The
Trusted Global Source of Data, Analysis and Trend Information about Print and Related Graphic Communications Industries
is

PRIMIR

The Print Industries Market Information and Research Organization (PRIMIR) is the premier market research association for the Graphic Communications Industry.

Every year, PRIMIR conducts four to six critical research studies on key topics valued in total at more than $400,000. These include bindery and finishing, digital and other printing technologies, global print markets, global packaging, electronic displacement of print, printing consumables, workflow, catalogs, books, newspapers, magazines and sustainable print.

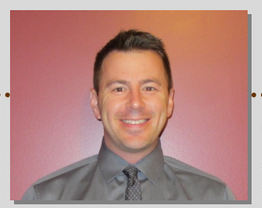
No one in the industry—Manufacturer, Supplier, Consultant or Printer has MORE LEVERAGE than a PRIMIR Member.

They gain a COMPETITIVE EDGE from timely, inside 'scoop' intel from the marketplace.

PRIMIR Members understand the trends, needs and challenges well IN ADVANCE of the rest of the industry—and their competitors!

PRIMIR stands alone in providing the Graphic Communications Industry's most extensive, diverse, complete and broad-reaching market research.

Register NOW!



"PRIMIR is head and shoulders above any research organization available in the Graphic Arts. ACTEGA Kelstar utilizes the knowledge and information that PRIMIR provides to gain insight and understanding of the direction of our industry. We truly value the importance of what PRIMIR stands for and the efforts they make to support our industry."

Chris Calomino
Marketing Manager
ACTEGA Kelstar, Inc.

REGISTER

Online: www.npes.org/primirsummer2014meeting

QUESTIONS?

Contact: Rekha Ratnam
Phone: (703) 264-7200
E-mail: rratnam@primir.org

PRIMIR®
Print Industries Market Information and Research Organization

Don't Miss YOUR Chance to Preview...

"Print's Evolution—Changing Markets, Firms, Technologies and Applications"

at the

PRIMIR Summer Meeting

July 21-23, 2014

DoubleTree Downtown-Lakeside Hotel | Cleveland, Ohio

Featured Highlights & Benefits

HOTTEST New Industry Research on...

- ***"Tag & Label Printing Trends"***
- ***"Print Applications: Revenues, Processes and Run Lengths in Commercial Printing"***

ENLIGHTENING Printers' Perspective on...

- ***"The Evolving Print Firm"—Printer Panel***

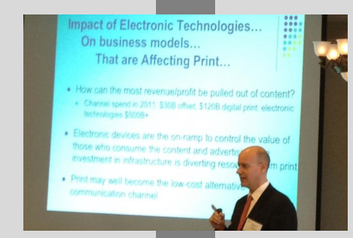
ENGAGING Closing Presenter on...

- ***"Functional Printing, Printed Electronics, Active/Intelligent Packaging & Sustainability"***

INSIGHTFUL Roundtable Discussions on PRIMIR Research

BONUS! **Plant Tour**

PLUS INVALUABLE
Peer-to-Peer Networking Opportunities



PRIMIR Summer 2014 Meeting

"Print's Evolution—Changing Markets, Firms, and Applications"

July 21-23, 2014 | DoubleTree Downtown-Lakeside Hotel | Cleveland, Ohio

▲ PRELIMINARY SCHEDULE ▲

MONDAY, July 21, 2014

10:30 a.m.	NPES Market Data Meeting
12:30 p.m.	**Luncheon**
1:30 p.m.	**Opening Remarks and Introductions**
2:15 p.m.	**PRIMIR Study Presentation: "*Print Applications: Revenues, Processes and Run Lengths in Commercial Printing*"** ***Mark Hanley, I.T. Strategies***
4:15 p.m.	**PRIMIR Member Exchange—*"Print Applications: Revenues, Processes and Run Lengths in Commercial Printing"***
5:30 p.m.	**Networking Reception**

TUESDAY, July 22, 2014

8:00 a.m.	**Continental Breakfast**
8:30 a.m.	Adaptation Strategies for a Changing Business Environment by Printing Equipment and Post-press Manufacturers –a PRIMIR study Task Force Meeting
9:00 a.m.	**Printer Panel Discussion: *"The Evolving Print Firm"***
10:00 a.m.	**PRIMIR Study Presentation: "*Tag & Label Printing Trends*"** ***Jennifer Dochstader & David Walsh, Principals, LPC***
12:00 p.m.	**Luncheon & Recognitions**
1:00 p.m.	**PRIMIR Member Exchange—"*Tag & Label Printing Trends*"**
1:30 p.m.	**New PRIMIR Research Roundtable Discussions**—Attendees form Task Forces; develop objectives and scope for newly identified PRIMIR research studies.
2:15 p.m.	**Roundtable Discussion Reports**
2:30 p.m.	The Future of Retail Advertising –a PRIMIR study Task Force meeting
3:00 p.m.	**Plant Tour**
6:30 p.m.	**Networking Reception/Dinner**

