

**INCREASE YOUR VELOCITY**

**#IPI**MOMENTUM



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## **WELCOME TO THE INTERNATIONAL PRINT + IMAGING CONFERENCE!**

IPI - Member Network celebrates 35 years of providing member services this month. From our humble beginnings as a buying group with just a few members based in California, we've grown to an international association, providing a broad range of business services to members across the world.

### **ESCALATE YOUR PROGRESS WITH INNOVATION.**

As we celebrate another anniversary, I am most excited about what lies ahead and how we will continue to grow IPI for the benefit of our members. At IPIC 2016 we announced the opening of the first location of The Print Refinery™. This is a bold initiative that packages IPI member services together as a licensed business model. This model is available to current members, as well as entrepreneurs wanting to start up a new business, without the restrictions typical of a franchise. Current members who do not wish to take advantage of the branding components of The Print Refinery™ will be able to use the programs developed for this model and benefit from the market research. We are excited to give you a deeper dive into the model this week.

### **TAKE YOUR NEXT STEPS FORWARD.**

The past few years have been monumental with our integration of new and advanced member services. The Marketing Solutions Program (MSP) continues to grow and now has well over the majority of IPI members participating. This year's expanded offerings of Signature Products, classes and events and commercial solutions will drive this even higher. We are rolling out new product innovations, as well as better ways to reach today's consumers and your B2B customers. If you've not seen our Managed Marketing Services, including the IPI Social Media Dashboard, email through Constant Contact, and digital signage, be sure to spend time exploring these at IPIC. Member education has advanced beyond our annual conference through new resources, including our website, IPI LIVE broadcast events, and our heavily used Member Forum / Knowledge Base.

### **YOUR REINVENTION IS GAINING SPEED.**

IPI's strongest resource is the collaborative environment between our membership, Supplying Partners, Board of Directors and HQ Team. With top entrepreneurs and creative business people working together, we continue to provide innovation in services, products, education, marketing, technology and group buying, all of which give IPI members the ability to compete as a large chain.

**Welcome to IPIC, where we are ridiculously obsessed with your wild success in 2017 and beyond!**



Ron Mohny, Executive Director

**NOW LET'S PICK UP THE PACE...**



#IPI MOMENTUM

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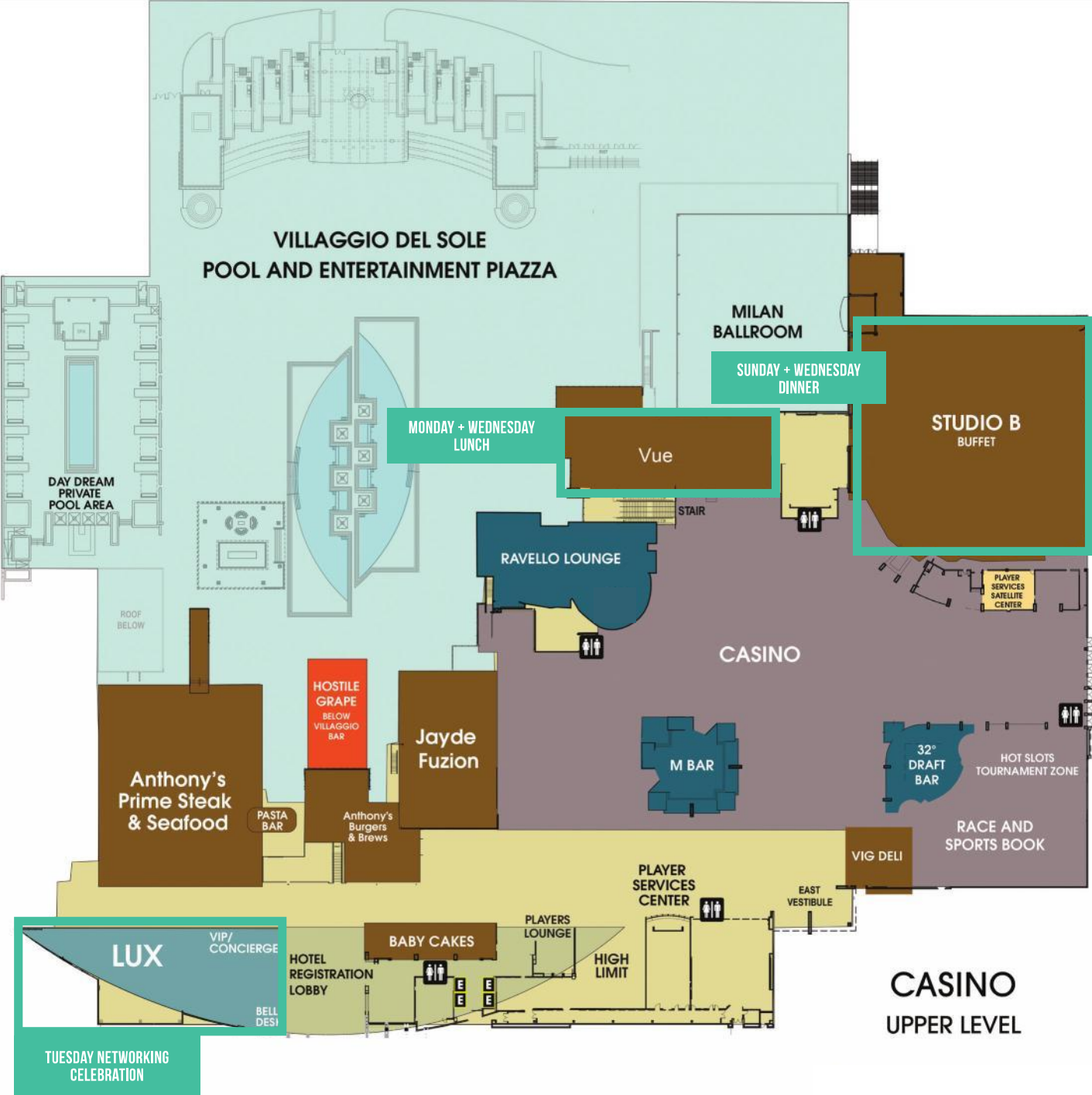
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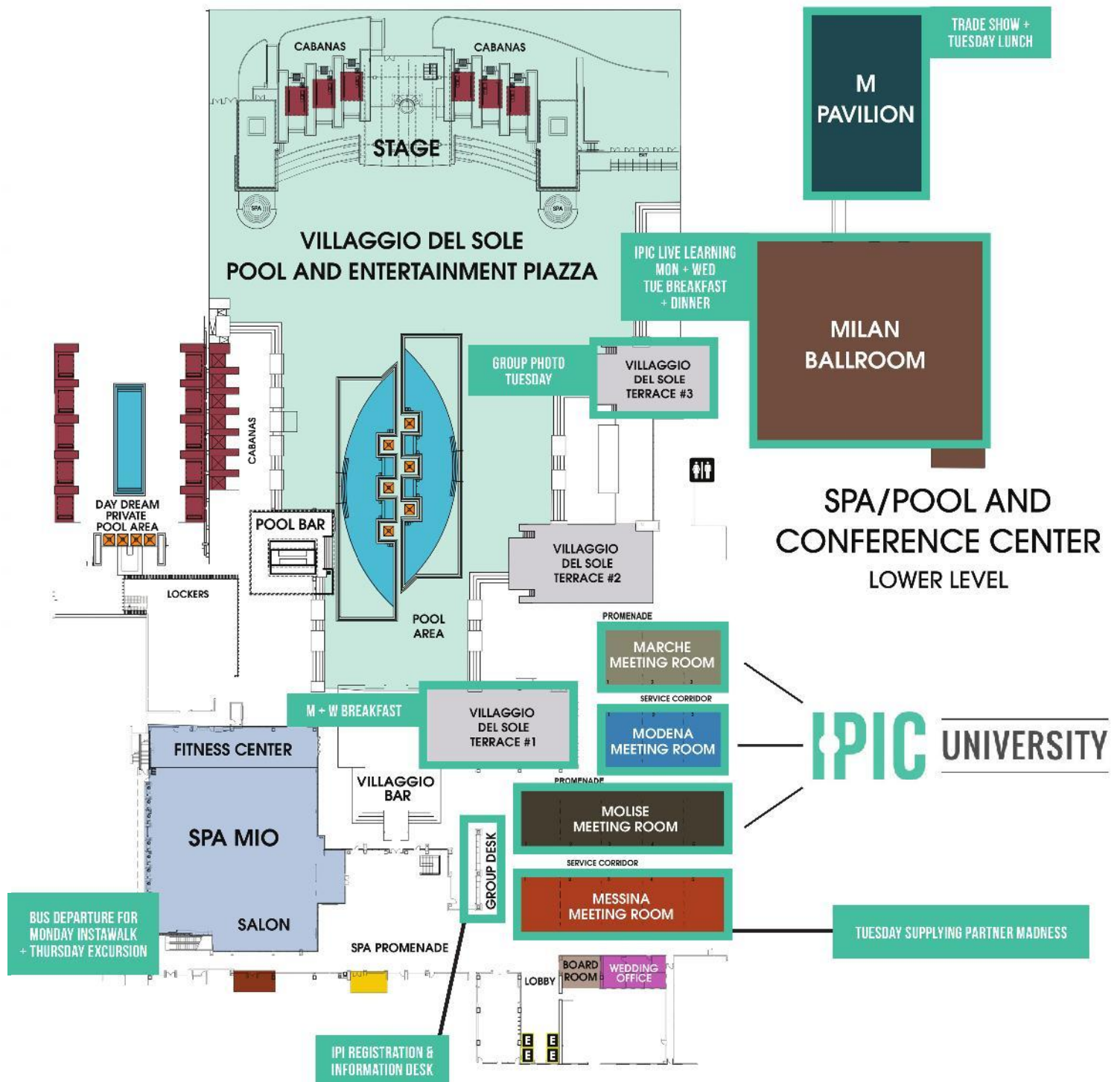
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# M RESORT HOTEL MAP



