

P R  G R A M



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**Save \$150**  
Register by August 18  
Use Coupon Code  
INK81517



**R C H E S T R A T E**

**I N T E G R A T E D**

**M E D I A**



**P R I N T A N D D I G I T A L I N  C O N C E R T**



OCTOBER 24, 2017 • PRINCETON CLUB • NEW YORK CITY

[IDEALLIANCE.ORG/INKREDIBLE](http://IDEALLIANCE.ORG/INKREDIBLE)



# Showcasing Innovations in Integrated Media

At INKredible, print, marketing, and publishing executives discover innovative ways of combining print with digital to more effectively score marketing wins. Gain INKredible insights through innovative presentations, real-life success stories, keynotes by brand and marketing experts, and demonstrations by leading integrated technology solutions providers.



Register for as low as \$245!  
Use Coupon Code INK81517 before August 18

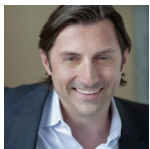
## P R G R A M

**7:30am**

### INKredible Breakfast

Breakfast and the latest technologies in the INKredible Innovation Room

**8:30am**



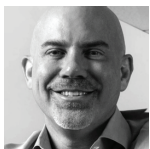
### Keynote

**What Big Brands Know: Creating Passionate, Vocal Fans of Your Clients**

Presenter: Gerry O'Brion

Case studies of graphic communications firms that turned existing customers into passionate fans.

**9:30am**



### INKsite Burst

**360° Collaboration: Lifecycle of an Omnichannel Campaign**

Presenter: Brian Benson, CEO, Benson

Integrated Marketing Solutions

An integrated campaign that drove Clemson student housing to new heights.

**10:00am**



### INKsight Burst

**From Print (Galleys) to Digital Docs: The Transformation of a 100 Year-old Magazine**

Presenter: Kilian Schalk, PurpleGray Consulting

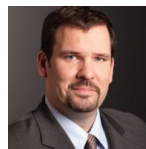
How a shift to "digital-first" transformed content strategies and drove subscription revenue.

**10:30am**

### Break & Innovation Room Presentation

Refreshments and the latest technologies in the INKredible Innovation Room

**11:15am**



### INKsite Burst

**Modern Packaging: Enhancing the Print and Mobile Connection**

Presenter: Derek Awalt, Sr. Product

Manager, Digimarc Corp.

A new mobile technology for a seamless and connected brand experience at every stage of the package journey.



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# P R G R A M

**11:45am**



## INKsite Burst

**Digital Print for Retailers:  
Controlling Processes and  
Data for Speed & Efficiency**

**Presenter:** Chris Nunez, VP Research & Development, Grandville Printing

How digital printing has changed the way retailers advertise at the shelf level.

**12:15pm**

## INKredible Luncheon and Innovation Room Presentations

**Lunch and the latest technologies in the INKredible Innovation Room**

**1:15pm**



## Keynote

**Harnessing Data and  
Technology: Winning in the  
Age of the Internet of Things**

**Presenter:** Kate O'Neill, KO Insights

Practical insights on how to harness data and technology to create innovative client experiences

**2:00pm**



## INKsite Burst

**Beyond VDP: Integrating  
Personalized Videos and Inkjet  
Printing**

**Presenter:** Dave Fenske, President, Fenske Media

ROI at a massive scale via big data and timely personalized multi-channel communications.

## 2016 INKredible Attendee:



*"Wow! Content was superb.  
A must attend event."*

**Warren Werbitt, Founder, PAZAZZ**

[View Warren's INKredible video at](#)

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## WHO SHOULD ATTEND...

- Print Service Executives
- Print and Digital Marketing Media Buyers
- Direct Mail Marketers
- Brand Managers
- Advertising Account Executives
- Publishing Consumer Marketers
- Marketing Services Executives
- Media Production Professionals

Whatever your status in the dynamic cross-media service, advertising, marketing, and publishing worlds, if you are seeking new and creative ideas for your team, this is a day you will not want to miss. Investing your time in this intensely focused program will be rewarded by advancing your knowledge in the latest content delivery technologies and discovering pathways to benefit from all that is changing in the world of content marketing and publishing!

