



#IPICBOLD

**IPIC**

INTERNATIONAL  
PRINT + IMAGING  
CONFERENCE



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OPTIMIZED FOR YOUR MOBILE DEVICE!

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**#IPICBOLD**

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**FUJIFILM**  
Value from Innovation

  
ColorCentric

 **LexJet**<sup>®</sup>

# WELCOME TO THE INTERNATIONAL PRINT + IMAGING CONFERENCE!

This year we celebrate 36 years of providing growth and profit building programs to our members in the imaging, graphics and printing industry. As we accelerate our reinvention journey, we remain focused and disciplined on delivering programs that help our members reinvent their own businesses.

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 as partners, we continue to provide innovation in services, products, education, marketing, technology and group buying, all of which give IPI members the ability to beat any competitor.

Welcome to IPIC, where we are ridiculously obsessed with your wild success in 2018 and beyond!

## A Special Message to Our Members

Are you taking advantage of the benefits that IPI provides for you? We are surprised when members tell us that they are unaware of one program or another. [Here are the Top Ten items members tell us they are using to grow and profit.](#)

1. **Purchasing.** Buy from IPI Supplying Partners (vendors). With each purchase you enable IPI to provide these benefits and increase your annual profit sharing check.
2. **Annual Conference.** Imagine the best minds all coming together to share in a fun and casual environment. Walk away with new ideas, tools, solutions and lifelong friends.
3. **Boot Camps.** Some topics just demand a day or two of intensive learning in order for successful implementation. Add a new, proven-to-be-profitable revenue stream to your business.
4. **IPIPhoto.com Forum.** Use the Forum to network 24/7. Learn about equipment; troubleshoot technical issues; buy and sell parts, supplies and equipment; discuss business operations and brainstorm new marketing techniques.
5. **Educate your team.** Set up each of your team members with their own IPIPhoto.com login and have them added to our email distribution lists. Empower them to work smart by utilizing our tools and networking opportunities.
6. **Year Round Learning.** Receive the latest, relevant information via email or the Forum. Or join us for a training webinar or a live news broadcast. [Stay tuned for the launch of IPI 360° Live this summer!](#)
7. **Marketing Solutions Program.** It's not just a template program (although new designs and product development are key), but a full marketing campaign system designed to attract new customers and increase sales.
8. **Managed Marketing Services.** Let us take marketing off of your hands so that you can focus on service and quality. Our managed services include social media, email, digital signage and new services to be announced this year.
9. **The Print Refinery™.** Convert your business to a co-branded location of The Print Refinery™ where we handle most of your marketing, from strategy to execution. You're licensing a brand and putting the IPI HQ Team to work for you. At the very least, pay attention to the successes licensees are having and steal the ideas. It's not a franchise.
10. **Tell us how to best serve you.** Participate in annual surveys, shoot us an email or just pick up the phone for a chat.
11. **Step outside of your comfort zone!** (Yes, this is Number 11 in our Top 10 List.) Have you tried our new Business Consulting program, Store Displays (archiving, commercial + custom framing) or Packaging Guide? Have you added Live Portrait to your greeting cards and wall installations? Have you held an Open House following our custom guide or planned the future of your business with the (developed just for you) Fearless Reinvention System™? These and so many other resources are available to you, and, in most cases, all you have to do is login to IPIPhoto.com and they'll magically appear on your screen.

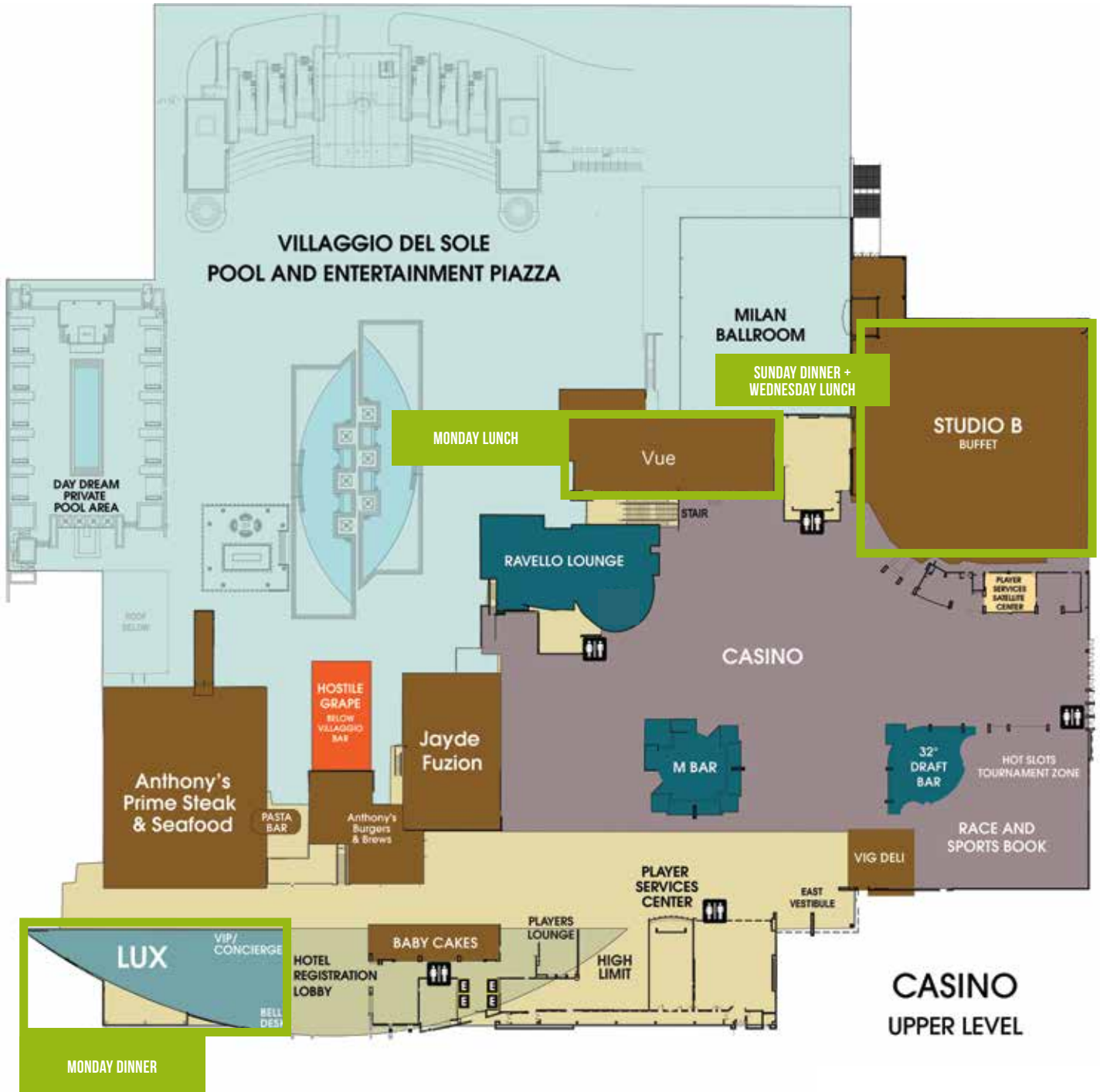
**Be Bold in 2018!** At IPIC this year, be bold and take the time to talk with the HQ Team, your Board of Directors, our Supplying Partners, and meet as many fellow members as you can. When you return to your business, use the program list above to **Be Bold** and take advantage of all your membership services. Make 2018 the year you decide to make your business work harder for you!