# M RESORT CONFERENCE MAP





# SCHEDULE OF EVENTS

## SUNDAY, JULY 9

5:30pm — 6:30pm	First-Time Participant Orientation . . . . .	Modena 1
6:00pm — 6:30pm	Supplying Partner IPIC Orientation . . . . .	Modena 2
6:30pm — 8:30pm	Welcome Dinner Experience . . . . .	Studio B Buffet

## MONDAY, JULY 10

7:30am — 8:30am	Breakfast . . . . .	Terrace 1
8:30am — 12:00pm	IPIC LIVE LEARNING. . . . .	Milan 3
12:00pm — 1:00pm	Mix-Up Lunch. . . . .	VUE
1:00pm — 4:30pm	IPIC UNIVERSITY . . . . .	Various Classrooms
4:45pm — 6:00pm	Supplying Partner Madness. . . . .	Messina
6:30pm — 10:30pm	Group Excursion - Instawalk. . . . .	Las Vegas Strip

## TUESDAY, JULY 11

8:00am — 9:30am	Member + Supplying Partner Breakfast . . . . .	Milan
9:30am — 10:00am	Member + Supplying Partner Group Photo . . . . .	Terrace 3
10:00am — 4:00pm	Trade Show + The Print Refinery™ Learning Center. . . . .	Pavilion
12:00pm — 1:30pm	Lunch. . . . .	Pavilion
4:30pm — 6:30pm	Dakis User Group Meeting . . . . .	Modena 1
7:00pm — 8:30pm	Member + Supplying Partner Appreciation Dinner . . . . .	Milan
8:30pm — 12:00am	Member + Supplying Partner Networking Celebration . . . . .	LUX

## WEDNESDAY, JULY 12

7:30am — 8:30am	Breakfast . . . . .	Terrace 1
8:30am — 12:00pm	IPIC UNIVERSITY . . . . .	Various Classrooms
12:00pm — 1:00pm	Lunch. . . . .	VUE
1:00pm — 5:30pm	IPIC LIVE LEARNING. . . . .	Milan 3
6:30pm — 8:30pm	Farewell Dinner . . . . .	Studio B Buffet
8:30pm — 10:30pm	Networking Suites. . . . .	East + West (Room #s TBA)

## THURSDAY, JULY 13

7:30am — 9:30am	The Print Refinery™ Unplugged Breakfast. . . . .	Modena 1
9:30am — 4:30pm	Photo Networking Excursion . . . . .	Various

#IPIMOMENTUM

# SUPPLYING PARTNER INFORMATION

## WELCOME TO IPIC!

In return for making this event possible, all Supplying Partners are invited to participate in all meals, sessions and activities throughout the week.

See page six for full details.

