciting in the aisles, halls or other public areas will be asked to leave immediately, and additional penalties may be levied.

If you want to elevate your power in the market place, call me at (858) 571-6555 or email karen@piasd.org.

Sincerely,

Karen Fulton
President

PIA Expo 2011 FACT SHEET

Power in Partners
PIA Expo 2011
San Diego Convention Center
Thursday, February 24, 2011
9:30 a.m. - 4 p.m.

For more than 20 years, Print Week has provided manufacturers, paper distributors, commercial and specialty printers and software distributors, the opportunity to meet directly with designers, Mar/Com professionals, printers and print buyers. The PIA Expo is the only show of its kind in San Diego. It's the easiest way to make a connection with your current and potential San Diego customers. Check out the benefits exhibitors receive!

Here's what you GET:

\$750 PIA/SD Members / \$899 non members

- 10' x 10' booth (including 6' draped table, one chair and sign)
- Easy access for set up and tear down
- FREE freight handling for product weight (when you ship by deadline)
- High-profile location
- Join over 100 exhibitors from every arena in the printing, marketing and graphic industry

Here's who you'll SEE:

- Corporate print buyers and CMO's
- Advertising agency reps
- Art directors
- Designers
- Printers & prepress houses
- Marketing directors and more!

1,500+
qualified prospects
in San Diego in one
place, at one time,
in 2011!

The Benefit of Exhibiting at the PIA Expo in 2011:

Trade shows are the most effective vehicle for face-to-face marketing, sales and branding. They have a proven track record as the most successful medium for buyers and sellers in any industry.

- Meet targeted contacts that will be crucial to your future success
- Promote your brand and demonstrate your services and products to print, advertising, mail, web, design and business communication professionals
- Advertise to the masses in a cost effective way and in a concise amount of time
- Build relationships with current and new customers
- Your business name and contact info are listed in the Expo Program, so prospects can contact you again

Call PIA/SD for more information at (858) 571-6555 or visit our website at www.piasd.org

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Exhibit Booth Contract

Power in Partners
PIA Expo 2011
San Diego Convention Center
Thursday, February 24, 2011
9:30 a.m. - 4 p.m.

Reserving a booth is as easy as 1, 2, 3!

EXHIBITOR INFORMATION

Please print or type the following information:

Company _____

Contact Person _____

Title _____

Email Address _____

Mailing Address _____

City _____

State _____

Zip _____

Phone _____

Fax _____

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BOOTH INFORMATION

Booth Size 10' wide x 10' deep and includes a 6' draped table, chair and sign.

Booth Location

Booth selection is made in the order that applications are received by PIA/SD.

A floor plan and exhibitor contract will be mailed to exhibitors who have requested a booth. Assignment of booth spaces will be on a **first-come, first-served basis** with PIA/SD having final approval.

Booth Price

\$750 first booth for members, \$899 first booth for non-members (\$495 each additional booth. Second booth must be in exact same company name and placement will be adjacent to first booth.)

Payment is due upon receipt of invoice.

**No. of booths
requested**

TOTAL COST \$

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PAYMENT INFORMATION

Check enclosed (make checks payable to: *Printing Industries Association of San Diego*) Please invoice me

Please charge my VISA MasterCard American Express

Account Number _____

Exp Date: _____

CVS Code: _____

Name on Card _____

Signature _____

By submitting this contract you are making a commitment to participate in the trade show. Cancellations received on or before January 7, 2011 - PIA/SD retains 50% of booth cost. Cancellations received after January 7, 2011 - PIA/SD retains 100% of booth cost unless booth is resold, then 50% will be refunded.

or mail to:



Printing Industries Association of San Diego
3914 Murphy Canyon Road, Suite A157
San Diego, CA 92123
www.piasd.org

PIA|SD

Questions? Call PIA/SD at (858) 571-6555

RESERVE YOUR BOOTH SPACE TODAY!

FAX TO: (858) 571-7935

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