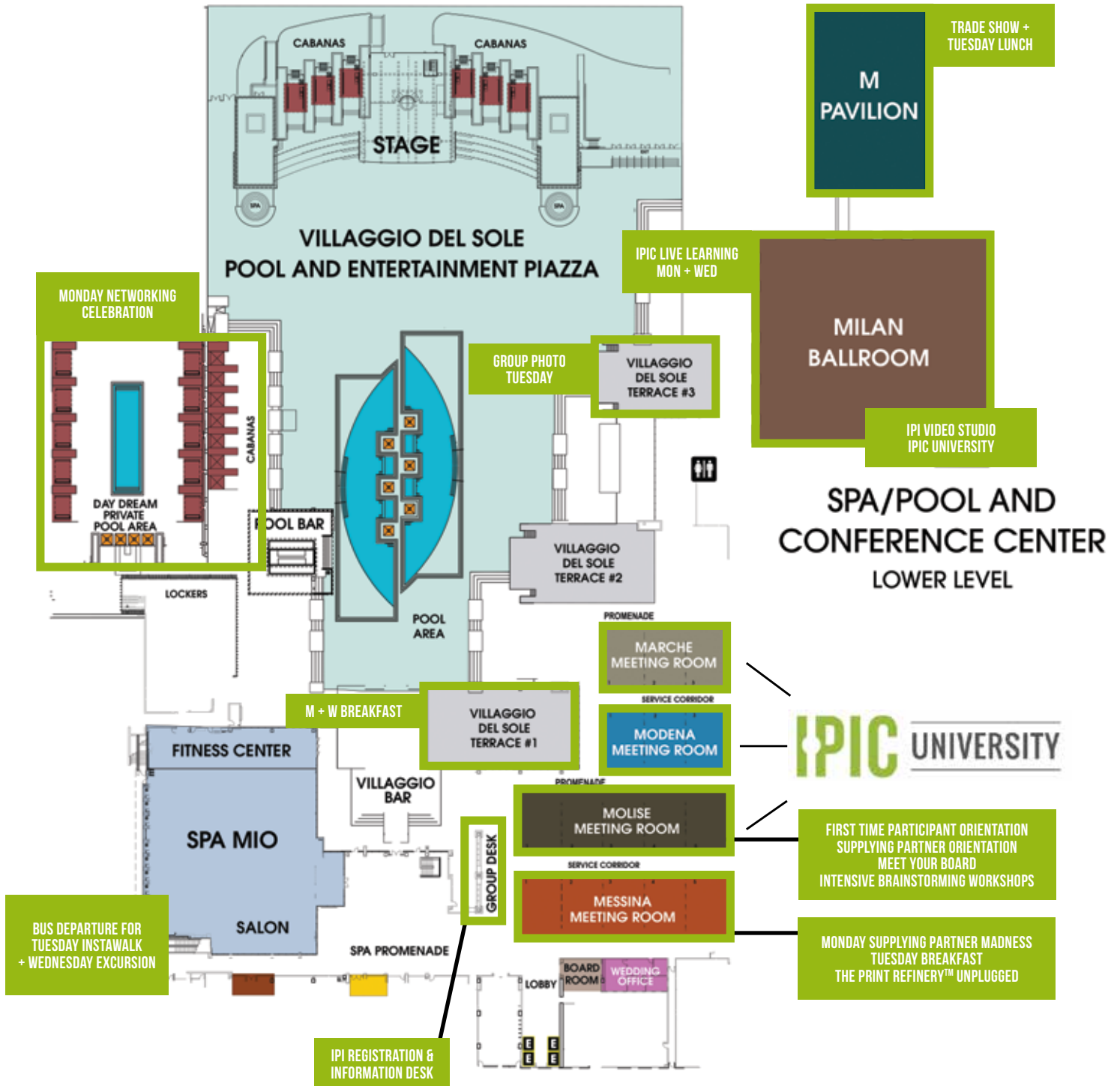
Ron Mohney  
Executive Director

Ron Mohney, Executive Director

# M RESORT HOTEL MAP



# M RESORT CONFERENCE MAP



# SCHEDULE OF EVENTS

## SUNDAY, JULY 15

5:30pm - 8:30pm	Badge Pick-Up	IPIC Registration Desk
6:30pm - 7:00pm	First-Time Participant Orientation	Molise 1
6:30pm - 7:00pm	Supplying Partner IPIC Orientation	Molise 2
7:00pm - 8:30pm	Welcome Dinner Experience	Studio B Buffet

## MONDAY, JULY 16

8:00am - 9:00am	Breakfast	Terrace 1
9:00am - 10:30am	IPIC LIVE LEARNING	Milan 3
11:00am - 12:00pm	IPIC UNIVERSITY	Various Classrooms
12:00pm - 1:30pm	Mix-Up Lunch	VUE
1:30pm - 3:00pm	IPIC LIVE LEARNING	Milan 3
3:30pm - 4:30pm	IPIC UNIVERSITY	Various Classrooms
5:00pm - 6:30pm	Supplying Partner Madness	Messina
7:00pm - 8:30pm	Sunset Dinner	LUX
8:30pm - 11:59pm	Networking Celebration	DayDream Pool

## TUESDAY, JULY 17

7:30am - 8:00am	Meet Your Board	Molise 1
8:00am - 9:30am	Networking Breakfast + Official Meeting	Messina
9:30am - 10:00am	Member + Supplying Partner Group Photo	Terrace 3
10:00am - 4:00pm	Trade Show + Learning Center	Pavilion
12:00pm - 1:30pm	Lunch	Pavilion
4:00pm - 7:00pm	Free Afternoon	Your Choice
7:00pm - 11:00pm	Las Vegas Strip Instawalk	LINQ on Las Vegas Strip

## WEDNESDAY, JULY 18

8:00am - 9:00am	Breakfast	Terrace 1
9:00am - 10:30am	IPIC LIVE LEARNING	Milan 3
11:00am - 12:00pm	IPIC UNIVERSITY	Various Classrooms
12:00pm - 1:30pm	Lunch	Studio B Buffet
1:30pm - 3:00pm	IPIC LIVE LEARNING	Milan 3
3:30pm - 6:00pm	IPIC UNIVERSITY	Various Classrooms
6:30pm - 11:00pm	Fujifilm Networking Excursion + Lab Tour	Lab + Strip
10:00pm - 11:59pm	Networking Suites	East + West (Room #s TBA)

## THURSDAY, JULY 19

8:30am - 10:30am	Intensive Brainstorming Workshops	Various Classrooms
11:00am - 12:00pm	The Print Refinery™ Unplugged	Messina 1

# SUPPLYING PARTNER INFORMATION

## WELCOME TO IPIC!

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 IPIC is greatly appreciated. In addition, we want to recognize your commitment to the diverse portfolio and profit growth of our membership. Thank you!



## JOIN US ALL WEEK!

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

## FEEDBACK? YES, PLEASE!

Upon return from IPIC 2018, you will receive a survey via email. Please complete it as soon as possible. Survey links are also available on the Resources tab of IPIC2018.com.

## IMPORTANT CONTACT INFORMATION

Las Vegas Expo (Official Trade Show Service Team):

Missy or Daniela (702) 248-6200 ext. 605 or exhibitorservices@lvexpo.com

M Resort (Electricity, Internet, AV): (702) 797-1566

Ron Mohny (Executive Director - IPI): (702) 465-0339

Whitney Solomon (Supplying Partner Concierge - IPI): (702) 321-8158

## KEY SUPPLYING PARTNER EVENTS

We recommend attending all meals and evening activities to maximize your face-to-face time with members. See page 6 for full event schedule.

### SUNDAY, JULY 15

#### Supplying Partner IPIC Orientation

6:30pm - 7:00pm | Molise 2

### MONDAY, JULY 16

#### Trade Show Setup

8:00am - 4:00pm | Pavilion

Exhibitor badge required for entry.

Please comply with start + end times.

#### Live Learning + Supplying Partner Rapid Rounds

9:00am - 10:30am | Milan 3

1:30pm - 3:00pm | Milan 3

Please arrive 15 minutes early for your assigned session.

#### University Sessions

11:00am - 12:00pm | Various classrooms

3:30pm - 4:30pm | Various classrooms

Presenters should set up 30 minutes prior to class time.

#### Supplying Partner Madness

5:00pm - 6:30pm | Messina • Set up begins at 4:00pm.

### TUESDAY, JULY 17

#### 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.

### WEDNESDAY, JULY 18

#### Live Learning

9:00am - 10:30am | Milan 3

1:30pm - 3:00pm | Milan 3

#### University Sessions

11:00am - 12:00pm | Various classrooms

3:30pm - 6:00pm | Various classrooms

Presenters should set up 30 minutes prior to class time.