## SUNDAY, JULY 9

### SUPPLYING PARTNER IPIC ORIENTATION

6:00pm - 6:30pm..... Modena 2

## MONDAY, JULY 10

### TRADE SHOW SETUP

8:00am - 4:00pm.....Pavilion  
*Exhibitor badge required for entry. Please comply with start + end times.*

### LIVE LEARNING

8:30am - 12:00pm..... Milan 3

### SUPPLYING PARTNER MADNESS

4:45pm - 6:00pm .....Messina  
*Set up begins at 4:00pm.*



### INSTAWALK EXCURSION

6:30pm - 10:30pm.....Las Vegas Strip  
*Buses depart from the Spa entrance at 6:30pm.*

## TUESDAY, JULY 11

### MEMBER + SUPPLYING PARTNER BREAKFAST

8:00am - 9:30am..... Milan

### MEMBER + SUPPLYING PARTNER GROUP PHOTO

9:30am - 10:00am..... Terrace 3

### SUPPLYING PARTNER TRADE SHOW

10:00am - 4:00pm..... Pavilion  
*Lunch provided on the trade show floor, 12:00pm - 1:30pm.*

### TRADE SHOW DISMANTLING

4:00pm - 7:00pm.....Pavilion  
*Please comply with start + end times.*

### MEMBER + SUPPLYING PARTNER APPRECIATION DINNER

7:00pm - 8:30pm..... Milan

### NETWORKING CELEBRATION

8:30pm - 12:00am .....LUX

## WEDNESDAY, JULY 12

### LIVE LEARNING

1:00pm - 5:30pm..... Milan 3

## THURSDAY, JULY 13

### PHOTO NETWORKING EXCURSION

9:30am - 4:30pm..... Various

## WE APPRECIATE SUPPLYING PARTNER FEEDBACK

*Upon return from IPIC 2017, you will receive a survey via email. Please watch for this survey in your email inbox and complete it as soon as possible. Survey links are also available on the Resources tab of IPIC2017Momentum.com.*

## IMPORTANT CONTACT INFORMATION

Las Vegas Expo (Official Trade Show Service Contractor): (702) 248-6200  
M Resort (Electricity, Internet, AV): (702) 797-1566  
Ron Mohney (Executive Director - IPI): (702) 465-0339  
Whitney Solomon (Supplying Partner Concierge - IPI): (702) 321-8158

## SPECIAL THANKS TO OUR IPI SUPPLYING PARTNERS

All IPI members and the IPI HQ Team extend our most heartfelt gratitude to all IPI Supplying Partners for making this key event possible. Your support and underwriting of all provided food and beverage for IPIC is greatly appreciated. In addition, we want to recognize your commitment to the diverse portfolio and profit growth of our membership. Thank you!

# GENERAL INFORMATION

# Use #IPI MOMENTUM when sharing videos, photos and comments on social media.

## IPIC REGISTRATION + INFORMATION

The IPIC Registration + Information Desk is open the following hours:

Sunday..... 5:00pm – 8:30pm  
Monday..... 7:30am – 6:30pm  
Tuesday..... 8:00am – 4:00pm  
Wednesday..... 7:30am – 5:30pm

## AFTER HOURS EMERGENCIES

Please call Brenda at (702) 524-1415.

## SHUTTLES

The M Resort shuttle is located directly outside the hotel lobby.

McCarran International Airport Shuttle: (leaves resort)

Daily: 6a, 7a, 8a, 9a, 11a, 1p, 3p, 4p, 5p, 7p, 9p

Tropicana Shuttle: (leaves resort)

Daily: 12p, 2p, 6p, 10p, 11p

## WIFI

IPI is providing WIFI for attendees in the conference center (Monday through Wednesday). Please use the SSID “IPI” and the password “IPIC2017” to connect. You also have FREE WIFI in your hotel room.

## MEMBER EDUCATIONAL SESSION DOWNLOADS

The presentation slides and handouts provided to IPI by speakers will be available on IPIPhoto.com after IPIC. All IPIC University sessions are recorded for you to access electronically on IPIPhoto.com at a later date. Click on the “IPIC 2017” button on the member home dashboard, in the weeks following IPIC.

## MEMBER SURVEYS

We appreciate your feedback, as it is integral in planning future programs. At the end of Monday and Wednesday look for an event survey via email.

Complete both daily surveys by July 17th. You will be entered in a raffle to win an iPad mini! Winners will be announced July 19th. Member survey links are also available on the Resources tab of IPIC2017Momentum.com.



## SUNDAY, JULY 9

### FIRST-TIME PARTICIPANT ORIENTATION

**MODENA 1 • 5:30PM - 6:30PM**

Is this your first time attending IPIC? Join us for a quick orientation and meet + greet. Pick up a few last minute tips, ask some questions and meet your peers, as well as the IPI HQ Team and Board of Directors. If you are an IPIC veteran, please feel free to join in and make some new friends! Our Director of Member Success, Brenda DiVincenzo, will be there to make sure that you, as a first time participant, have the tools you need to be wildly successful at IPIC. You'll meet at least three new friends and gain their perspectives on a current challenge to your business!

### SUPPLYING PARTNER IPIC ORIENTATION

**MODENA 2 • 6:00PM - 6:30PM**

Join us for a quick orientation and meet + greet. Learn how to maximize your time and be most effective at IPIC. Ask questions and meet with your Supplying Partner team, Ron Mohney and Whitney Solomon.

### WELCOME DINNER EXPERIENCE: SEAFOOD BUFFET!

**STUDIO B BUFFET (CASINO LEVEL) • 6:30PM - 8:30PM**

Welcome to IPIC! Jumpstart your networking with an all you can eat and drink extravaganza. Your ticket can be found in your badge. The Studio B Buffet is located on the Casino level. Enter through the VIP line. We will have the back room reserved.


MEAL	SPONSOR	TIME	LOCATION
Welcome Dinner		6:30pm – 8:30pm	Studio B Buffet (Casino Level)



# MONDAY, JULY 10

## PICK UP YOUR PACE TOWARD WILD SUCCESS.

### DINING SCHEDULE

MEAL	SPONSOR	TIME	LOCATION
Breakfast		7:30am – 8:30am	Terrace 1
Refreshment Break		10:00am (approx.)	Promenade
Lunch		12:00pm – 1:00pm	VUE (Casino Level)
Refreshment Break		3:15pm – 3:30pm	Promenade



### 8:30AM - 12:00PM ..... MILAN 3

*This session will be livestreamed and recorded. See page six for details.*

#### KEYNOTE SPEAKER: TOM CONNELLAN, “THE ACTIONABLE IDEAS GUY”

CREATING EXCEPTIONAL CUSTOMER EXPERIENCES

This session is based on Tom’s book, *Inside the Magic Kingdom*, which describes how Disney creates exceptional customer experiences and how you can do the same. See how creating an exceptional customer experience builds both a winning brand and a winning bottom line.



#### BRINGING OUT THE BEST IN OTHERS: THREE KEYS TO TURBULENT TIMES LEADERSHIP

Based upon Tom’s New York Times Bestseller, *Bringing Out the Best in Others*, this presentation shows your leadership team how to keep everyone fully engaged, highly motivated, and performing well in a challenging environment. Because he combines his research into high performance with his experience as an entrepreneur and CEO, he delivers actionable ideas that can be put to use immediately.

#### FEATURED SPEAKER: CHARI PACK - PERSNICKETY PRINTS

STORYTELLING + SELLING VALUE

What’s your passion? What sets you apart? How? Why? Then tell it – over + over in different ways. Clearly defining + communicating your value is essential for being paid for your service.



