

# Print Showcase

5TH ANNUAL PRINT SHOWCASE



Thursday  
February 23, 2012

**Time:** Exhibit & Intern Expo  
1:00 pm to 4:00 pm  
(Sessions run until 4:45 pm)

**Place:** Dunwoody College 818 Blvd.  
Minneapolis, MN 55403

Registration is **FREE** if you pre-register and you are a print buyer, creative, ad agency, marketing & advertising professional by Friday, February 10, 2012. If you register after that or show up the day of the show, a \$10 payment is required. If you are a Printer and just choose to attend Print Showcase and not exhibit the fee is \$15 for PIM members and \$55 for non-PIM Members. Register at [www.pimn.org](http://www.pimn.org). On the same day, Dunwoody will have **Intern Expo**. The students of Dunwoody's graphic, premedia, and printing department will be showing their talents.

## Exhibit & Programming Schedule

1:00 pm - 2:00 pm

Exhibit & Visit with the top Midwest Printers (Exhibits will run from 1:00 pm to 4:00 pm – even during programming)

2:05 pm - 2:45 pm

**Why Mail Still Works in A Multi-Channel World** – Debora Haskel, Vice President of Marketing for IWCO Direct (Holden Center)

*How to design mail that gets opened. Why marketers still need mail. What integrated marketing really means.*

2:55 pm - 3:45 pm

**Global Packaging Standards – You Can Compete Globally** – Paul Biernat, Director of Global Operations of Graphic Measures International & Kenny Eckhart, Director of Marketing of Graphic Measures International (Holden Center)

*How to control costs and results while improving sales!*

3:55 pm - 4:45 pm

**What's Right About White Paper** Kay Baker, Sr Commercial Print Sales Manager, NewPage Corporation & Lola Fau Fau, Membership and PR Director, PIM (Holden Center)

*There has been a lot of talk about paper being Green – this presentation will touch on what is right with White paper. We will cover the basics of paper making; the manufacturing process, definitions, flexibilities, changes and developments in manufacturing and uses of white coated paper all while working as a sustainable green partner in our environment.*

### For information contact:

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