



**"IPI Marketing Group International Membership"**  
Click to Join and Save 25%  
Offer Valid To New Members Only & Ends 30<sup>th</sup> June 2021

**IPI** INTERNATIONAL  
PRINT + IMAGING  
CONFERENCE

**EXTREME**  
JULY 11-15 // LAS VEGAS

**WATCH PREVIEW VIDEO**



## Print + Photo's leading Conference is back!

We could not be more excited by the opportunity to meet with you in person after all these months! IPIC 2021 will be hybrid: an in-person conference + expo with many virtual components for those that cannot attend for any reason.

- **The workcation that you desperately need!** Enjoy a beautiful resort with newly remodeled rooms and 18 dining choices, with tons more to see, do and eat within walking distance. Family-friendly. Make it a vacation! Stay as long as you'd like!
- **Vendor Partner Expo** with live, hands-on demonstrations and the best deals of the year!
- **Reimagined education** focused on real-world success stories, simplified systems to grow sales and profits, and creative ways to develop your team.
- **More networking time than ever before** with tools to make meeting up easy – for fun, for meals or on specific topics!
- **Unable to travel?** If restrictions, health concerns, staffing and resources are keeping you from attending in person, register to attend VIRTUALLY. This is a great way to include your entire team! Online attendees will be able to livestream sessions, tune in for live broadcasts from multiple activities, watch live demos from the Expo floor, meetup virtually with other participants and meet face-to-face with vendors via video.

**REGISTER NOW!**

### Register for in-person or virtual participation.

You must be logged in to IPIPhoto.com to register. If you do not have credentials, please email [Iconrad@ipipphoto.com](mailto:Iconrad@ipipphoto.com). Registration is PER Person. Each person attending (in person or online) MUST complete their own registration, even if not attending all events.

Book Room: <https://conference.ipipphoto.com/resort/>

Download Whova: [https://whova.com/portal/ipicb\\_202108/?source=btn\\_link](https://whova.com/portal/ipicb_202108/?source=btn_link)



**COVID-19 Notice:**

We could not be more excited by the opportunity to meet with you in person after all these months! For those of you attending in person, we will keep you updated on COVID policies, protocols and safety measures, as they change. Currently the resort is performing temperature checks; space capacities are reduced; masks and social distancing are required. Shuttle service has been suspended and the movie theater is closed. As capacities are raised, mandates are lifted and vaccinations are more readily available, we will keep you informed of any changes to these government and resort protocols, as well as our IPI policies.

Our top priority is and will remain the safety of all participants. You may change your registration from in-person to virtual or vice versa at any time, without penalty. Hotel reservations may be cancelled up to 72 hours prior to check-in.

## **IPIC 2021 EXTREME - Print + Photo's Leading Conference is Back!**

(JULY 11<sup>th</sup> – 15<sup>th</sup>, 2021 Las Vegas)

**“Virtual Conference & also in Person”**

### **IPI Marketing Group Information & Downloads**

- International Member Brochure
- 2019 IPIC Previous Conference Program
- IPI Group/ iPhoto Sponsored International Membership Application Form



**2019 Aussie IPIC (EPIC) Group (Pre COVID-19)**

## **IPI Marketing Group International Membership via Independent Photo (iPhoto) :**

**Independent Photographic Supplies (IPS)** has a partnership with the US-based IPI which provides Australian & New Zealand Independent Photo Retailers with easy, affordable & tailored membership. IPI connects a family of passionate & determined independent business owners that embrace a culture of sharing. IPI is the marketing team, educator, networking hub & business consultant for the world of digital, print, photo, signage, graphics & art.

With signature programs, like the **Print Refinery** IPI Members can exceed the power of a national brand, while providing localised & personalized services. The IPI family currently includes 600+ members with 800+ storefront locations in the United States, Australia, New Zealand, Canada, South Africa & the United Kingdom.

This alliance brings greater local relevance to IPI International Membership in Australia & New Zealand. Independent Photo's (iPhoto) Photo Specialty Store customers are now able to partner with the IPI Group in the USA & be supported by the **IPI Marketing Solutions Program (MSP)**, with exclusive links to **Dakis Cloud Online Print & Marketing Services**, regular e-NEWS distribution, Online Forums – Business & Technical, Educational Webinars, the International Print + Imaging Conference (IPIC) & a whole lot more!

In appointing Independent Photo (iPhoto) as their exclusive partner for the Australian & New Zealand Markets, The IPI Group has undertaken the creation of marketing packages which are tailored to & seasonally relevant for the Aust. & NZ marketplace.

### **IPI International Membership benefits include:**

- Access to the informative & interactive Members-only IPI website, updated daily
- Access to Members-only technical & marketing Forum, with 24/ 7 Member-to-Member Networking
- Regular topical e-NEWS & notices of important information, e-mailed to members
- Regular educational webinars, recorded and archived
- Invitation to the **Annual IPIC Conference** & Trade Show in the US, with industry expert-led sessions on growing business & increasing profits
- The MSP provides the kind of creative marketing collateral larger retailers would source from a full-service advertising agency. It includes creative artwork, brand identity, direct marketing, strategic and guerrilla marketing, graphic design,

PR kits, & marketing education. All materials can be accessed in the online MSP HUB.

**Dakis Connectivity:**

IPI also has a well-established relationship with **Dakis eCommerce** online photo retailing software (exclusively distributed in Australia & New Zealand by iPhoto) which will further deliver to Australian & New Zealand Members exclusive links to Dakis Cloud online print & marketing services.

For more information from iPhoto, [contact us](#)

**IPIC2019 International Convention Group Photograph**



**The Print Refinery™** is the IPI Groups revolutionary licensed business model that fuses high-tech innovations with creative storytelling to explore unique print and photo solutions for archiving, Décor, gift giving, graphics and commercial applications. The brand components were dramatically launched in the opening Live Learning session of IPIC and demonstrated in a pop-up shop on the Trade Show floor.

(Watch Print Refinery Video [HERE.](#))



**Our love of Creativity is the stuff stories are made Of  
- Welcome to the Print Refinery.**

## Don't Just Franchise – Revolutionize with The Print Refinery™

The Print Refinery™ is a dynamic licensed business model filled with personality and potential. The Print Refinery™ is reinventing the way people experience images, graphics and all forms of visual communication with an innovative new approach to the specialty photo model.

Each one of our locations is unique and resonates an individual flair that you will not find with a cookie-cutter printing franchise. Our licensees work with retail and commercial clients – turning photo memories and graphics into prized possessions and big marketing statements. Their greatest joy comes from inspiring and empowering guests to be creative.

We're looking for people who share the same passion. So, if you love all forms of creativity and want to turn your passion into profit, we want to hear from you.



*"The Print Refinery™ is a working business model designed for success and I don't have to spend every night thinking about how I'm going to reinvent my business tomorrow. It's a whole team by my side – helping me to succeed – and that's my favorite thing about it."*

**Marsha Phillips, Licensee**

F-11 Photo + The Print Refinery™ - Bozeman, MT

Those interested in learning more are encouraged to complete an interest form [here](#)

The Print Refinery™ is an independent licensed business model created by artists, designers and photo enthusiasts. We are not a stuffy franchise, and we think owning a business should be as fun as our trade. So, we give creative people the opportunity to turn their skilled talents into profit – without all the restrictions of a typical printing franchise. With stand-alone and co-branded licensing opportunities, we can get your location up and running in as little as 90 days.

The Print Refinery™ model is also highly compatible with print shops, camera stores, stationery boutiques, gift shops and portrait studios. [Tell me more about the benefits of a licensed model.](#)