

 **ON DEMAND™**  
**CONFERENCE & EXPOSITION**

March 30 - April 2, 2009  
Pennsylvania  
Convention Center  
Philadelphia, PA  
[www.ondemandexpo.com](http://www.ondemandexpo.com)

## The Only Event Dedicated to Digital Printing & Automated Production Technologies

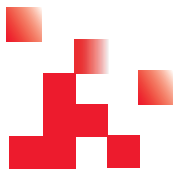
*Digital Printing Decision Makers  
Attend ON DEMAND*

- ▶ 81% of Attendees Play an Active Role in Purchasing
- ▶ 77% of Attendees Plan to Purchase a Product/Service in the Next 12 Months
- ▶ 45% of Attendees were C-Level Executives or Owners/Partners

# EXHIBITOR PROSPECTUS



Visit [www.ondemandexpo.com](http://www.ondemandexpo.com) or call 617-219-8378 for more information.



# ON DEMAND™ CONFERENCE & EXPOSITION

# Leading

## ON DEMAND Attracts Highly Qualified Buyers & Key Decision Makers

ON DEMAND is the largest and only event focusing on digital printing and automated production technology—bringing together more than 10,000 qualified printing professionals looking to compare, evaluate and make purchasing decisions on products they've been researching online.

### *80% of ON DEMAND Expo Attendees Have Buying Authority*

#### Top 4 Products Attendees Are Interested in Purchasing in the Next 12 Months Are:

- 11% Printing Equipment
- 10% Digital Publishing
- 8% Bindery, Feeding, & Finishing Equipment
- 7% Print Production Workflow Software

#### From Key Markets:

- 39% Printing Industry
- 19% Business Services
- 9% Manufacturing
- 5% Financial/Legal Services
- 4% Healthcare/Education
- 4% Publishing Industry
- 2% Government/Military

#### And Job Function:

- 35% Corporate Management
- 32% Operations/Production
- 18% Sales/Marketing
- 15% Business Management

#### ON DEMAND Attendees Are:

- 25% End User
- 39% Supplier or Manufacturer
- 23% Service Provider (Consultant, System Integrator)
- 13% Reseller or Distributor

### *Industry, World Press & Analysts Attend this Important Digital Printing Event*

189 Press Representatives from 25 US States and 4 Countries – Including the Wall Street Journal, PC Magazine, Intelligent Enterprise, Tech Target, The Seybold Report, CMS Watch, and many others.

75 Analysts from 22 Analyst Groups, Including Gartner, Forrester, AMR, IDC and InfoTrends.

### *Top Ten Attended Conference Sessions in 2008*

- High-Volume Print Engines for the TransPromotional Market
- Best Practices for VDP and Direct Mail
- Cut-Sheet Inkjet Digital Printing Challenges the Color Toner Market
- Overcoming Digital Sales Skills Deficiencies
- Campaign Metrics: It's All About Measurement
- The Technology...The Tools
- Web-to-Print: E-enabling Your Business
- Front Ends as System Differentiators
- Automated Workflow: How to Get There?
- Technology Developments in Black & White Digital Printing Systems

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# Digital Printing Technology & Education

## ON DEMAND Conference Program - All New for 2009!

The ON DEMAND 2009 Conference Program features a new track structure, a new session format, new speakers and a variety of new and white-hot presentation topics. This year's program is poised to deliver a large and highly qualified audience of hardware, software and services buyers to the Philadelphia show.

It's all about bringing your best customers and prospects to the event, and the upcoming conference was crafted to achieve that objective by delivering a highly business-centric, peer-driven and vendor-neutral educational experience for commercial and in-plant printers.

### **2009 Tracks & Themes Include:**

- **NEW!** Sales & Business Development Strategies for Printers
- **NEW!** Pricing Strategies for Printers
- Managing the In-Plant Printing Operation
- Organizational Management Tactics & Strategies
- **NEW!** Web-to-Print Technologies
- Variable Data Printing (VDP) & Personalization / One-to-One Communications
- **NEW!** Hardware & Software Investment Analysis
- Tapping the TransPromo Opportunity
- Building a Profitable Mailing & Fulfillment Operation
- **NEW!** Vendor Assessment & Selection Tools / Strategies
- Digital Workflows
- **NEW!** Becoming a Marketing Service Provider
- Emerging Print Product & Service Development Opportunities
- **NEW!** Print MIS

**Reserve Your  
Space Today!**  
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### **The World's Leading Digital Printing Conference & Expo Produced by:**



Questex Media Group is a global, diversified business-to-business integrated media provider, headquartered in Newton, MA. Questex Media serves multiple industries including technology, travel, beauty, home entertainment, landscaping, and industrial and specialty markets through a range of well established, market leading products and services. The company's properties include 23 trade publications, 25 conferences and tradeshows, as well as a host of databases and online media brands, generating revenues of more than \$100 million annually. Questex Media has more than 400 employees in offices throughout North America, Latin America, Asia, and Europe.

### **In conjunction with:**



InfoTrends is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses. Additional information about InfoTrends is available on the Web at [www.infotrends.com](http://www.infotrends.com).

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# ***ON DEMAND Expo Uses a Targeted & Integrated Marketing Campaign to Deliver the Most Qualified Buyers to the Event.***

## **Over 8 Million Impressions Including:**

- ▶ **Direct Mail - Over 500,000 Impressions**
- ▶ **Advertising - Over 7 Million Impressions**
- ▶ **Electronic Marketing - Over 1 Million Impressions**

### **Value-Added Exhibitor Package Includes:**

- Registered Press List
- Electronic Exhibit Hall Guest Pass
- Press Outreach with ON DEMAND Expo Public Relations Agency
- Exposure on the Event Web Site with Your Company and Product Description with Link
- Listing in the ON DEMAND Expo Conference Brochure
- Company and Product Description in the Onsite Event Program Guide
- Access to the Free Marketing Tool Kit to Assist You with Pre-Show Promotions
- Global Integrated Marketing Program of 8 Million Plus Impressions

### **Benefits of Exhibiting at ON DEMAND Expo**

- Solid Reputation: ON DEMAND Expo has a Rich 15 Years History
- Connect with Qualified Digital Printing Buyers
- Quality Educational Conference Content Produced in Conjunction with InfoTrends Research
- Leading Media Sponsors/Partners
- Designated Exhibit Hall Hours
- Diverse Audience Across All Business Sectors
- Aggressive Promotion Campaign
- Major Press Exposure
- Co-Location with AIIM
- Customized Marketing Strategy
- ON DEMAND Accumatch System: Attendee/Exhibitor Match-Making System – Attendees Can Set Appointments with Exhibitors Pre-Event.

**Call to Reserve Your Space Today!  
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