#### MOMENTOUS MOMENTUM

Business Growth Ideas from your Premium + Premium Platinum Supplying Partners

- Wonder Photo Shop with Joe Vaughey of Fujifilm
- New Specialty Papers with Doug Fachnie of Fujifilm
- The Future of Augmented Reality in the Buying Cycle with Michael Clementi of LexJet
- Painterly Portraits with Ginger Hartford of Larson-Juhl
- Profit Opportunities in Name Badges with David Gross of Condé
- Expose your B2B Side with Steve Giordano of Photo Finale
- You’re a Big Player and Here’s Why with Rob Comeau of ColorCentric
- Expand into New Markets with Ed LaManna of Canon

# MONDAY, JULY 10

# Use #IPIMOMENTUM when sharing videos, photos and comments on social media.

MIX-UP LUNCH - 12:00PM - 1:00PM ..... VUE (CASINO LEVEL)



Receive your random table assignment at the door. Meet someone new; learn something you wouldn't have otherwise! Discuss your reinvention strategy and get to know the colleagues at your table.

DON'T FORGET TO EXCHANGE BUSINESS CARDS!



## IPIC UNIVERSITY

Learn from some of the most talented and successful business experts on how to strengthen your business skills, market your services and operate a profitable business.

*All sessions will be recorded. Please see page six for details.*



1:00PM - 2:00PM

### OPTIMIZING DIGITAL PRINTING + WORKFLOW: PART I OF III

MARCHE 1 • ARTHUR VAN DOVER - CANON

This intensive three hour session is designed to teach the basics as well as advanced color management practices. There will be plenty of time for Q&A during this intensive learning session.

### SELLING YOUR COMPANY WITH SUBLIMATION

MARCHE 2 • DAVID GROSS - CONDÉ

It's important for customers coming into your shop to see your team members wearing shirts you imprinted, to see the items you sell in settings that show their value and usefulness. Have all of your team members act as walking billboards, selling photo gifts. Do this in the store by: wearing name tags, lanyards, cuff bracelets and pendants; and using the mouse pads, coasters, mugs/water and bottles in-house. Decorate your offices, showroom and even your restrooms and halls with spectacular imaged photo panels; make it hard for people to leave.

### EASIER EZ CONTROLLER

MODENA 1 • JOHN GONZALES - NORITSU

- EZ Controller Updated Features
- EZ Controller Workflow
- EZ Controller Options

### AUGMENTED REALITY + IMAGE RECOGNITION = AMAZING!

MARCHE 3 • ROBERT NUNN + GABY MULLINAX

#### - LIVE PORTRAIT

- Discover the reinvention of the printed image, making photographs and images more engaging + emotional.
- Learn how to upload your images and videos in minutes — using IPI's Live Portrait program online.
- Target younger customers, who already expect pictures to be interactive.
- Add value to traditional printed products — for both retail and commercial applications.

### JOIN THE \$20 BILLION PROMOTIONAL PRODUCT INDUSTRY

MODENA 2 • RYAN HANCHEY - SAGE

Adding promotional products to your offerings adds value for your clients (who are currently getting these items from someone else) and attracts new clientele to your business. Turn your business into a one-stop shop for all of your clients' engraving, printing and promotional needs! Join us for an enlightening conversation about how easy it is to get started with promotional products, how to easily find the best products at the best prices, and how to successfully get the word out about your new service!

### 5 WAYS TO A MORE PROFITABLE WEBSITE

MODENA 3 • STEVE GIORDANO - PHOTO FINALE

*This session will be repeated on Wednesday.*

Most of us are too busy to focus on all the little details when it comes to websites. We often set it and forget it. It turns out this is not a good strategy for running an online/mobile printing business. A website needs all the TLC of a new relationship and all the dedication of an old one. Not to worry, we have some tips to help you get the most out of your website and free you from the time-consuming chore of tweaking, maintaining, and updating so you can focus on the profit! In this session, we will focus on a few easy-to-implement techniques that will impact your bottom line.

### SOCIAL MEDIA SUCCESS PART 1: CREATING GREAT CONTENT

MOLISE 1 • BRET VLASIE - THE SOCIAL RUCKUS

- Break through cluttered social stream and increase your visibility with authentic brand messaging. In Part 1, we'll tackle gathering personalized and local content for your pages and practical ways to put your expert knowledge to perfect use.
- Forget the sales pitch — focus on fun stuff that increases your fan base.
- Leave with a list of quality content ideas that you and your team can create in minutes and watch your engagement skyrocket!

## TELL YOUR STORY FOR FREE, RIGHT FROM YOUR PHONE

### MOLISE 2 • CHARI PACK - PERSNICKETY PRINTS

Videos are a powerful tool for connecting with potential and existing customers. The most effective ones embrace the myriad advantages of the medium, incorporating a narrative, visuals, and audio that together create a lasting impression of a brand's personality, mission, and value. But before you get into video clips, camera angles, and product shots, you need a message that will resonate, inform, and entertain. The free app, Adobe Spark, is the easiest way to edit video, images, text, and sound into impactful animated videos. In this session, Chari Pack will show you how to use the app and how to best tell your story.

2:15PM - 3:15PM

## OPTIMIZING DIGITAL PRINTING + WORKFLOW: PART II OF III

### MARCHE 1 • ARTHUR VAN DOVER - CANON

This intensive three hour session is designed to teach the basics as well as advanced color management practices. There will be plenty of time for Q&A during this intensive learning session.

## PROVEN SELLING SKILLS AND EXPERT DESIGN TIPS TO INTEGRATE CUSTOM FRAMING INTO YOUR BUSINESS

### MARCHE 2 • GINGER HARTFORD - LARSON-JUHL

- Create a new revenue stream for your business and get new customers in the door!
- Elevate your custom framing design skills, consistently sell better designs, increase profits, and learn how to handle common objections, including price.

## INK TO PAPER, NOT JUST FOR PHOTOS? WHAT?!

### MARCHE 3 • CANDI BARRY - DFS

- Painless and profitable ways to go from photos to forms
- Checks, not as boring as you think; really, I promise!
- Bags, bows, full color — oh my!

## HOW TO MAKE PROFESSIONAL PHOTO BOOKS IN-HOUSE

### MODENA 1 • KENT DALZELL - FASTBIND

Learn about how easy it is to make money with custom printed, high-end photo books, photo albums, three ring binders, video photo books and custom cases/boxes.

## OUTDOOR DURABLE PRODUCTS FOR INDOOR PRINTERS

### MODENA 2 • MICHAEL CLEMENTI - LEXJET

- Dispelling the myths of outdoor inkjet pigment printing
- Setting the proper expectations of the customer
- Water resistant solutions and applications for your current printer

## PHOTO FINALE PROOFING GALLERY BEST PRACTICES

### MODENA 3 • STEVE GIORDANO - PHOTO FINALE

*This session will be repeated on Wednesday.*

We hear it every day, "I need to grow my business with photographers!" Most of you think you can't compete with SmugMug, Millers, or Whitehouse. Guess what—YOU CAN! And it's easy. Even better, it's low-cost. Come to this session to learn how to build a program that you can market in your area.

