

PRINTFEST & CROSS MEDIA WEST EVENT SCHEDULE

Anaheim Convention Center



PrintFest Expo Pavilion

Exhibit Hall B – Ground Floor

DAY	DATE	START	END
Sunday	Feb. 21	10:15am	6:00pm
Monday	Feb. 22	10:15am	6:00pm
Tuesday	Feb. 23	9:15am	4:00pm



Cross Media West Conference

Ballroom A & Meeting Rooms 303 A, B, C & D – Level 3
 (as of February 8, 2010 – Subject to Change)

PRINT SERVICE PROVIDERS CONFERENCE

9:00 to 9:50am

General Session:

What is Cross Media & Why Should I Care?

10:00 to 10:50am

Cross Media 2.0 – The Future of

Integrated Communications

Marketing in the New Media World

Profiting from Web-to-Print in an Online World –

Corporate & Retail

FSC Forest Stewardship Council Certification

- an Overview

11:00 to 11:50am

PSP to MSP – Not as Easy as ABC?

Lean Print Production – a Case Study of

Beckman Coulter’s In-house Printing Operations

Top 10 Things to Consider Before You Purchase

Your Next Press – Building a Production Platform

to Meet the New Market Realities

Going Green without Going in the Red



SPONSORED LUNCH PROGRAM

SOCIAL SURROGATES
making you the center of conversation

12:00 to 1:20pm (ticketed event)

Social Marketing-More Than The Big Three

MARKETING & CREATIVE PROFESSIONALS CONF.

1:30 to 2:50pm

Marketing Wellness – a Health Industry Panel

The Next Generation of Direct Mail

Lean Design Process – a Case Study of

Beckman Coulter’s In-house Design Operations

Life on the Edge – Exploring Emerging Technologies

3:00 to 4:20pm

Email Marketing 2.0

Integrating Direct Mail and Online Marketing – 12

Powerful Strategies for a Breakthrough Campaign

Print Designer’s Crash-Course for Web and

Electronic Publishing

Cross Media – Lessons from the Real World

NETWORKING MIXER

4:30 to 6:30pm (ticketed event)

In Tabletop Exhibits Area for all conference attendees

SPONSOR & PARTNER RECEPTIONS

6:30 TO 8:00pm (by invitation)

In Meeting Rooms 303 A, B, C & D

Produced by Cal Events

(714) 505-0605 x102 • CrossMediaWest.com