SCAN TO VIEW  
RAPID ROUNDS  
SCHEDULE



SCAN TO VIEW  
EXHIBITOR KIT

# GENERAL INFORMATION



## IPIC Registration + Information

The IPIC Registration + Information Desk is open the following hours:  
 Sunday | 5:30pm – 8:30pm  
 Monday | 8:00am – 6:30pm  
 Tuesday | 8:00am – 4:00pm  
 Wednesday | 8:00am – 6:00pm



## After Hours Emergencies

Please call or text 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 "IPIC2018" 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. All IPIC University sessions are recorded. Click on the "IPIC 2018" 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 24th. You will be entered in a raffle to win an iPad mini! Winners will be announced July 27th.

## SUNDAY, JULY 15

### FIRST-TIME PARTICIPANT ORIENTATION

Molise 1 • 6:30PM - 7:00PM

Is this your first time attending IPIC? Join us for a quick orientation and meet + greet. Pick up last minute tips, ask 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 new friends that will join your quest for collecting tools + knowledge that fit your IPIC goals.

### SUPPLYING PARTNER IPIC ORIENTATION


Molise 2 • 6:30PM - 7:00PM

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.

### CREATION STATION SAMPLE DROP-OFF

IPIC Registration Desk


Drop off your materials for the Print Quality Test and Member Creation Station near the IPIC Registration Desk. See page 11 for details.

MEAL	SPONSOR	TIME	LOCATION
Welcome Dinner		7:00pm – 8:30pm	Studio B Buffet (Casino Level)

Your buffet ticket is included in your badge. Please enter through the VIP line. IPI has reserved the back room.



**MONDAY, JULY 16**

MEAL	SPONSOR	TIME	LOCATION
Breakfast		8:00am - 9:00am	Terrace 1
Photo Finale Mix-Up Lunch	<b>PHOTO FINALE</b>	12:00pm - 1:30pm	VUE
Dinner	<b>FUJIFILM</b>	7:00pm - 8:30pm	LUX



### **DIY Video Studio**

**8:00am - 5:00pm | MILAN 5**

Record your very own promotional video using our equipment and content ideas. Bring the footage to Erin Manning's University sessions and learn how to edit and produce your very own video. Leave IPIC ready to promote your business with a personalized and professional marketing tool. Space is limited! A sign up sheet is posted on the door. Just bring your own blank 4G SD card.

# LIVE LEARNING

Experience member-driven education in a fast-paced format. Uncover member success secrets and discover unexpected morsels of knowledge as we turn the tables and put the audience on the stage. If you need to know it, we're going to show it. We'll reveal no brainers and hacks from those that are getting it done. It's all easier than you think; so scoop up these ideas and then just do it!

## **ACT 1**

**9:00AM - 10:30AM | MILAN 3**

### **DRUMROLL, PLEASE.**

- Business Strategy + Management Tips from the Master
- Margin Madness with B2B/Outside/Commercial Sales
- The Who, What, Why + How of IPI Supplying Partners: Never say, "No!" again!
- Supplying Partner Rapid Rounds featuring: AnaJet, Brooke International, Canon USA, Coda, ColorCentric, Condé, CRE, dakis, DFS, Fastbind USA, Lablogics and Malden International Designs
- The Future of Archiving with Cathi Nelson, Rachel Arbuckle, Judi Weber + Becky Ball
- MacKenzie Hughes from The Print Refinery™ @ Fort Worth Camera Runs His Texas-Sized Mouth
- Deb Johnson from Robin Imaging on Engagement + Experience
- Other topics include: Success Stories, Incredibly Implementable Ideas, Store Tours, Tech Topics, Forum Facts, plus everything you ever wanted to know about online marketing, SEO + social media

## **ACT 2**

**1:30PM - 3:00PM | MILAN 3**

### **MAKE SOME NOISE.**

- Business Strategy + Management Tips from the Master
- Capitalizing on the Personalization Explosion
- Supplying Partner Rapid Rounds featuring: Noritsu, Pakor, Perfectly Clear/Athentech, Peterson's Video Transfer Services, ProcessPoint, PMSI, SAGE, SoftWorks Systems/ROES, Southpoint, Vivid-Pix and Photo Finale
- Carly Michael from Michaels Camera Video Digital on Encouraging the World to Print
- Brooke Welch from F-11 Photo – The Print Refinery™ Bozeman on Social Media
- Rob Comeau from ColorCentric on Turning Art into Products
- Other topics include: Success Stories, Incredibly Implementable Ideas, Store Tours, Tech Topics, Forum Facts, plus everything you ever wanted to know about online marketing, SEO + social media

*These sessions will be livestreamed and recorded. See page eight for details.*

MONDAY, JULY 16

# UNIVERSITY SESSIONS

11:00AM - 12:00PM AND 3:30PM - 4:30PM

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

All sessions will be recorded. Please see page eight for details.

11:00AM - 12:00PM

## The NEW dakis Omni-Channel Kiosk Solves All Your Problems

[Phil Hugron + The dakis Team](#)

MARCHE 3

It's the Swiss knife of kiosks with the right features for all occasions. 1 click iCloud images, best Universal WiFi (NO APP), and best hardware all to the kiosk. NEW instant print directly to the Fuji X100, NEW 4th generation Omni-Kiosk, multi-store and outlab fulfillment and much more. dakis Partners can discover new powerpack features. Not a dakis kiosk Partner yet? It's time to make the switch.

## Photo Organizing Strategies – Easy Implementation to Increase Revenue

[Cathi Nelson - APPO](#)

MODENA 3

Discover strategies to capitalize on the growing interest and the need for a photo organizing service. Learn tactics to acquire repeat customers, build relationships with vendors and increase cash flow. Become the expert in your community today with these proven strategies!

- Concierge service
- DIY classes
- In-Store services

## How to Increase Your Revenue by Selling Promotional Products

[Ben Haynes - SAGE](#)

MODENA 2

Do you want an average profit margin of 40%? Become a Promotional Product Distributors by breaking into this \$20 billion per year industry.

- Simple to start.

- Add promotional products to your existing line.
- Source the best products at the best prices.
- Attract new clientele + increase profits.
- Be your existing client's go-to for their brand.

## Learn Like the Pros How to Use ROES

[Kirk Arends - ROES](#)

MOLISE 1

The world's largest pro labs are using ROES Web. Why aren't you?

- Full control of product, price, service + CSS
- Not a % based model
- Complete system from web to mobile
- Flexible + perfect for printing labs of all types

## Big Money from High-Volume Photography

[Chris Wunder - Marathon Press](#)

MARCHE 1

This program spotlights opportunities to expand your business by going vertical – school, sports, directories, dance and more. Get tips 'n tricks!

- Pricing secrets + how to win NEW accounts
- Creating packages to maximize profits
- Recruiting, hiring, and training seasonal staff
- "Picture Perfect" Photo Day

## The Latest InkJet Tech for Solvent, Latex + Aqueous Printers

[Michael Clementi - LexJet](#)

MODENA 1

A full spectrum look at the latest inkjet technology for Solvent, Latex and Aqueous printers. Discover latest tech from Epson, Cannon + HP. Get to know the evolution of past to current printers and the future of the industry. Evaluate printers by the technology and understand their differences. Be at the forefront of change and ahead of your competition with the most advanced printing technologies.

## Putting Your Raving Fans to Work

[MacKenzie Hughes - The Print Refinery™ @ Fort Worth Camera](#)

MOLISE 2

Learn how our Brand Ambassador Program deploys local celebrities to connect with broad fan bases. Let the Ambassadors' passion for your business resonate with their fans on a personal level and influence their brand loyalty. After experiencing this presentation at the 2017 PRO Convention, we were fascinated with how this program can create a win-win for you and your friendly, neighborhood professionals, no matter the products or services.

## Strategies to Connect with Millennials

Repeats on Wednesday

[Steve Giordano - Photo Finale](#)

MOLISE 3

The new dominant photo customer is the Millennial Generation and marketers are working to learn what drives + delights them. Explore strategies that connect them with your products and understand this market. This session will have some Photo Finale related items, but most of the program is designed to help all.

- People in their twenties and early thirties
- 80 million millennials in the U.S.
- Nearly a quarter of the total population
- \$200 billion annual buying power

## Make Money with Dye Sublimation Applications

[Mark Trimble - PMSI](#)

MARCHE 2

Explore complete workflow process from image input to print output to heat press finishing.

- How does dye sublimation work?
- Target specific markets with metal and apparel.
- All photographers, lab owners, and production managers can use this skill.