## SOCIAL MEDIA SUCCESS PART 2: IT'S TIME TO GET RESULTS!

### MOLISE 1 • BRET VLASIE - THE SOCIAL RUCKUS

Now that you know how to create personalized content, how do you best put it to work?

- Targeted Facebook ads
- Carousel ads for Facebook + Instagram
- Custom audiences
- Leave with a social media success guide, walking you through the items above.

## REINVENTION INTERVENTION: TIPS ON TIME MANAGEMENT, PRODUCTIVITY, HEALTH/ WELLNESS + WORK/LIFE BALANCE

### MOLISE 2 • BRENDA DIVINCENZO - IPI HQ

- Best practices for getting through that to-do list
- How to let go and delegate
- Tips for eliminating stress and finding balance
- Tools for managing your life

3:30PM - 4:30PM

## OPTIMIZING DIGITAL PRINTING + WORKFLOW: PART III OF III

### MARCHE 1 • ARTHUR VAN DOVER - CANON

This intensive three hour session is designed to teach the basics as well as advanced color management practices. There will be plenty of time for Q&A during this intensive learning session.

## MAKE BLING YOUR THING!

### MARCHE 2 • ROCHELLE SHAMBAUGH - SPECTRUM PHOTO

- Foil = Money!
- How to add metallic foil to the products you already sell with little cost and overhead!
- Tips, Tricks and Trends of Foil

## YOU DON'T HAVE TO MAKE EVERYTHING!

### MARCHE 3 • ROB COMEAU - COLORCENTRIC

- Learn how to use your dakis powered website and your ColorCentric account to leverage your in-store capabilities to increase profits.
- Share and learn new ideas that help sell more photo products.
- Find new ways your in-store team can increase sales of photo products and increase your level of customer service.

## CAPTURE A NEW COLOR OF MONEY

### MODENA 1 • CINDY BROOKE - BROOKE INTERNATIONAL

Use the hidden/in plain sight tools your scanner has to bring in more \$\$\$. This in-demand, hot topic session will help you:

- Become an even more valuable "genius" imaging center for your clients after saving them and YOU from being overwhelmed.
- Learn what new business you could bring into your store that looks a lot like the \$\$ you scan from photos.
- Find out what those numbers on the front of the scanner are for (but you have never asked about).

## BE INSPIRED! A DISCUSSION ON WHO, HOW, AND WHAT TO SELL TO YOUR B2B CLIENTS

### MODENA 2 • KAITLIN TITUS - ORBUS

- Learn to whom to sell exhibit and display signage.
- Learn how to use Orbus resources to gain your client's interest.
- Learn what products will be viable options to meet your customers' needs.

## PHOTO GEEK TIME! LET'S GET TECHNICAL

### MODENA 3 • STEVE GIORDANO - PHOTO FINALE

*This session will be repeated on Wednesday.*

This is a full explanation of the functionality of Lab 50, Print 50, myLab, APM Kiosk, Photo Finale, and our mobile apps. Everything you ever wanted to know about how to configure, customize, and "pimp" your photo business is in this presentation, including what we've learned from other retailers who think outside the box — what's worked, and what hasn't. Come with your questions!

## SOCIAL MEDIA SUCCESS PART 3: USE ADWORDS, SEO + ANALYTICS TO MONETIZE YOUR EFFORTS

### MOLISE 1 • JOSHUA FRANCIS - THE SOCIAL RUCKUS

- Search Engine Optimization
- Google Adwords
- Google Analytics
- Local Search / Google Places

## BRAND EXPECTATIONS: TRAINING TEAMS ON BRAND + CULTURE

### MOLISE 2 • BRENDA DIVINCENZO - IPI HQ

A successful brand culture requires cohesion and consistency. Team training and clear communication is key.

- Create, adopt and embrace your brand, culture and voice.
- Collaborate for total buy-in on core values.
- Incorporate technology for consistent training, tracking and making it fun!
- Take a behind the scenes look at The Print Refinery™ Brand Training.



**MONDAY, JULY 10**

**#** Use #IPI MOMENTUM when sharing videos, photos and comments on social media.

**4:45PM - 6:00PM ..... MESSINA**



Find AMAZING DEALS from participating IPI Supplying Partners during this fast-paced, 75 MINUTE ONLY event! Promotions will include aggressive discounts, close-out specials, slashed prices and one-time promotions!

Anticipate MADNESS! These deals will NOT be available any other time. Be sure to be there if you want to save!

A list of specific promotions is on the Resources tab of IPI2017Momentum.com.

The first round is on us! (Look for a drink ticket in your badge.)



**6:30PM - 10:30PM ..... LAS VEGAS STRIP**



## CREATIVE MOBILE PHOTOGRAPHY INSTAWALK + SCAVENGER HUNT COMPETITION

☐ DOWNLOAD INSTAGRAM APP

☐ CREATE YOUR PROFILE

☐ CHARGE YOUR DEVICE

☐ BRING YOUR DEVICE + ACCESSORIES

Experience an Instawalk - the creative mobile education + event model, included in the IPI MSP, complete with app education, social networking and a friendly competition! We'll provide an inspiring location, an interactive scavenger hunt and as much instruction as you need. The best part is that all of the tools to host an Instawalk in your town are available in the IPI MSP!

Take photos as you enjoy Las Vegas' most extravagant nightlife at Bellagio and surrounding properties. Use creative apps to edit + filter your photos.

### BUSES WILL DEPART THE M RESORT AT 6:30PM SHARP AT THE SPA ENTRANCE.

Your bus captain will provide you with instructions. We'll also provide recommendations for food, entertainment, attractions, and shopping.

### MEET RETURN BUSES AT THE BELLAGIO TOUR LOBBY AT 10:00PM SHARP.

If you choose to stay out longer, you will be responsible for your own transportation back to M Resort. Lyft is your best option for inexpensive local transportation with great service! Download and setup the app ahead of time.



UPLOAD YOUR SHOTS TO INSTAGRAM USING YOUR TEAM HASHTAG!

#IPICTEAM 🤩 #IPICTEAM 😂 #IPICTEAM 🥰 #IPICTEAM 🤪

Teams will be assigned on the bus.

## NOTES

[illegible]

# TUESDAY, JULY 11

## TAKE YOUR NEXT STEPS FORWARD.

### DINING SCHEDULE

MEAL	SPONSOR	TIME	LOCATION
Breakfast	 	8:00am – 9:30am	Milan
Lunch on Trade Show Floor		12:00pm – 1:30pm	Pavilion
Dinner		7:00pm – 8:30pm	Milan

### 8:00AM - 9:30AM ..... MILAN

#### MEMBER + SUPPLYING PARTNER BREAKFAST OFFICIAL BUSINESS MEETING

- State of IPI - What's in store for the future?
- Spotlight on IPI Supplying Partners
- Instawalk winning team will be announced.



