



## FOR IMMEDIATE RELEASE

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## ANNOUNCING CO-LOCATION OF CROSS MEDIA WEST CONFERENCE AND PRINTFEST EXPO PAVILION AT PMA 2010 IN ANAHEIM

*Marketing and Creative Professionals, Print Service Providers mingle with Photo Retailers*

**ANAHEIM, Calif., (Dec. 16, 2009)** — The PrintFest Print and Marketing Expo is now co-located at PMA 2010, The Ultimate Event For Everything Photo, to be held this coming February 21<sup>st</sup>-23<sup>rd</sup> at the Anaheim Convention Center in Southern California. The new Cross Media West Conference, featuring a morning track for Print Service Providers and an afternoon track for Marketing and Creative Professionals, will be located directly upstairs for one-day only on Monday, February 22<sup>nd</sup>.

PrintFest was launched in 2006 by Chris Jacobson, former owner and producer of Gutenberg Festival, to help printers and their customers evolve their businesses to take advantage of growing profitable niche markets. PrintFest 2010 will be co-located with PMA 2010 as a specialty pavilion to showcase digital printing equipment, supplies, services and systems, and cross media marketing applications right on the PMA 2010 expo floor next to exhibits from Kodak, HP, Xerox and Fuji.

Says Jacobson, "In an effort to help all our varied customers leverage their marketing spend, we identified the PMA 2010 show as a logical partner. Several digital print solutions manufacturers, dealers and distributors are already participating with large displays at PMA. It makes good sense for us to bring our customers to the party."

Because these solutions are already being exhibited to the photo retail market, Jacobson believes that adding Print Service Providers and Marketing and Creative Professionals to the mix significantly increases the value to both their exhibitor and attendee customer groups, as well as to the traditional PMA show audience.

The narrower scope identifies new technologies and growing niches with the best opportunity for high profits for both printers and their customers. These include digital print of all sizes and applications, variable data direct mail, variable data broadcast email, Internet marketing, personalized URLs, cross media marketing solutions, workflow management and web-to-print.

The focus is on delivering campaigns using targeted, customized, personalized communications and the integration of multiple media. Cross Media West was created to provide educational content through case studies and other real-world situations presented by early adopters to achieve two very important goals.

The Print Service Providers conference in the morning 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. There are a large number of print service providers who are new to this space and they need to get up to speed quickly in order to be competitive.

The Marketing and Creative Professionals conference in the afternoon will demonstrate ways that cross media marketing is being used effectively to increase response and close rates for campaigns with a 100% measurable system. By showing real campaigns and their results, Mr. Jacobson hopes to stimulate the production of more cross media campaigns which will drive demand for the tools and equipment all the way down the supply chain.

An Opening General Session, Joint Lunch Presentation and late afternoon Mixer, along with a day-long Tabletop Exhibits Area, round out the upstairs program providing opportunities for networking.

Affiliates of local marketing, design and print associations are helping to spread the word. Leadership from DMAsc Direct Marketing Assn. So. Calif., PIASC Printing Industries Assn. So. Calif., APAOC & APALA Advertising Production Assns. of Orange County & Los Angeles, AIGA-OC The Professional Association for Design-Orange County, and WITI Women In Technology, are providing conference session content and helping to promote the event, and their members receive special discounted pricing.

Pricing is very affordable with member rates for either half-day conference set at only \$99 per person, which includes access to the Tabletop Exhibits Area, a ticket to the Mixer, and a one-day PMA/PrintFest expo hall pass. A one-day expo hall pass by itself is only \$29. The Lunch Presentation is available a la carte for \$39, but the first 100 attendees to register online for any conference package will receive a free lunch program ticket as well.

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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