# P R O G R A M

**2:30pm**



**INKsite Burst**

**Marketing Automation: The Path to Success for PSP's, the "Five Rights Paradigm"**

**Presenter: Steven Schnoll, Schnoll Media Consulting**

How marketing automation is transforming print with market intelligence, personalized campaigns, and high ROI.

**3:00pm**

**Break & Innovation Room Presentation**

**Refreshments and the latest technologies in the INKredible Innovation Room**

**3:30pm**



**INKsite Burst**

**Death of the Marketing Brief: Birth of ROI**

**Presenter: Kobie Procter, VP Marketing**

**BPO, InnerWorkings**

The new marketing pitch, with ROI-based outcomes driven by data and Key Performance Indicators.

**4:30pm**

**INKredible Cocktail Reception**

**Hors d'oeuvres and INKredible cocktails, and the latest technologies in the INKredible Innovation Room**

**6:00pm**

**Adjourn**

INNOVATION

ROOM



The rapidly changing marketplace impacting print and content delivery requires a greater understanding of the changes, insights, and new technologies necessary to be successful in this omnichannel world. In the INKredible Innovation Room, technology leaders offer the opportunity for one-on-one engagements in an intimate setting for exclusive presentations of their tools and technologies, and via public demonstrations in informative Innovation Tech Talks.

**Present in the Innovation Room!**  
Sponsor details; **contact Dean D'Ambrosi**  
**[ddambrosi@idealliance.org](mailto:ddambrosi@idealliance.org)**  
**703.837.1064**

## RATES

Please check desired registration option(s) and complete form in entirety for each attendee.

### On/Before August 18, 2017

<input type="checkbox"/> Member	\$245	No. Attendees _____
<input type="checkbox"/> Non-Member	\$325	_____

### On/Before September 15, 2017

<input type="checkbox"/> Member	\$295	_____
<input type="checkbox"/> Non-Member	\$375	_____

### After September 15, 2017

<input type="checkbox"/> Member	\$375	_____
<input type="checkbox"/> Non-Member	\$455	_____

## PAYMENT

All registrations MUST be accompanied with payment by check or credit card. Company purchase orders or payment requisitions are not considered to be payment.

**Total Amount:** \_\_\_\_\_

### Method (check one):

Check     Visa     Mastercard     American Express

\_\_\_\_\_

Credit Card Number

Exp. Date

\_\_\_\_\_

Signature

## REGISTRANT INFORMATION

\_\_\_\_\_

Name

\_\_\_\_\_

Title

\_\_\_\_\_

Company

\_\_\_\_\_

Address

\_\_\_\_\_

City/State/Province

Zip/Postal Code

\_\_\_\_\_

Email

Phone

Fax

Please list any special or dietary needs

## ADDITIONAL ATTENDEES

\_\_\_\_\_

Name

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Title

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Email

Phone

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Name

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Title

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Name

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Title

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Email

Phone

**OCTOBER 24, 2017 • 8:30AM – 6:30PM**

**PRINCETON CLUB • NEW YORK, NY**

## THE PRINCETON CLUB OF NEW YORK

Located at 15 West 43<sup>rd</sup> Street, between 5<sup>th</sup> and 6<sup>th</sup> Avenues in New York City, NY.

In the heart of midtown Manhattan, steps away from Grand Central Station, The Princeton Club offers a bright and modern setting, with floor to ceiling windows, chic décor, built-in AV, and outdoor terrace space.

## EVENT FEE

Registration fee includes scheduled refreshments, continental breakfast, lunch, reception and all conference materials.

## ATTIRE

Business attire is suggested.

## REGISTRATION CONFIRMATION

Confirmations will be sent to all attendees by email when full payment is received.

## CANCELLATION POLICY

Conference registration cancellations must be received by mail, email or fax before noon on October 15, 2017. Cancellations will be refunded minus \$100 administration fee. Registrations will not be refunded after October 15, 2017.

## QUESTIONS?

Contact Steve Bonoff at (612) 987.1150 or [sbonoff@idealliance.org](mailto:sbonoff@idealliance.org).

## SPONSORSHIP OPPORTUNITIES

Contact Dean D'Ambrosi at (703) 837.1064 or [ddambrosi@idealliance.org](mailto:ddambrosi@idealliance.org).

## SUBMIT FORM

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