One person from each member business will be required to sign-in at the door, as this will count as our Official Member Business Meeting

### 9:30AM - 10:00AM ..... TERRACE 3

#### MEMBER + SUPPLYING PARTNER GROUP PHOTO

From breakfast, head directly outside to the Terrace. Please remove your badge and leave any bags, etc. off to the side. Visit the FUJIFILM booth during the Trade Show for a FREE print of the group photo!



### 10:00AM - 4:00PM ..... PAVILION

#### IPI BOOTH / THE PRINT REFINERY™ LEARNING CENTER

Stop by and chat with your IPI HQ team! Learn what impactful new concepts you can adopt in your business.

- Explore the latest progress and solutions from The Print Refinery™.
- Experience the FUJIFILM Wonder Photo Shop.
- NEW! MSP holiday templates + Signature Products.
- NEW! Preview two store display kits - available for all IPI members.
  - COMMERCIAL DISPLAY KIT - available for purchase.
  - CUSTOM FRAMING DISPLAY KIT - available through IPI and Larson Juhl.



START YOUR  
HOLIDAY PLANNING  
Pick up your MSP DVDs  
and get started!



# TUESDAY, JULY 11

# Use #IPIMOMENTUM when sharing videos, photos and comments on social media.

10:00AM - 4:00PM ..... PAVILION



## SUPPLYING PARTNER TRADE SHOW

At 10:00am, IPI members will enter the show ready to BUY IPI! Discover new solutions around every corner. Lunch will be served on the Trade Show floor.

**YOUR LUNCH TICKET IS IN YOUR BADGE.**



**OUR STRATEGIC RELATIONSHIPS WITH OUR INDUSTRY SUPPLYING PARTNERS ARE OF EXTREME IMPORTANCE TO US. THANK YOU FOR ALL THAT YOU DO FOR OUR ORGANIZATION!**

4:30PM - 6:30PM ..... MODENA 1

### DAKIS USER GROUP: WHAT'S NEW & WHAT'S COMING!

This is the session you really don't want to miss! Welcome to the most anticipated session. It's the time & place to provide your feedback and wishlist. We will discuss dakis' exciting new products, services and innovations. Note that seats are limited; expect a full house, so come early to grab a good seat.

7:00PM - 8:30PM ..... MILAN

### MEMBER + SUPPLYING PARTNER APPRECIATION DINNER

Enjoy networking with fellow members and Supplying Partners.

8:30PM - 12:00AM ..... LUX

### MEMBER + SUPPLYING PARTNER NETWORKING CELEBRATION

Take your business to the top — of M Resort, that is. Enjoy 3 1/2 hours of networking and fun with your fellow members and Supplying Partners. The first round is on us! (Find the elevators around the corner from the hotel's front desk and directly across from the Pasta Bar and Steak House.)



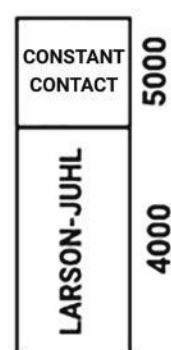
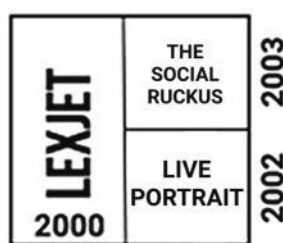
# IPI 2017

## TRADE SHOW FLOOR MAP



MEMBER NETWORK™

MALDEN 116	NEIL ENTERPRISES 117						
CUSTOM COLOUR IMAGING 112	HOLLYWOOD FOTOFIX 113	CRE 212	FASTBIND 213	CODA 312	TIMESTONE SOFTWARE 313	MACKAY MITCHELL 412	STOREFRONT 417
PETERSON'S VIDEO TRANSFER 110							BROOKE 411
ROES 108	DRIVE SAVERS 109	NORITSU 208	CLEAR BAGS 209	PTS 308	ISODISC 309	PRINZ 408	PREMIER IMAGING 407
TAP 104	3Q SUPPLY 105	PROCESS POINT 204	VIVID-PIX 205	DAKIS 304	AMERICAN DIRECT SALES 305	SAGE 404	DFS 405
GBC 102	POLI-PRO-USA 101	CONDÉ 200	PAKOR 203	COLORCENTRIC 300	CANON 301	PHOTO FINALE 400	ORBUS 403
PIONEER 100			PMSI 201				GRAPHX 401



ENTRANCE

# EXHIBITOR LIST

COMPANY	BOOTH #
3Q Supply	105
American Direct Sales	305
Brooke International	411
Canon USA	301
ClearBags	209
Coda	312
ColorCentric	300
Condé Systems	200
Constant Contact	5000
CRE	212
Custom Colour Imaging	112
dakis	304
DFS	405
DriveSavers	109
FastBind	213
FUJIFILM	1000
GBC	102
Graphx / Photogize	401
Hollywood FotoFix	113
ISODISC	309
Larson-Juhl	4000
Live Portrait	2002
LexJet	2000

COMPANY	BOOTH #
MackayMitchell Photopak	412
Malden International Designs	116
Neil Enterprises	117
Noritsu	208
Orbus Exhibit + Display Group	403
Pakor	203
Peterson's Video Transfer Services	110
Photo Finale	400
Pioneer Photo Albums	100
Poli-Pro-USA	101
Premier Imaging Products	407
Prinz	408
ProcessPoint	204
PMSI	201
PTS Consulting & Service Group	308
ROES - SoftWorks Systems	108
SAGE	404
StoreFront.com	417
TAP Packaging Solutions	104
The Print Refinery™ Learning Center	3000
The Social Ruckus	2003
TimeStone Software	313
Vivid-Pix	205

As of 06/24/17

Platinum Partner

Premium Platinum



# WEDNESDAY, JULY 12

## YOUR REINVENTION IS GAINING SPEED.

### DINING SCHEDULE

MEAL	SPONSOR	TIME	LOCATION
Breakfast	  	7:30am – 8:30am	Terrace 1
Refreshment Break		10:45am – 11:00am	Promenade
Lunch		12:00pm – 1:00pm	VUE (Casino Level)
Refreshment Break		3:00pm (approx.)	Promenade
Farewell Dinner		6:30pm – 8:30pm	Studio B Buffet (Casino Level)



Learn from some of the most talented and successful business experts on how to strengthen your business skills, market your services and operate a profitable business.

*All sessions will be recorded. Please see page six for details.*

### 8:30AM - 9:30AM

#### HOW TO CASH IN ON VIDEO

**MARCHE 1 • KIM BULTSMA - A CUP OF CONTENT**

They're everywhere: Instagram, YouTube, Facebook. Video is clearly the hottest thing since Facebook, and this session will show you how to cash in on it! Learn:

- Why video and live video are so important and can help your engagement and ROI
- Develop a consistent strategy for video
- What equipment is necessary (and NOT expensive!)

