



# REGISTRATION FORM

Register fast online at [www.PrintFest.com](http://www.PrintFest.com) or by fax at (707) 922-8852  
Managed by Cal Events (888) 676-EXPO

Conference: March 27-29  
Expo: March 28-29  
Expo Hours: 11:00 am - 6:00 pm  
Friday March 28 10:00 am - 5:00 pm  
Saturday March 29  
Location: Anaheim Convention Center

## STEP 1 Provide Contact Information \*REQUIRED FIELDS (One Form per Person. Photocopies OK. Incomplete forms will not be processed.)

Discount Code: \_\_\_\_\_ (leave blank if not applicable)

\*Title Mr.  \*First \_\_\_\_\_ \*Last \_\_\_\_\_  
Ms.  Name \_\_\_\_\_ Name \_\_\_\_\_

Company: \_\_\_\_\_ Job Title \_\_\_\_\_

\*Address: \_\_\_\_\_

\*City: \_\_\_\_\_ \*State: \_\_\_\_\_ \*Zip: \_\_\_\_\_

\*Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

\*Email: \_\_\_\_\_ Website: \_\_\_\_\_

Please advise if you have any special physical requirements: \_\_\_\_\_

## STEP 2 Tell Us About You and Your Company \*REQUIRED FIELDS

### \*A. Which of these BEST describes your company's business? (Select One)

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Advertising/Mktg. Agency     | <input type="checkbox"/> Graphic Design            | <input type="checkbox"/> Packaging                    |
| <input type="checkbox"/> Association                  | <input type="checkbox"/> Healthcare/Medical/Pharm. | <input type="checkbox"/> PR Firm                      |
| <input type="checkbox"/> Bindery/Finishing            | <input type="checkbox"/> Imaging Center            | <input type="checkbox"/> Quick/Instant Printing       |
| <input type="checkbox"/> Book Publisher/Printer       | <input type="checkbox"/> Implant                   | <input type="checkbox"/> Reprographics                |
| <input type="checkbox"/> Commercial Printer           | <input type="checkbox"/> Internet Publishing       | <input type="checkbox"/> Service Bureau               |
| <input type="checkbox"/> Consulting Services/Broker   | <input type="checkbox"/> Insurance                 | <input type="checkbox"/> Sign/Banner Printer          |
| <input type="checkbox"/> Converter                    | <input type="checkbox"/> Labels                    | <input type="checkbox"/> Software Development         |
| <input type="checkbox"/> Database Management          | <input type="checkbox"/> Legal                     | <input type="checkbox"/> Student                      |
| <input type="checkbox"/> Dealer/Distributor/VAR       | <input type="checkbox"/> Mailing & Fulfillment     | <input type="checkbox"/> Telecommunications/Utilities |
| <input type="checkbox"/> Digital Prtg - Mktg.         | <input type="checkbox"/> Manufacturer/Supplier     | <input type="checkbox"/> Variable Data Printing (VDP) |
| <input type="checkbox"/> Digital Prtg - Transactional | <input type="checkbox"/> Marketing Communications  | <input type="checkbox"/> Website Authoring & Dev.     |
| <input type="checkbox"/> Education                    | <input type="checkbox"/> Media (Non-Print)         | <input type="checkbox"/> Wide Format                  |
| <input type="checkbox"/> Finance/Banking              | <input type="checkbox"/> Newspaper/Periodicals     | <input type="checkbox"/> Other _____                  |
| <input type="checkbox"/> Government                   | <input type="checkbox"/> Package Printing          |   |

### B. Gross annual revenues (Select One)

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> < \$1 Million | <input type="checkbox"/> \$5-10 Million  | <input type="checkbox"/> \$25-50 Million |
| <input type="checkbox"/> \$1-5 Million | <input type="checkbox"/> \$10-25 Million | <input type="checkbox"/> > \$50 Million  |

### \*C. Number of employees at your location (Select One)

- |                                |                                  |                                  |
|--------------------------------|----------------------------------|----------------------------------|
| <input type="checkbox"/> 1-9   | <input type="checkbox"/> 50-99   | <input type="checkbox"/> 250-499 |
| <input type="checkbox"/> 10-49 | <input type="checkbox"/> 100-249 | <input type="checkbox"/> 500+    |