WEDNESDAY, July 23, 2014

8:00 a.m.	**PRIMIR Executive Committee Meeting**
8:45 a.m.	Continental Breakfast
9:30 a.m.	**Presentation: "Functional Printing, Printed Electronics, Active/Intelligent Packaging & Sustainability"** ***Don Carli, Nima-Hunter***
11:00 a.m.	PRIMIR Meeting Concludes

Travel Tip

Plan a later flight to enjoy the afternoon at the nearby **Rock and Roll Hall of Fame Museum** or the **Great Lakes Science Center**.

Transportation

Airfare Discounts: PRIMIR/NPES has negotiated discounts on United, American and Delta for your travel to Cleveland. For complete details visit: www.npes.org/primirsummer2014meeting

Taxi Service: The DoubleTree Downtown-Lakeside Hotel is approximately 15 minutes away from Cleveland-Hopkins International Airport. Cab fare is approximately $40.

Parking: $18 per day with in-and-out privileges for hotel guests in a garage adjacent to the hotel.

Ground Transportation: Complimentary hotel shuttle service is available within the downtown area. If not pressed for time, Cleveland's RTA service is $2 one way from Hopkins Airport to a downtown stop near the hotel.

Why Attend *This* PRIMIR Meeting?

This DATA-RICH event will be packed with the timely NEW information and ACTIONABLE SOLUTIONS you need to grow and WIN in today's dramatically evolving print market place.

Together, engaging **INDUSTRY EXPERTS** and **PEERS**, during this dynamic and interactive forum you will:

- **Share experiences** and challenges
- Learn the latest **best practices**, and
- Sharpen your perspective on ways to **move your company profitably forward** in today's hyper-competitive marketplace.

What Will *You* Gain?

You will **broaden your perspective** with keen new insights on one of today's fastest growing industry segments as we focus on:

- Trends and opportunities in the **TAG & LABEL MARKET**
- **Changing trends** in **PRINT APPLICATIONS** including print processes and run lengths, and explore
- **How industry firms are evolving** and can pioneer the way to a *new* Graphic Communications Industry that includes **Printed Electronics** and **Intelligent Packaging**.

PLUS—during insightful Roundtable Discussions **YOU will have the opportunity** to help determine scope and objectives for future PRIMIR research studies.

SPECIAL BONUS—gain FIRST-HAND perspective as we tour a nearby industry firm.

WHO Will Join You Here?

- **Marketing, Business Development & Product Managers**
- **Market Research Analysts**
- **Other executives who follow and formulate industry data and trends**

IT'S A COST-EFFECTIVE VALUE!

Registration discounts apply for multiple participants from the same company.

About The Venue

DoubleTree Downtown-Lakeside Hotel
1111 Lakeside Avenue E.
Cleveland, OH 44114
(216) 241-5000

Conveniently located just off I-90 near both Cleveland Hopkins International Airport (CLE) and Lakefront Airport (BKL).

Overlooking the shores of Lake Erie, the DoubleTree Downtown-Lakeside Hotel is within **walking distance to many popular Cleveland attractions**. PRIMIR attendees will also enjoy complimentary shuttle service.

Services and Amenities

- FREE wifi throughout the hotel
- 24-hour bell service
- Self-service business center
- In-room dining
- Indoor pool, whirlpool and well equipped fitness center.

Bring the Family!

While we convene, they can take the hotel's complimentary shuttle service to all of downtown Cleveland's well-known attractions including: **Playhouse Square** or the **Warehouse District**—or within walking distance they can enjoy the **Great Lakes Science Center** and the **Rock and Roll Hall of Fame and Museum**.

Book Your Room NOW

To secure reservations at the special **$129 rate** phone: **(216) 241-5000** and refer to our **PRIMIR/ NPES** group. One-night deposit is required to secure your reservation.

Important Deadlines!

Hotel Reservations: June 30, 2014
Meeting Registration: July 11, 2014