#### WHY SHOULD MY BUSINESS USE A CRM? (IT'S MORE THAN JUST EMAIL MARKETING.)

**MARCHE 3 • JUSTIN MILLER - PROFIT 911 CONSULTING**

- \$1 CRM spend = \$9.71 in revenue.
- Businesses see 451% growth in qualified leads after successfully adopting a CRM.
- Yet only 24% of small businesses use a CRM!
- Come learn your options and all the benefits.

#### CRAZY FUN "OUT OF THE BOX" SUBLIMATION PRODUCTS TO INCREASE PROFITS

**MARCHE 2 • JUDI WEBER - QUALITY PLUS PHOTO**

Learn how to expand your offerings and offer crazy products on which to sublimate that you NEVER thought would be possible.

#### MONETIZING MOBILE PHOTOS

**MODENA 2 • LARRY STEINER - SPECTRUM PHOTO + MARSHA PHILLIPS - THE PRINT REFINERY™ BOZEMAN**

- Explore the interface between mobile device photos and the retail store monetization of them.
- Survey kiosks, online and messaging options
- Participate in a frank discussion of the challenges and successes of mobile photo retailing.

#### THE ART OF GLASS ETCHING

**MOLISE 1 • WHITNEY SOLOMON + LAURA COLEMAN - IPI HQ**

- Etched glass gifts have the potential to be your biggest seller this holiday season!
- Learn how quick and simple it is to produce these items in house with minimal start up cost!
- Offer beautiful personalized glass etched gifts such as baking dishes, wine glasses + mugs.

#### 5 WAYS TO A MORE PROFITABLE WEBSITE

**MODENA 3 • STEVE GIORDANO - PHOTO FINALE**

*This session is a repeat from Monday.*

Most of us are too busy to focus on all the little details when it comes to websites. We often set it and forget it. It turns out this is not a good strategy for running an online/mobile printing business. A website needs all the TLC of a new relationship and all the dedication of an old one. We have some tips to help you get the most out of your website and free you from the time-consuming chore of tweaking, maintaining, and updating so you can focus on the profit! In this session, we will focus on a few easy-to-implement techniques that will impact your bottom line.

#### MSP = MARKETING MAGIC (AND MAJOR TIME SAVINGS!)

**MOLISE 2 • ERIN VON HOLDT - IPI HQ**

Learn the ins and outs of the popular MSP and MMS marketing programs and make sure you're making the most out of these valuable tools!

- In-depth content overview for veterans + newbies
- NEW must-see Signature Products + Services
- Tour the MSP Hub for content access
- Hear what's in the pipeline for the next 12 months!
- Get to know our MMS Services for email, social media and digital signage.
- Ask all of your questions.

#### WINNING CUSTOMERS: OMNI-CHANNEL SOLUTION, RESPONSIVE WEBSITE AND SEO+SEM

**MODENA 1 • PHILIPPE HUGRON - DAKIS**

When Dodge, Dip, Dive, Duck and Dodge is no longer a viable strategy, time to learn about what really works: Omnichannel solution, responsive website and SEO+SEM. #Valor!

9:45AM - 10:45AM

## 20 SECRETS TO SIZZLING SOCIAL MEDIA SUCCESS

### MARCHE 1 • KIM BULTSMA - A CUP OF CONTENT

Using social media wisely MUST mean saving time, increasing your visibility and reach, promoting your products—and having people think you are present more than you've ever actually been before. In this session, you'll learn simple and effective tricks and secrets to make your social media less time-consuming and more effective. We'll cover all the major social channels you should consider, as well as scheduling platforms, systems, and more. Lots of information, including take-aways you can start implementing immediately!

## 7 DOS AND DON'TS OF EMAIL MARKETING

### MARCHE 2 • JENNA SHAFFER - CONSTANT CONTACT

Want to send better looking and effective emails? We'll show you how to make the most out of email marketing for your business. When the session is done you'll have a greater understanding of email marketing basics like design, goals and objectives. You'll learn what a "campaign" is and what to write about and offer in that campaign.

## LIFECYCLE MARKETING: HOW TO ATTRACT, SELL AND WOW MORE CUSTOMERS

### MARCHE 3 • JUSTIN MILLER - PROFIT 911 CONSULTING

- A simple framework that you can use to attract customers, grow sales and deliver a wowing customer experience
- How to integrate the individual phases into a single system
- This session is sponsored by Infusionsoft.

## 5 TRILLION PHOTOS NEED YOUR HELP TO BE SCANNED, RESTORED, RE-PURPOSED + SHARED

### MODENA 1 • RICK VOIGHT - VIVID-PIX

Help your customers tell a story with their photos. They need your consultation services and DIY solutions. How many photo businesses provide this kind of REVENUE & PROFIT opportunity?

## HOW ONE OLD GUY IS MAKING HIS BUSINESS RELEVANT TO TODAY'S CUSTOMER

### MODENA 2 • FRANK DISTEFANO - FLEETWOOD PHOTO

- What to look for when recruiting your team: specialists such as designers or customer service people
- Remember it is all about the experience whether in-store or online.
- Get out of your own way and don't micro-manage.

## PHOTO FINALE PROOFING GALLERY BEST PRACTICES

### MODENA 3 • STEVE GIORDANO - PHOTO FINALE

*This session is a repeat from Monday.*

We hear it every day: I need to grow my business with photographers! Most of you think you can't compete with SmugMug, Millers, or Whitehouse. Guess what—YOU CAN! And it's easy. Even better, it's low-cost. Come to this session to learn how to build a program that you can market in your area.

## NEW CHANGES TO GOOGLE — ARE ONLINE SHOPPERS FINDING YOU?

### MOLISE 1 • BRITTANY MURPHY - ONE THING MARKETING

- Newest changes to search engines and how to work with them to promote your business on the web
- Top strategies for increasing visits to your website and boosting conversion
- Answers to any questions you might have about marketing your business online

## THE DIY CLASS HOSTING EXPERIENCE (WITH COCKTAILS)

### MOLISE 2 • ERIN VON HOLT, BRENDA DIVINCENZO, LAURA COLEMAN - IPI HQ

See the ladies of IPI cut loose! Did you know the MSP has several DIY and "make + take" social event guides (and ancillary marketing materials)? You'll never forget it after this wild party!

- Learn best practices for hosting an engaging event; gain confidence hosting groups at your location.
- Discover MSP event guides for the Monthly Social Event Collection and various themed classes.
- Make + take a beautifully packaged product.

11:00AM - 12:00PM

## BLOGGING FOR SEO

### MARCHE 1 • KIM BULTSMA - A CUP OF CONTENT

Content is all the rage these days, but it's tough when you don't know where to start or how to blog in the first place. In this session, you'll learn:

- Fundamentals of SEO in terms you can understand
- Simple ways to check your website's rankings
- Think like your customers to create engaging content
- 7 steps to write a simple blog post
- Actionable tips for being consistent
- How to make your blogs continue to work for you after the virtual ink is dry

## EMAIL MARKETING QUICKSTART

### MARCHE 2 • JENNA SHAFFER - CONSTANT CONTACT

- See a demo of the newest and coolest version of Constant Contact.
- Get an understanding of the basics of creating mobile responsive emails that produce real results.
- Learn next steps for producing your email marketing strategy.