## Located Near the IPIC Registration Desk

### MEMBER CREATION STATION

Be inspired by the LATEST and GREATEST member concepts and product ideas.

### PRINT QUALITY TEST

Compare and evaluate output quality, color and consistency from various members and equipment types.

## MIX-UP LUNCH

12:00PM - 1:30PM  
VUE (CASINO LEVEL)

.....  
Receive your random table assignment at the door. Meet someone new; learn something you wouldn't have otherwise! Discuss your BOLD goals and get to know the colleagues at your table. DON'T FORGET TO EXCHANGE BUSINESS CARDS!  
.....

Sponsored by:

**PHOTO FINALE**

**3:30PM - 4:30PM**

**Ignite your business with the dakis high-performance responsive website and the new omni-channel Photo Solutions.**

[Philippe Hugron - dakis](#)

**MARCHE 3**

Mobile makes the world go round. Apps are dead.

Google Chrome 68 is being released now and wants your site to be secure. Lock it up. Appease the Google Gods. 2009 called; it's time to move to a High-Performance Responsive Website with an Embedded Omni-Channel Photo Solutions. Big words, bigger results! Experience the difference between an old, boring online solution and the NEW dakis High-Performance Web Solutions made for today's successful imaging retailer.

### LabWorks can boost your bottom line!

[Alex Ravari - Lablogics](#)

**MARCHE 2**

Who wants to move their production to the next level? Join this collaborative panel conversation about recognizing the right time to adopt more serious information systems in your lab. Spending a little now can save more in return!!!

### 10 Minute Trade Show Set Up

[Bill Roman - Orbus](#)

**MODENA 2**

Event to set up? No sweat! Build a stunning 10'x10' event space in less than 10 minutes.

- Tricks to easily attach wall displays + graphics.
- Hands-on training to get familiar with products.
- Create a more productive space.

### Live Demonstrations:

#### 3 Applications in Just 1 Hour

[Michael Clementi - LexJet](#)

**MODENA 1**

A jam-packed hour with the ins + outs of 3 different product applications. See what you can offer your customers with these live demos:

- Create a gallery wrap canvas using GOfame.
- Install a wall mural with LexJet Print-N-Stick.
- Wet mount a graphic to glass with LexJet Simple Grip Backlit.

### Make Money - Direct to Garment Printing

[George Tell - AnaJet](#)

**MOLISE 1**

Create professional apparel in 3 easy steps: Design, Print, and Cure. Learn about the business model, product solutions, and market potential.

- Customize + prepare designs with the AnaJet Software Package.
- Custom prints on demand with the AnaJet DTG Printer
- Create long-lasting, vibrant garments.

### MacKenzie Runs His Texas-Sized Mouth on Unconventional Marketing Tactics

[MacKenzie Hughes - The Print Refinery™ @ Fort Worth Camera](#)

**MOLISE 2**

MacKenzie Hughes from Fort Worth Camera is at

it again! He has tried it all and is going to share his experiences and tips with you!

- Casual social media + video marketing
- Interviews + podcasting
- Leveraging local partnerships for events
- Teaching customers to spend more money
- Developing reactive sales skills

### Print the Whole Story – New Revenue Opportunities for Photo Labs

[John Docherty - Noritsu](#)

**MARCHE 1**

Find out more about how short-run printing can be a highly profitable segment of your business. John Docherty will show you all the opportunities to seek in your community.

- Grow your business through partnerships.
- Cross-sell short-run printing and photo.
- B2B and B2C selling opportunities

### To Discount or Not to Discount? That is the Question!

Repeats on Wednesday

[Steve Giordano - Photo Finale](#)

**MOLISE 3**

Discounting is one of the most common approaches to increasing sales. However, without prep work, those discounts may end up damaging your brand or cutting into profits. How do you guarantee that your discount pricing and strategy will benefit your business rather than hurt it? This session will have some Photo Finale related items, but most of the program is designed to help all.

- Set firm objectives and know the different approaches you can take to reach them.
- Define goals and best approaches to discounting your prices.
- Figure out which metrics to track and verify that you are reaching your goals.
- Measure your success—leading to responsible discounts and profitable results.

### Untapped Revenue in Digital Photo Organizing

[Rachel Arbuckle - APPO](#)

**MODENA 3**

What's the problem? Overwhelmed consumers are dealing with digital photos everywhere – on phones, memory cards, iPads, photo sharing sites, hard drives, computers, and more. Rachel Arbuckle will share the ways to increase revenue by offering solutions.

- Professional file organizing workflow
- In-Store classes
- Facial recognition
- Metadata + storage solutions
- Real-life case studies

**MONDAY, JULY 16**

# SUPPLYING PARTNER MADNESS

**5:00PM - 6:30PM | MESSINA**

**SAVE BIG!  
ON PRODUCTS  
& SERVICES**



Find CRAZY GOOD DEALS from participating IPI Supplying Partners during this fast-paced, 90 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 IPI2018.com.

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



## FUJIFILM MEMBER + SUPPLYING PARTNER APPRECIATION DINNER RECEPTION

**7:00PM - 8:30PM | LUX (TOP FLOOR)**

Take your business to the top – of the M Resort, that is. Enjoy watching the sun set over the Las Vegas Strip while dining and networking with your fellow members and Supplying Partners. (Find the elevators around the corner from the front desk and directly across from the Pasta Bar and Steak House.)





## NETWORKING CELEBRATION

**8:30PM - 11:59PM | DAYDREAM POOL**

Take a break from the indoors + head outside for a poolside celebration after dark. Enjoy 3 1/2 hours of networking + fun. The first round is on us + swimming is optional.



# TUESDAY, JULY 17

MEAL	SPONSOR	TIME	LOCATION
Breakfast		8:00am - 9:30am	Messina
Lunch on Trade Show Floor		12:00pm - 1:30pm	Pavilion

## MEET YOUR BOARD

Molise 1 • 7:30AM - 8:00AM

Come to this informal, pre-breakfast gathering to meet + greet your Board of Directors. Ask questions and pick their Board brains.



## NETWORKING BREAKFAST + OFFICIAL MEETING

Messina • 8:00AM - 9:30AM

This will fulfill our need for an annual Official Meeting, per our bylaws. One person from each member business must sign in. We'll share interesting, fun and exciting facts about IPI, our industry, trends, the future and more. We will also be recognizing some extraordinary members and Supplying Partners for their service.



## IPIC GROUP PHOTO

Terrace 3 • 9:30AM -10:00AM

From breakfast, head directly outside to the Terrace. Members, Supplying Partners and guests are welcomed to participate! 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!



TUESDAY, JULY 17

# TRADE SHOW

10:00AM - 4:00PM | PAVILION

## SUPPLYING PARTNER TRADE SHOW

Join us for this casual shopping time while enjoying of some of the best pricing of the year! Connect with Supplying Partners on a personal level and discover new solutions around every corner. Our strategic relationships with industry Supplying Partners are extremely important to us. Please be sure to greet and thank each of them.

Lunch will be served on the Trade Show floor.

**Your lunch ticket is in your badge!**



## IPI BOOTH / LEARNING CENTER

Stop by the IPI booth and see what is new for 2018. Hang out for a while. Chat with the IPI HQ team.

- Discover how IPI and its partners will grow your business.
- Explore the future of IPI and The Print Refinery™.
- Learn how you can utilize components of The Print Refinery™ in your own business.
- BOLDLY enhance your retail experience + embrace the high margins of commercial sales!
- Pick up the latest set of MSP DVDs.
- Blow off some steam at our fun Trade Show Tailgate Party.



## TAILGATE PARTY

PAVILION - 2:30PM - 4:00PM

Need a quick break from power shopping? Join the festivities at the Trade Show Tailgate Party. We'll have seating, games and goodies. And, when you have made your way around to all of the booths (after 2:30pm), stop by for some delicious treats. There will even be a bar from which you can purchase something more tailgate-appropriate than coffee, tea or water!

**TUESDAY, JULY 17**

# FREE AFTERNOON

**4:00PM - 7:00PM**

# MOBILE PHOTO INSTAWALK

**7:00PM - 11:00PM | LAS VEGAS STRIP - LINQ**

## YEP, IT'S GOING TO BE AN EPIC IPIC EVENT!

We're going retro. All the way back to circa 2015! We're headed back to the LINQ and repeating what might have been the most impassioned and dramatic competition in IPIC history. Three teams will compete for fame and glory. Names will go down in IPI history. Lives will be changed forever.