### \*D. Select the TOP five product areas of interest for your company (Select Five)

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Art/Graphic Design        | <input type="checkbox"/> Mailing Equip.               | <input type="checkbox"/> Printers-Color                |
| <input type="checkbox"/> Bar Coding Equip.         | <input type="checkbox"/> Matl. Handling Equip.        | <input type="checkbox"/> Printers-Continuous Feed      |
| <input type="checkbox"/> Binding Equip.            | <input type="checkbox"/> Monitors                     | <input type="checkbox"/> Printers-High Speed/Short Run |
| <input type="checkbox"/> Color Measurement         | <input type="checkbox"/> Multifunction Devices        | <input type="checkbox"/> Printers-Sheetfed             |
| <input type="checkbox"/> Composition Systems       | <input type="checkbox"/> Packaging                    | <input type="checkbox"/> Printers-Wide Format          |
| <input type="checkbox"/> Consulting Services       | <input type="checkbox"/> Paper/Ink                    | <input type="checkbox"/> RIP                           |
| <input type="checkbox"/> Consumables/Package Prtg. | <input type="checkbox"/> Pre- and Post-Process Equip. | <input type="checkbox"/> Scanning Devices              |
| <input type="checkbox"/> CPUs                      | <input type="checkbox"/> Pre-Press Equip.             | <input type="checkbox"/> Scoring/Slitting/Perfing      |
| <input type="checkbox"/> CTP                       | <input type="checkbox"/> Presses-Centralized          | <input type="checkbox"/> Servers                       |
| <input type="checkbox"/> Document Mgmt./Dist.      | <input type="checkbox"/> Presses-Digital              | <input type="checkbox"/> Software                      |
| <input type="checkbox"/> Electronic Publ. Systems  | <input type="checkbox"/> Presses-Flexographic         | <input type="checkbox"/> Storage Devices               |
| <input type="checkbox"/> Estimating Systems        | <input type="checkbox"/> Presses-Gravure              | <input type="checkbox"/> Training                      |
| <input type="checkbox"/> Finishing Equip.          | <input type="checkbox"/> Presses-Screen Printing      | <input type="checkbox"/> Other _____                   |
| <input type="checkbox"/> Ink Jet                   | <input type="checkbox"/> Presses-Sheetfed/Offset      |  |
| <input type="checkbox"/> Internal Publishing       | <input type="checkbox"/> Presses-Web Offset           |  |

### \*E. Which of these BEST describes your role? (Select One)

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Customer Service  | <input type="checkbox"/> Manager/Supervisor     | <input type="checkbox"/> Production Operations |
| <input type="checkbox"/> Designer/Creative | <input type="checkbox"/> Packaging & Dist.      | <input type="checkbox"/> Production Supervisor |
| <input type="checkbox"/> Digital Media     | <input type="checkbox"/> Postpress              | <input type="checkbox"/> Sales/Marketing       |
| <input type="checkbox"/> Editorial         | <input type="checkbox"/> Prepress               | <input type="checkbox"/> Student               |
| <input type="checkbox"/> Educator          | <input type="checkbox"/> President/Owner/CEO    | <input type="checkbox"/> Vice Pres./Dept Head  |
| <input type="checkbox"/> Estimator         | <input type="checkbox"/> Press Operator         | <input type="checkbox"/> Other _____           |
| <input type="checkbox"/> IT/Systems        | <input type="checkbox"/> Print Buyer/Purchasing |  |

### F. What is your company's purchasing budget for new or replacement printing and publishing products? (Select One)

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> < \$10,000          | <input type="checkbox"/> \$100,000 - \$499,999     | <input type="checkbox"/> \$2 Million - \$4,999,999 |
| <input type="checkbox"/> \$10,000 - \$49,999 | <input type="checkbox"/> \$500,000 - \$999,999     | <input type="checkbox"/> > \$5 Million             |
| <input type="checkbox"/> \$50,000 - \$99,999 | <input type="checkbox"/> \$1 Million - \$1,999,999 |  |

### G. What is your purchasing timeframe? (Select One)

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Within 3 months | <input type="checkbox"/> 6 - 9 months  | <input type="checkbox"/> More than 12 months |
| <input type="checkbox"/> 3 - 6 months    | <input type="checkbox"/> 9 - 12 months |  |

### \*H. What is your role in purchasing decisions? (Select One)

- |  |  |
|--|--|
| <input type="checkbox"/> Make Final Decision | <input type="checkbox"/> Research/Recommend    |
| <input type="checkbox"/> Influence Decisions | <input type="checkbox"/> No role in purchasing |

### POLICIES:

- No suitcasing -- only companies sponsoring or exhibiting in PrintFest/DMwest may solicit business during the event.
- Children under 18 must be accompanied by an adult at all times.

