

PLAN NOW TO ATTEND!



Conference and Expo for Marketing and Creative Professionals and Print Service Providers

February 21-23, 2010

Anaheim Convention Center in Southern California

(Co-located at PMA 2010)

Cross Media West is two conferences in one! One day only, Monday, February 22nd, 2010

The **Print Service Providers Conference** will teach vendors how to sell and deliver cross media marketing campaigns profitably and successfully for themselves and for their customers on a consistent basis. Print Service Providers who are new to this space will learn what they need here to get them up to speed quickly to be able to capitalize on these new growth opportunities.

The **Marketing and Creative Professionals Conference** will demonstrate ways that cross media marketing is being used effectively to increase response and close rates for campaigns with a 100% measurable system. Presenters will use examples from real campaigns and show their results, which should encourage the production of an increasing number of cross media campaigns.

An **Opening General Session, Joint Lunch Presentation** and late afternoon **Mixer**, along with a day-long **Tabletop Exhibits Area**, all located directly above the main show floor, round out the conference program providing opportunities for networking.

Visit our website for details on session topics and presenters.

PrintFest is a pavilion inside the PMA 2010 expo. Sunday-Tuesday, February 21st-23rd, 2010

The **PrintFest Expo Pavilion at PMA 2010** is a three-day expo located on the main trade show floor next to exhibits from **Kodak, HP, Xerox and Fuji**. Because Photo Retailers use the same equipment as Print Service Providers, the equipment and systems required to produce variable data print and cross media marketing campaigns is already being demonstrated at PMA 2010, The Ultimate Event For Everything Photo.

The PrintFest Expo Pavilion brings it all together showcasing solutions for digital print of all sizes and applications, variable data direct mail, variable data broadcast email, Internet marketing, personalized URLs (PURLs), cross media marketing tools, workflow management and web-to-print.

- **Attend the CMW conference for as little as \$99!**
 - Includes a free one-day PrintFest/PMA expo hall pass.
 - (The first 100 attendees to register online for any conference package will receive a free lunch program ticket – a \$49 value!)**
- **A PrintFest/PMA one-day expo-only pass is just \$29!**
 - A three-day expo-only pass is available for \$49.

For information on attending or exhibiting, visit www.CrossMediaWest.com or call (714) 505-0605 x102.