Experience an Instawalk – the creative mobile photography education + event model, complete with app education, social networking and a competition! We'll provide an inspiring location and instruction for everyone. The best part is that all of the tools to host an Instawalk in your town is available in the IPI MSP!

## BUSES WILL DEPART M RESORT AT 7:00PM SHARP AT THE SPA ENTRANCE.

Your bus captain will provide you with instructions. Competition will be fierce, but fun. Prizes will be awarded. Bring your team spirit! We'll provide recommendations for food, entertainment, attractions, and shopping.

Buses will take us to the LINQ to experience the photographic sights of the Las Vegas Strip. Take photos as you enjoy the sights, shopping, restaurants and nightlife at LINQ. Your photos should artistically express our industry, our IPI family, IPIC, your team color or our 2018 theme of BOLD. Use creative apps to edit your photos. Be creative! Upload your shots to Instagram using your team hashtag: #ipiteamred, #ipiteamgreen or #ipiteamblue.

- Ride the High Roller!
- Go on a Virtual Reality adventure!
- Play games while having a cold beer at AmeriCAN Beer + Cocktails. (Bring your own grub for \$1 drinks until 8:04pm!)
- Bowl and listen to live music at Brooklyn Bowl.
- Get some new ink at Club Tattoo.
- Eat Kosher favorites at Canter's Deli (Yes, our own Phil Canter is related!), fish + chips at Gordon Ramsey's or BBQ at Virgil's.
- Grab a quick bite at Jaburritos, In-N-Out Burger or Haute Doggery.
- Enjoy dinner at Guy Fieri's or Chayo Mexican Kitchen + Tequila Bar or Off the Strip.
- Try out hundreds of beers (and plenty of food) at the Flour + Barley, TAG Sports Bar, The Tilted Kilt, Yard House and O'Sheas.
- Save room for a Sprinkles cupcake, Amorino Gelato or a delicious Ghirardelli treat!
- And get your late night Starbucks fix!

## MEET RETURN BUSES AT 10:30PM SHARP AT HARRAH'S BUS PLAZA.

Please return on the same bus (labeled by team color) on which you arrived. 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.



**#ipiteamred**

**#ipiteamgreen**

**#ipiteamblue**

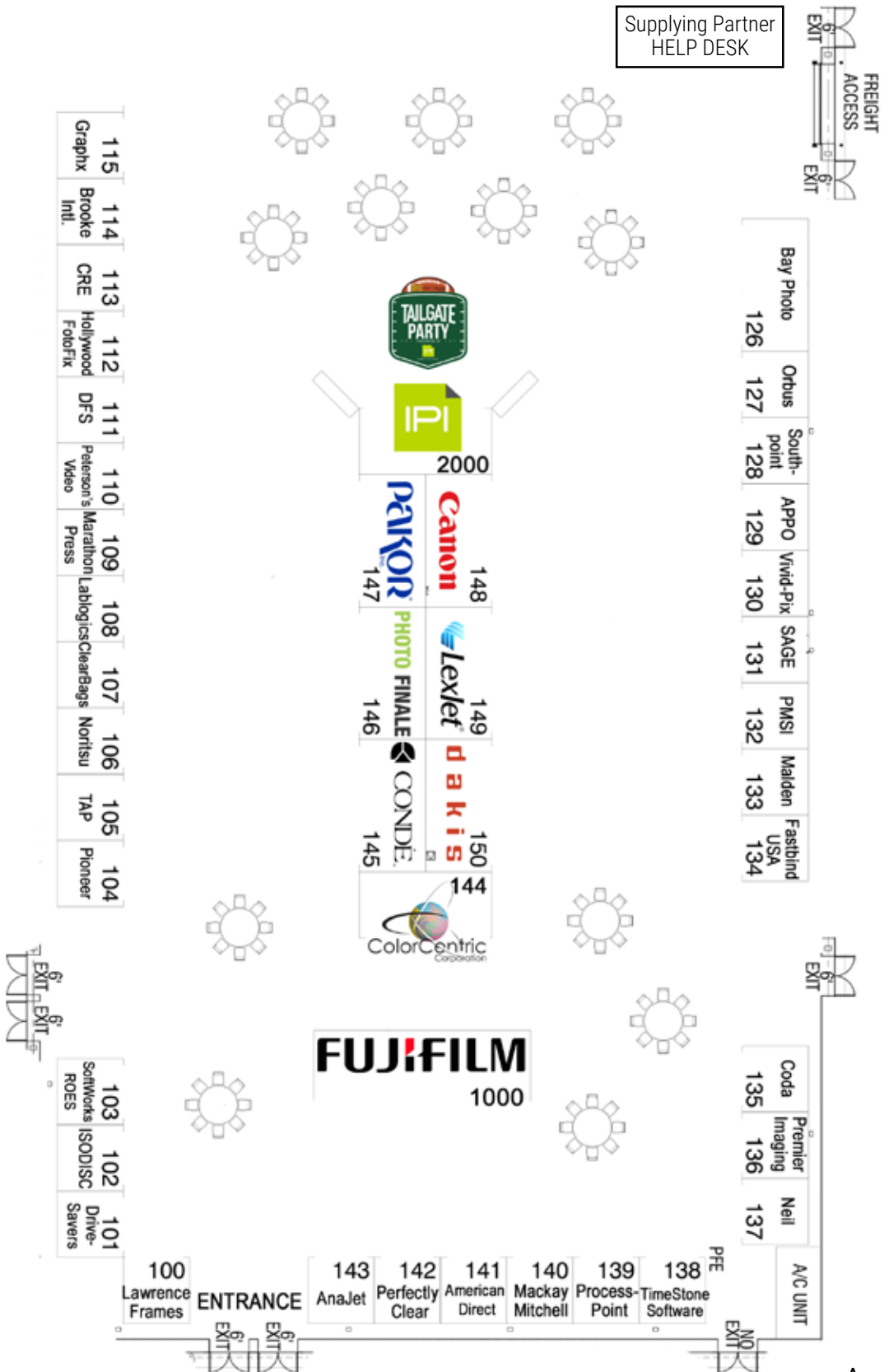
**Individual winners and the winning team will be announced Wednesday during the 9am Live Learning session.**



- DOWNLOAD INSTAGRAM APP**
- CREATE YOUR PROFILE**
- CHARGE YOUR DEVICE**
- BRING YOUR DEVICE & ACCESSORIES**



# TRADE SHOW FLOOR MAP





# EXHIBITOR LIST

COMPANY	Booth #
American Direct Sales	141
AnaJet Inc a Ricoh Company	143
APPO	129
Bay Photo	126
Brooke International	114
<b>Canon USA - Platinum</b>	<b>148</b>
ClearBags	107
Coda	135
<b>ColorCentric - Premium Platinum</b>	<b>144</b>
<b>Condé - Platinum</b>	<b>145</b>
CRE	113
<b>Dakis - Platinum</b>	<b>150</b>
DFS	111
DriveSavers Data Recovery	101
Fastbind USA	134
<b>FUJIFILM - Premium Platinum</b>	<b>1000</b>
Graphx	115
Hollywood FotoFix	112
IPI - Member Network	2000
ISODISC	102
Lablogics	108
Lawrence Frames	100

COMPANY	Booth #
<b>LexJet - Premium Platinum</b>	<b>149</b>
MackayMitchell Photopak	140
Malden International Designs	133
Marathon Press	109
Neil Enterprises	137
Noritsu	106
Orbus	127
<b>Pakor - Platinum</b>	<b>147</b>
Perfectly Clear / Athentech	142
Peterson's Video Transfer Services	110
<b>Photo Finale - Platinum</b>	<b>146</b>
Pioneer Photo Albums	104
Premier Imaging Products	136
ProcessPoint	139
PMSI	132
SAGE Quick Technologies Inc	131
SoftWorks Systems / ROES	103
Southpoint Photo Imaging Supplies	128
TAP	105
TimeStone Software	138
Vivid-Pix	130

As of 6/20/18



## Use your purchasing power (and increase your annual distribution check!)

Who wouldn't like to see a bigger year-end rebate!? Take advantage of promotional pricing, discounts and special terms from IPI Supplying Partners.