## TRAIN THE TRAINER

### MODENA 2 • JON SHAVER

### - THE PRINT REFINERY™ BOZEMAN

- How to successfully set up marketing and use word of mouth in successful advertising
- How to speak with character and make an impact with class attendees
- How to sell products in class and extend sales after the class is over

## WHY AUTOMATION SAVES TIME, MONEY AND YOUR BUSINESS!

### MODENA 1 • ALEX RAVARI - LABLOGICS

- Does every lab need automation?
- Different levels of automation
- Using LabWorks as a tool for automation and lab management (demo)

## PHOTO GEEK TIME! LET'S GET TECHNICAL

### MODENA 3 • STEVE GIORDANO - PHOTO FINALE

*This session is a repeat from Monday.*

This is a full explanation of the functionality of Lab 50, Print 50, myLab, APM Kiosk, Photo Finale, and our mobile apps. Everything you ever wanted to know about how to configure, customize, and "pimp" your photo business is in this presentation, including what we've learned from other retailers who think outside the box — what's worked, and what hasn't.

## PROFITABLE PRESERVATION

### MOLISE 1 • BECKY BALL - PHOTOSMITH

### JUDI WEBER - QUALITY PLUS PHOTO

Looking for new ways to promote your archiving services? Learn how Judi and Becky do it through their heritage honoring experiences! We'll introduce a whole new series on promoting preservation, including products and events you can market to both existing and potential customers to create exceptional customer experiences and increase sales!

## THE COST IS RIGHT!

### MOLISE 2 • MARI SOMARRIBA - IPI HQ

Come on down! Or up? What is the actual (retail) cost for your goods and services? I invite you to spin your wheels with me as we attempt to look at different accounting calculations that can assist in identifying your true cost of goods, labor, and overhead allocation. In turn, determine if great profits will be yours, if you priced it right!

WEDNESDAY, JULY 12

# Use #IPI MOMENTUM when sharing videos, photos and comments on social media.



1:00PM - 5:30PM ..... MILAN 3

*This session will be livestreamed and recorded. See page six for details.*

### KEYNOTE SPEAKER: JEFF SLUTSKY, "THE STREET FIGHTER"

#### MARKETING WITHOUT MONEY + SELLING MADE SUPER SIMPLE

Are you challenged with finding cost-effective marketing? Jeff Slutsky has dedicated his career to developing tactics and systems for you to advertise, market and increase your top line sales on the local level without spending a lot of money. His programs are designed to work seamlessly within your existing operation and without taking a lot of your time. Learn valuable ideas that can be implemented immediately for getting more customers and increasing foot traffic, average check or transaction, and customer frequency.

#### STREET FIGHTER MARKETING: OUT-THINKING, NOT OUT-SPENDING YOUR COMPETITION

Jeff will also be putting the icing on your proverbial IPIC 2017 cake. He will return to the stage to discuss staying ahead of the competition through the design and implementation of a "Street-fighter" marketing plan, successfully overcoming challenges of implementing the marketing plan, identifying potential customers, and skill sets for closing sales. Focus on creating an actual marketing plan (a 90-day "plan-of-attack" using very little money) based on the tactics and strategies provided and geared specifically for your business.

#### FOCUS ON REINVENTION + MOMENTUM

- Moving from Retail to E-Commerce after 35 Years with IPI founding member, John Albright
- Momentum Rockstars – Forward-moving members with successes and ideas to share
- T.K. Broecker + Marsha Phillips share their 2016 reinvention stories
- Formula for Success - What's happening in the marketplace? Learn what other retail/service providers are doing to succeed. What can you implement immediately after IPIC? Gain momentum without reinventing the wheel.



6:30PM - 8:30PM ..... STUDIO B BUFFET (CASINO LEVEL)

### FAREWELL DINNER

#### ALL YOU CAN EAT AND DRINK ON US!

Your ticket can be found in your badge. The Studio B Buffet is located on the Casino level. Enter through the VIP line. We will have the back room reserved.



8:30PM - 10:30PM ..... NETWORKING SUITES (EAST + WEST)

### PARTING IS SUCH SUITE SORROW

Join us for networking, games and fun in our two festive suites: Home Suite Home (East) and How Suite It Is (West). Room numbers TBA.



# NOTES

[illegible]

# THURSDAY, JULY 13

## ESCALATE YOUR PROGRESS WITH INNOVATION.

### BONUS DAY!

7:30AM - 9:30AM ..... MODENA 1

#### THE PRINT REFINERY™ UNPLUGGED! (BREAKFAST)

WITH RON MOHNEY, ERIN VON HOLDT + BRENDA DIVINCENZO  
AND SPECIAL GUESTS T.K. BROECKER + MARSHA PHILLIPS

Are you interested in learning more about The Print Refinery™ licensing opportunity? Attend this session for detailed discussion and Q+A for any interest level. Continental breakfast will be served.

So, you want to open a business — but not just any business. You're looking for something unique — the right fit. A business that aligns with your interests, yet lucrative enough to provide financial success. A business where you can put your imagination to work every day. A dynamic business filled with personality and potential. Welcome to The Print Refinery™.

- The go-to place for creative solutions
- A profitable business that aligns with your personality and goals
- A proven independent model that offers the perfect marriage of creativity + innovation
- A dynamic + modern, self-sustaining brand with stand-alone, co-branded and store-within-a-store options
- There's absolutely no guesswork and you're never alone.
- You can stop worrying about what's next and focus on enjoying your business.



9:30AM - 4:30PM ..... VARIOUS DESTINATIONS



#### BREATHTAKING PHOTO NETWORKING EXCURSION

Explore Lake Mead, Colorado River, Hoover Dam + Techatticup Gold Mine and learn how to offer photo tours, photo walks and InstaWalks. Take breathtaking photos and exciting videos!

Spend a day unwinding after IPIC 2017, networking with the very best people you know! Discuss new ideas and next steps. Employ accountability partners for new goals.

This experience is a vast departure from typical Las Vegas Strip activities. This is also a family-friendly event. IPI will take care of the transportation, water, snacks and light lunch. (Please bring \$50+ per person in cash.) You will be responsible for admission fees and any tips for your tour guides.

Two tours in one day!

First stop: **HOOVER DAM POSTCARD RAFT TOUR**

And then on to: **EL DORADO CANYON MINE TOUR**

Meet the bus at the Spa entrance at 9:30am. We will depart at 9:45am sharp. The bus will return to M Resort at approximately 4:30pm.



## NOTES

[illegible]

# #IPI MOMENTUM

