



## FOR IMMEDIATE RELEASE

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### **XMPIE, EASYPURL, KBA, PRESSTEK AMONG EXHIBITORS AT CROSS MEDIA WEST AND PRINTFEST CO-LOCATED AT PMA 2010**

*Exhibits & Conference Sessions for Marketing and Creative Professionals, Print Service Providers  
Social Media Lunch Program Free to First 100 Conference Registrants*

**ANAHEIM, Calif., (Jan. 28, 2010)** — The new one-day Cross Media West Conference is coming soon to the Anaheim Convention Center in Southern California on Monday, February 22<sup>nd</sup>. With a morning program for Print Service Providers, an afternoon program for Marketing and Creative Professionals, an optional lunch program in between on Social Media Marketing Strategies, and an Afternoon Networking Mixer, Cross Media West is delivering up an amazing value that you won't want to miss. Cross Media West is produced by Cal Events, which also produces the PrintFest Trade Show, both co-located this year at PMA 2010, the Ultimate Event for Everything Photo.

For only \$139, you can register for either the morning or afternoon program, which includes the Networking Mixer, admission to the Tabletop Exhibits Area upstairs, and a one-day expo-hall pass to visit the entire PMA 2010 trade show and PrintFest Expo Pavilion downstairs next to large exhibits from Kodak, HP, Xerox and Fuji. Members of DMAsc, PIASC, APAOC, APALA, AIGA-OC, WITI and other select partners can get the same package for only \$99 with a valid Registration Code. You can also attend the Networking Mixer a la carte for only \$39 (\$29 for partner members). **And the first 100 conference registrations also include a free ticket to the Social Media Marketing Strategies lunch program, which is a \$49 value a la carte!**

The goals for the conference are (1) to educate print service providers how to profitably and successfully deliver cross media marketing campaigns consistently for their customers; and (2) to showcase several recent cross media campaigns and their results to encourage marketing and creative professionals to design more of these measurable campaigns.

Conference Session Topics are:

**9:00 to 9:50am** Printer General Session: What is Cross Media & Why Should I Care?

**10:00 to 10:50am** Print Service Providers Conference  
Cross Media 2.0 – The Future of Integrated Communications

Marketing in the New Media World  
Web To Print – Getting Started  
FSC (Forest Stewardship Council) Certification ... an Overview

**11:00 to 11:50am** Print Service Providers Conference

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

**12:00 to 1:20pm** Sponsored Lunch Program: Social Media Marketing Strategies

**1:30 to 2:50pm** Marketing & Creative Professionals Conference

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** Marketing & Creative Professionals Conference

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

**4:30 to 6:30pm** Networking Mixer in Tabletop Exhibits Area

Exhibitors in the Tabletop Exhibits Area at Cross Media West upstairs include XMPie, Easyurl, Kelly Paper, 4over, Presstek, MMi, Wet Ink Printing, Satori Software, Cross Media Resources, Westamerica Graphics, and OCDM Direct Marketing. Exhibitors in the PrintFest Expo Pavilion on the PMA 2010 trade show floor include KBA, MCS, Rollem, Unicor, Mailers Haven, Mailers Engineering, America’s Best Printing Products, Kelly Paper, and Tamerica Products.

This combination of events all in one location next February delivers a powerful value proposition for anyone involved in the worlds of marketing, design, photography and print.

For more information or to register, visit <http://www.CrossMediaWest.com>, or contact Chris Jacobson at (714) 505-0605 x102, [chris@crossmediawest.com](mailto:chris@crossmediawest.com).

**About Cal Events**

Cal Events (<http://www.calevents.com>) is an outsourced event management and marketing consulting company. The company produces and manages a variety of trade shows, conferences, meetings and events for the marketing, creative and print communities, and manages monthly meetings and events for the regional Direct Marketing Association affiliate, DMA Southern California.

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