## Get ready for the holiday season.

Prepare for the busy fourth quarter selling season and stock up on everything from merchandise and ready-made products to production essentials. Place those orders at IPIC so you don't have to hassle with it back at the office!

WEDNESDAY, JULY 18

MEAL	SPONSOR	TIME	LOCATION
Breakfast	<b>Canon</b>	8:00am - 9:00am	Terrace 1
Lunch	<b>dakis</b>	12:00pm - 1:30pm	Studio B Buffet

Your buffet ticket is included in your badge. Please enter through the VIP line. IPI has reserved the back room.



### DIY Video Studio

8:00am - 5:00pm | MILAN 5

Record your very own promotional video using our equipment and content ideas. Bring the footage to Erin Manning's University sessions and learn how to edit and produce your very own video. Leave IPIC ready to promote your business with a personalized and professional marketing tool. Space is limited! A sign up sheet is posted on the door. Just bring your own blank 4G SD card.

# LIVE LEARNING

## ACT 3

9:00AM - 10:30AM | MILAN 3

### BLOW YOUR MIND.

Experience member-driven education in a fast-paced format. Uncover member success secrets and discover unexpected morsels of knowledge as we turn the tables and put the audience on the stage. If you need to know it, we're going to show it. We'll reveal no-brainers and hacks from those that are getting it done. It's all easier than you think; so scoop up these ideas and then just do it!

- Business Strategy + Management Tips from the Master
- Boosting your Perceived Value
- Veronica Chapman of Pro Digital Photos on Growing with Intent
- Erin Manning on Video Marketing
- Kirk Sidley of Picture Perfect on When the Unthinkable Happens
- Catherine Logue of Hutt Street Photos on Making Your Business Last Decades
- Steve Giordano of Photo Finale on Understanding Your Customers
- Phil Hugron of dakis on the DNA of the Successful Retailer
- Other topics include: Success Stories, Incredibly Implementable Ideas, Store Tours, Tech Topics, Forum Facts, plus everything you could ever want to know about online marketing, SEO + social media

*This session will be livestreamed and recorded.*

*See page eight for details.*

## ACT 4

1:30PM - 3:00PM | MILAN 3

### BE BOLD.

It's time to crank up the power of the brain trust! Join everyone in our Live Learning space one last time for user-group style round table networking discussions. Explore equipment, consumables, production, workflow, problems, fixes, upgrades, parts, repairs, formats, tips and tricks. Brainstorm best practices and marketing methods. Bring questions, issues and topics for four of the following categories:

- **FUJIFILM DIGITAL PRINTING**
- **NORITSU DIGITAL PRINTING**
- **AGFA DIGITAL PRINTING**
- **WIDE FORMAT PRINTING**
- **SCANNING**
- **VIDEO TRANSFER**
- **FILM PROCESSING**
- **PRODUCTION WORKFLOW:** tracking + efficiency
- **MAIL ORDER/SHIPPING:** services, rates, packaging + software
- **EMPLOYEE RELATIONS:** HR, benefits + payroll
- **BUSINESS FINANCES:** POS, accounting, credit card processing, sales data + goal setting
- **RETIREMENT PLANNING:** Protect yourself while keeping the business alive. How do you sell to family, employees or outside parties?

WEDNESDAY, JULY 18

# UNIVERSITY SESSIONS

11:00AM - 12:00PM, 3:30PM - 4:30PM AND 5:00PM - 6:00PM

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

All sessions will be recorded. Please see page eight for details.

11:00AM - 12:00PM

## The Road to Sublimation Success

Repeats at 3:30pm

David Gross - Condé

MODENA 2

Discover the best practices to the best products in the viral sublimation market. Touching on what's new like acrylic, glass and established ChromaLuxe Aluminum Photo Panels, David will help new operators discover a path and surprise experienced sublimators with all the new substrates on the market.

## 2 Words: Pimped-Up Pro-Event Solution to Building Your Sales Channel

Philippe Hugron - dakis

MARCHE 3

Exciting times! Pimped-up dakis Pro-Event Solution to Pimp-up your game. Build the sales channel that allows you to sell 12 months a year. Capture high margin sales before files even have a chance to go to Costco, Marathon Press, Shutterfish or Snapfly. Get the tools and business model to effectively rollout your Guerilla Marketing WMD and to dominate your market. Selling never tasted this good!

## Video Editing 101 - Quick, Easy + Fun

Erin Manning

MARCHE 1

Video marketing can expand your brand and your sales, but what if your budget is low and you have no video skills? Is it possible to create a powerful, professional-looking video on your own? The answer is, yes! And it's easier than you think. Join Erin Manning for 3 action-packed sessions on creating engaging marketing videos. Learn the right

tools, lighting, performance tips + shooting B-roll. Use an iPhone, iPad, or Android device to shoot a few clips in class that you can use for editing in sessions 2 or 3.

## Don't Be Caught Off Guard if the Unthinkable Happens

Kirk Sidley - Picture Perfect

MARCHE 2

Are you prepared if your business experiences a cataclysmic event? Kirk will share his experience and roadmap should the unthinkable happen to your business.

- Learn how to handle insurance.
- How to communicate with customers, employees, and the media

## Optimizing Image Output Quality with the FujiFilm DX-100

Repeats at 3:30pm

Bill Edwards - FUJIFILM

MODENA 1

- Learn how to compare and identify the quality of a device-specific ICC profile.
- Understand why each printer is unique and the benefits of controlling quality.
- Custom ICC profiles for your DX-100 printer.
- Setting up and applying a custom ICC printer profile for your DX-100 workflow.
- Visually improve your output results.
- Utilize the full color space of the Fujifilm DX-100.

## I've Got a Closet Full of Family Photos + Documents - Now What?

Rick Voight - Vivid-Pix

MODENA 3

Increase offerings with less labor and improve scanning business efficiency! Learn how to increase profits by exploring the Genealogy market. Discover 3 family history markets: DIY, do it for me, and everyone in between.

## What I Don't Know About Film Processing in 2018

Ana Navarro + Larry Kuntz - Nelson Photo Supplies

MOLISE 2

Film is back! If you sell or develop film - this session is for you!

- When, why + how did film reappear in 2018
- Best sources to use for film
- Film processing equipment and the right parts
- Exciting ideas on how to serve customers

## You Can Sell That!

Rob Comeau - ColorCentric

MOLISE 1

- Strategies to sell more printed products without making them in-house
- Determine how to position your business.
- Increase profits and margins.

## Strategies to Connect with Millennials -

Repeat of Monday Session

Steve Giordano - Photo Finale

MOLISE 3

## NETWORKING LUNCH

12:00PM - 1:30PM  
STUDIO B BUFFET  
(CASINO LEVEL)

.....  
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.  
.....

Sponsored by:





**3:30PM - 4:30PM**

**You'll Need a Bigger Safe to Stash Your Cash! Let Us Do the Heavy Lifting: SEO, Paid Ads/SEM and Better Selling.**

Philippe Hugron - dakis

**MARCHE 3**

SEO, SEM, the web and all available metrics; sounds confusing? Do what you do best and get your dakis Highly-Skilled Google Expert to assist you every month. We are part of your Team and

committed to your success. Valid reporting, enhanced web presence, rapid execution and better results. Work in your business again and leave the heavy web lifting to your dakis expert.

**The Road to Sublimation Success**

Repeat of 11:00am Session

David Gross - Condé

**MODENA 2**

**Video Editing 201: Editing in iMovie iOS - (iPhones and iPads Only)**

Erin Manning

**MARCHE 1**

Become a mobile movie maker! The iMovie App for iOS makes it simple to get started right on your iPhone. Along with essential editing techniques, you'll learn how to add some polish to your clips, spiffing them up with titles, transitions, slow and fast motion, and even background music. Session requirements: iPad or iPhone with IOS 11, latest iMovie App version, video content (if you have it).

**1G of free space on your device is advised.**

**Make Your Business Last 20+ Years**

Catherine Logue - Hutt Street Photos

**MARCHE 2**

Learn the secrets of how Hutt Street Photos has lasted over 20 years. Discover tips for sustaining your own business - far into the future.

- "How Tos" for daily use
- Implementing the tools to your business
- Correcting mistakes
- Problem solving techniques

**Stories From Across the Counter: A Unique Approach to Photo Retail**

Becky Ball - Photosmith Imaging

**MODENA 3**

Now is your chance to learn how to build customer relations through caring conversations and converting walk-in customers to long-term clients. Understand why just focusing on delivering the project is bad for business. Whether you're a store owner, manager or team member, this session will give you the tools to improve your customer service skills.

**Commercial Client Walkabout**

Repeats at 5:00pm

Ron Mohney - IPI - Member Network

**MOLISE 1**

You just landed the ideal client – a local resort! Think of all the product + service possibilities! Join Ron, Supplying Partners and experienced members on a journey through M Resort. What can you offer to create for them? How will you produce or fulfill it? Discuss materials, quoting and installation. Walk away with experience handling a big B2B client meeting.

**To Discount or Not to Discount?**

Repeat of Monday Session

Steve Giordano - Photo Finale

**MOLISE 3**

**Optimizing Image Output Quality with the FujiFilm DX-100**

Repeat of 11:00am Session

Bill Edwards - FUJIFILM

**MODENA 1**

**Let's Make It Perfectly Clear!**

Brad Malcolm - Perfectly Clear

**MOLISE 2**

As a leader in Intelligent Image Correction, Perfectly Clear automatically makes 11 billion photos look their best every year.

- Bring out the natural beauty without a filter.
- Correct your photos with minimal effort.
- Used by photographers and photo labs
- Learn how to use Quickdesk.

**5:00PM - 6:00PM**

**Dakis User Group: 4th Generation Solutions and Exciting Times!**

Philippe Hugron - dakis

**MARCHE 3**

The most anticipated session of 2018! Welcome all IPI Members. These are very exciting times: NEW 4th generation solutions, your NEW store of the future NOW! Setting your Wifi network for UB2K, 1 click iCloud images to kiosk, NEW Pro-Event, NEW features and dakis Tech Roadmap.

This is the chance to have your voice heard and for dakis to gather your feedback. BYOB!!!

**Video Editing 202: Editing in Adobe Spark Video - (iPhones, iPads, or Laptops Only)**

Erin Manning

**MARCHE 1**

Explore Adobe Spark's video storytelling app for the iPad and iPhone and how it can also be used on any desktop, laptop, or Chromebook. Create a dynamic branded marketing video that includes images, text, narrations, music, + video clips.

Session requirements: iPad or iPhone with IOS 11 with the Adobe Spark Video App or a laptop.

**1G of free space on your device is advised.**

**MSP + MMS: New Content. New Features. New Marketing.**

Erin von Holdt - IPI - Member Network

**MODENA 1**

Explore IPI's popular MSP + MMS marketing programs to make sure you're maximizing these valuable tools! Perfect for experienced marketers and newbies.

- Be the first to preview the latest

WEDNESDAY, JULY 18

NEW CONTENT!

- Prepare a strategy, calendar + content plan for the holiday season.
- What's ahead? What would you like to see next?
- Get to know our MMS Services for email, social media and digital signage.

**Capture Another Color of Money**

Cindy Brooke - Brooke International  
MODENA 3

Learn how your scanning equipment supports another level of revenue opportunities, hidden in plain sight.

- Find the "hidden" tools in your equipment.
- Service new markets you can easily pursue.
- Master new techniques you can use right away in your archive scanning business.

**Open Q&A with Photo Finale**

Steve Giordano - Photo Finale  
MOLISE 3

Open forum session. Bring that new idea you've been bouncing around, a business challenge you are struggling with, or a story to share about your marketing success. Steve will answer technical questions, discuss marketing theories, talk about industry trends, and entertain software feature requests, too!

**Commercial Client Walkabout**

Repeat of 3:30pm  
Ron Mohney - IPI - Member Network  
MOLISE 1

**You've Been Framed!**

Ted Nichols, Kurt Neumann + Allen Showalter  
MARCHE 2

These panelists will help you use your unfair advantage over the local competition to break into custom framing with minimal costs.

- What equipment + inventory do I need?
- What programs are available from suppliers?
- Understand profitable best practices + more.

**Making Money in Event Photography Is Easier Than You Think**

Desi Wood + Tom Skaggs - Blosser's Photo  
MOLISE 2

Offer profitable event photography with very little equipment, experience or knowledge. Take it from two seasoned event pros - it really is easier than you think!

- Learn about the tools, equipment and products necessary for a successful event.
- Sales process during and after the event
- Examples of profitable event photography scenarios
- Highlights of school and sports photography

**PRINT NETWORKING EXCURSION**  
FEATURING A TOUR OF CASHMAN PROPHOTO LAB  
6:30PM - 11:00PM | SPA ENTRANCE

Fujifilm has coordinated an opportunity to tour just one of the many facilities run by our local IPI member, Cashman Photo. We will be visiting their ProPhoto Lab where you can explore a leading print business in one of the world's entertainment capitals!

Our tour will also include a dinner stop at The Forum Shops at Caesar's Palace with over 50 restaurant choices at all price points. A handout will be provided when you board your bus.

**BUSES WILL BEGIN LOADING AT 6:15PM AT THE SPA ENTRANCE**

Buses will be staggered to accommodate tour times. Please check the ticket in your badge for your assigned bus and scheduled departure time. Visit the Registration Desk if you would like to attend, but did not pre-register.

Further instructions will be provided in regards to transportation between Cashman, Caesar's and back to M Resort, which will vary per bus (due to tour scheduling).

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

Hosted by:

**FUJIFILM**



**MEMBER + SUPPLYING PARTNER NETWORKING SUITES**

10:00PM - 11:59PM | ROOM NUMBERS TBA

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



THURSDAY, JULY 19

## INTENSIVE BRAINSTORMING WORKSHOPS (FREE)

8:30AM - 10:30AM

These "round table" or "open forum" style sessions will cover more content, more depth and more skill levels than a one-hour University session. Bring your questions and challenges. Share your solutions and successes. Experts from these topic areas will be on hand to moderate and share their wisdom.

**SOCIAL MEDIA** | MOLISE 3

**ARCHIVING** | MOLISE 4

**B2B SOLUTIONS** | MOLISE 5

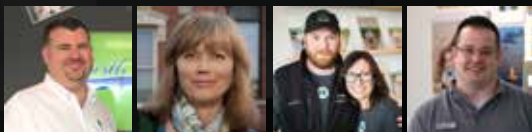


# THE PRINT REFINERY™ UNPLUGGED

11:00AM - 12:00PM | MESSINA 1

Are you interested in learning more about The Print Refinery™ licensing opportunity? Join the HQ Development Team and our licensees to discover how The Print Refinery™ can impact your business. Attend this session for detailed discussion and Q+A for any interest level.

- Updates + Highlights from Licensees
- The Opportunity
- Business Model Overview
- Benefits



T.K. BROECKER   MARSHA PHILLIPS   JEFF MASURE + CJ PONCE   NICK GILLENWATER

THURSDAY, JULY 19



DECOMPRESS



SIGHTSEE



POOL TIME



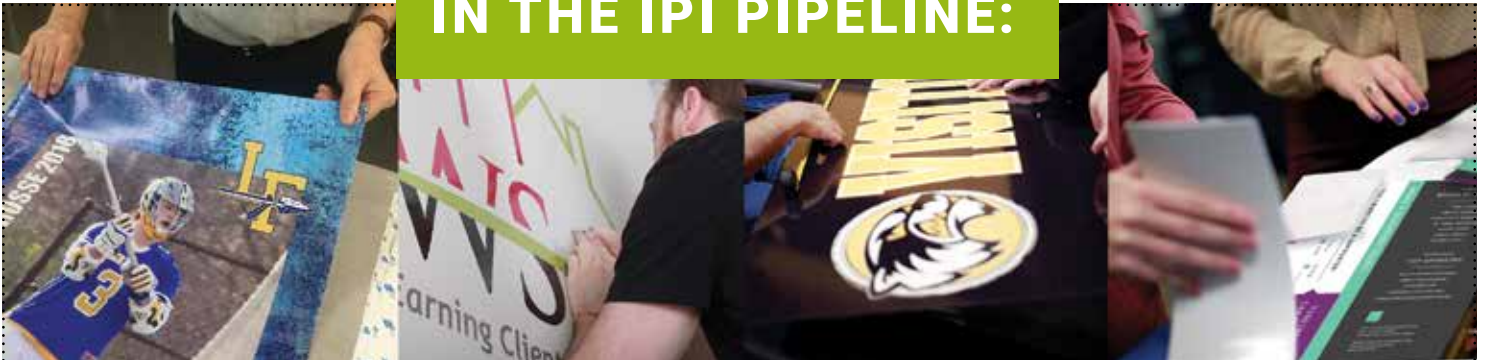
STRATEGIZE

## CHOOSE YOUR OWN AFTERNOON ADVENTURE!

Relax while “staycating” at the spa or by the pool while you casually network and socialize with members and Supplying Partners. Explore Las Vegas vacation style; enjoy shopping, dinner and show on the Strip. Hike or drive to one of our surrounding National Parks. Take a day for you; you’ve earned it!

**IPIC participants receive 25% off services at Spa Mio!**

## IN THE IPI PIPELINE:



**NEW!**

### B2B DEVELOPMENT PROGRAM

With so many members adopting commercial or B2B strategies - IPI is making this channel a priority by creating solutions for real world situations.

**Accelerate your B2B strategy and gain confidence while developing vital knowledge and skills like:**

- recommending the right product/materials
- estimating costs + service fees
- fulfillment resources + partners
- lead generation + pipeline management

**IDEAL FOR OWNERS, MANAGERS AND BEGINNING TO INTERMEDIATE SALES TEAMS**

- ▶ **Outsource Service Provider List**  
Quickly locate key Supplying Partners or members near you to fulfill specific product needs.
- ▶ **Coaching + Individual Consulting Programs**  
Stay on track with on-going support from your own experienced B2B expert.
- ▶ **Equipment Guide**
- ▶ **Sales Goal Planning**
- ▶ **Group Training + Accountability Partners**

# BUILD YOUR SUCCESS

## WITH THESE IPI BENEFITS + PROGRAMS



### PURCHASING POWER

Privileged pricing, discounts, special terms and promotions on a variety of supplies and services



### ONLINE FORUM

24/7 advice, tech support, idea sharing and relationship building with like-minded professionals



### CONTINUING EDUCATION

Online communications and virtual Live IPI events, plus in-person immersion training Boot Camps and conference sessions



### MARKETING TOOLS

Promotional materials, product templates, Signature Products and consumer classes designed to grow your business



### CONFERENCE + TRADE SHOW

Launching the latest innovations over 3 days of in-person education, networking, savings and fun



### INNOVATION

Redefining the future of photo retail through brand culture, customer experience and technology, in addition to continuous program development designed to facilitate member growth

## MEMBER + SUPPLYING PARTNER FORUM



**Over 100 new topics + 500 posts per month!**

**The IPI Forum archives contain over 30,000 topics!**

Find new ideas, solve a problem and save time and money by checking the Forum first!

**NEW FORUM LAUNCHED IN FEBRUARY 2018!**



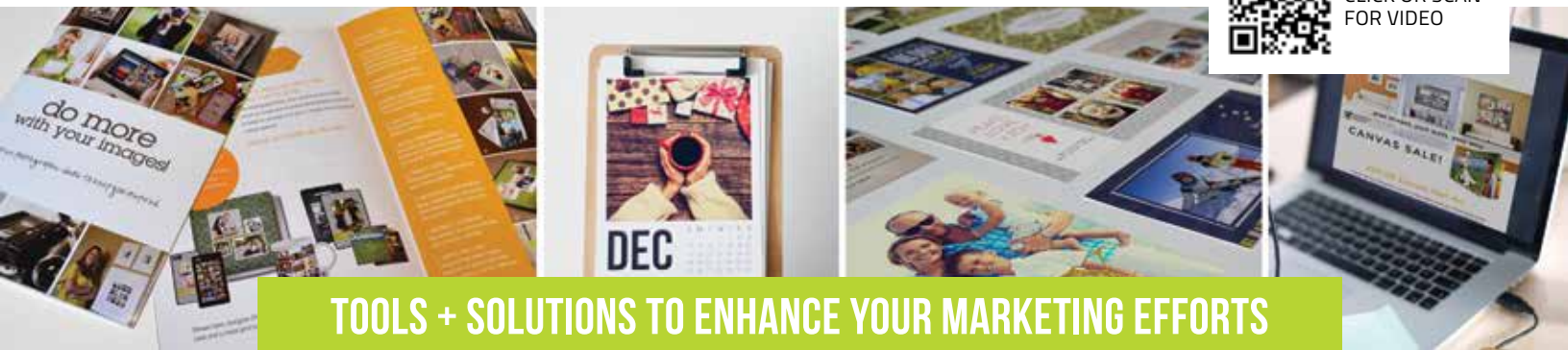


## MARKETING SOLUTIONS

In the age of personalization, a one-size-fits-all marketing program just doesn't cut it. Our Marketing Solutions Program™ (MSP) bundles unique products and services that keep you innovative and interesting with stand-out promotional materials to reach potential customers across a wide variety of media. We consistently develop innovative ways for you to impress your customers and build a following.



CLICK OR SCAN FOR VIDEO



### TOOLS + SOLUTIONS TO ENHANCE YOUR MARKETING EFFORTS

## MANAGED marketing services



SOCIAL MEDIA



EMAIL MARKETING



DIGITAL SIGNAGE

### DON'T HAVE THE RIGHT SKILLS OR TIME?

No problem! We do it for you with our Managed Marketing Services™ (MMS). Whether you want to use MMS to supplement your existing marketing strategy or prefer to be hands off, we've got you covered. Keep running your successful business with confidence knowing IPI is behind the scenes effectively and consistently managing your marketing distribution efforts.



CLICK OR SCAN FOR VIDEO

### A NEW WAY TO STAY INFORMED



"IPI 360 Live" is a regularly scheduled, brief live broadcast of business news from IPI HQ to share information with IPI members to help them grow and profit. Nothing is off limits and content will include special guest interviews, great marketing techniques, best practices, hot Forum topics, new training ideas, member spotlights on great results, new product and service introductions, equipment evaluations and anything that members need to know (or will love to learn).



Lighting kit provided by:



# BENEFITS AT YOUR FINGERTIPS



## BUSINESS GROWTH CONSULTING

Whether you need a fresh set of eyes on your store layout, a second opinion on a new business development or a professional coach to help improve your bottom line - we'll connect you with an IPI affiliated consultant with expertise in your specific areas of need. Virtual + In-Person Consultation is available for these areas of focus:

- STORE LAYOUT/DESIGN
- TEAM TRAINING/HR
- ONLINE/MOBILE PRESENCE
- STRATEGIC PLANNING
- GOAL SETTING
- RETIREMENT STRATEGY
- COMMERCIAL SALES
- WORKFLOW
- BUSINESS OPERATIONS
- REMODEL/MOVE



## FEARLESS REINVENTION SYSTEM™

Make the commitment to fearlessly reinvent your business by forming new habits and making real, lasting operational changes. Start by adopting an overall business strategy to get you started and then assemble the support systems needed to make it to the finish line. The workbook starts by outlining the strategic planning process, during which your business is analyzed and your goals are developed. Then it provides a method to use for the execution of each goal, managed by any member of your team, any time of year, for any length of time. Discover tips for time management, productivity and work/life balance. It's time to experience results like never before!

### COMMERCIAL DISPLAY



### CUSTOM FRAMING DISPLAY



### ARCHIVING DISPLAY



### PRINT TO VIDEO



### PACKAGING SOLUTIONS



### OPEN HOUSE TOOLKIT





**TURN YOUR PASSION  
INTO PROFIT**

[THEPRINTREFINERY.COM](http://THEPRINTREFINERY.COM)



CLICK OR SCAN  
FOR VIDEO



**THANKS FOR SPENDING THE WEEK WITH US!**

**STAY CONNECTED WITH #IPICBOLD**

**share** ► [instagram @IPIMSP](#)

**follow** ► [facebook.com/IPIPhoto](#)

**tweet** ► [@IPIPhoto](#)



[ipic2018.com](#) // [ipiphoto.com](#)