## STEP 3 Select Registration Type (Registrations are non-transferable)

- Please select any combination of Passes, A La Carte, and/or Expo-Only in the Pricing Options section below. You can also select Golf Tournament and Prayer Meeting options.
- Write the fee for each item on the line in the right column. For A La Carte options, multiple the fee by the number of sessions and write the total in the right column.
- If you will be attending any of the Conference Sessions, please indicate which sessions you expect to attend in the Seat Reservations section below. Be sure to let us know if you plan to attend the **FREE KEYNOTE** Session.
- If you entered a Discount Code in Step 1, please deduct the appropriate amount.
- Write the Total Registration Fees in the TOTAL box.

NOTES • Passes and A La Carte sessions include admission to the Expo on both Friday and Saturday, plus **FREE** admission to the Keynote on Friday morning.  
• The Expo-Only option includes admission to the Expo on both Friday and Saturday, plus **FREE** admission to the Keynote on Friday morning.  
• Certain combinations of options are not possible. If you select any pass that includes all-day conference admission, please do not also select an A La Carte session for the same day.  
• Thursday sessions are not available A La Carte due to the nature of the Case Study.

### Pricing Options

<input type="checkbox"/> Full Conference (3-Day) Pass	\$385	_____
<input type="checkbox"/> Thurs/Fri 2-Day Pass	325	_____
<input type="checkbox"/> Fri/Sat 2-Day Pass	245	_____
<input type="checkbox"/> Thurs & Sat 2-Day Pass	245	_____
<input type="checkbox"/> Thursday All-Day Pass	180	_____
<input type="checkbox"/> Friday All-Day Pass	180	_____
<input type="checkbox"/> Saturday All-Day Pass	90	_____
<input type="checkbox"/> Friday A La Carte (per session)	_____ x 70	_____
<input type="checkbox"/> Saturday A La Carte (per session)	_____ x 35	_____
<input type="checkbox"/> Expo-only (includes Keynote)	25	_____
<input type="checkbox"/> Golf Tournament	150	_____
<input type="checkbox"/> Breakfast at Prayer Meeting	20	_____
<input type="checkbox"/> Prayer Meeting (Fri 3/28, 8-9 am)	<b>FREE</b>	_____
<input type="checkbox"/> California PrintPAC Donation		_____

Registration includes a \$2 voluntary donation to California PrintPAC. Deduct \$2 if you do not wish to make this donation.  
(What is PrintPAC? Visit [www.PrintFest.com](http://www.PrintFest.com))

DISCOUNT (if any) \_\_\_\_\_  
**TOTAL** \$ \_\_\_\_\_

### \*Conference Session Seat Reservations - REQUIRED!

To assist us in our planning, please refer to the Conference Schedule and circle the numbers for the sessions that you expect to attend. You are free to switch your selections at any time online or on-site, but seating is limited in each room and *you will only be guaranteed a seat in a specific session if you have a reservation*. If you believe you will not be attending any of the session options for a given time slot, please select "NONE" for that time slot.

Thursday, March 27	9:30 - 11:00	NONE or T11
	11:15 - 12:15	NONE or T21 or T22
	1:30 - 2:30	NONE or T31 or T32
	2:45 - 3:45	NONE or T41 or T42
Friday, March 28	4:00 - 5:30	NONE or T51
	9:30 - 11:00	NONE or F11 ( <b>FREE KEYNOTE</b> )
	12:30 - 1:45	NONE or F21 or F22 or F23 or F24
	2:00 - 3:15	NONE or F31 or F32 or F33 or F34
Saturday, March 29	3:30 - 4:45	NONE or F41 or F42 or F43 or F44
	9:30 - 10:45	NONE or S11 or S12
	11:00 - 12:15	NONE or S21 or S22
	1:30 - 2:45	NONE or S31 or S32
	3:00 - 4:15	NONE or S41 or S42

## STEP 4 Select Payment Method A or B

Please complete a separate registration form for each PrintFest attendee or register online at [www.PrintFest.com](http://www.PrintFest.com). Registrations will be processed only when payment is included and all required fields are completed. *Children under 18 may attend PrintFest for free when accompanied by a registered adult*. Please do not register children - they will be badged on-site.

### A. By Credit Card (Mail, Fax or Online) VISA Master Card American Express Discover

(Credit Card Number) \_\_\_\_\_ (Expiration Date) \_\_\_\_\_

(Print Name as it Appears on Credit Card) \_\_\_\_\_ (3-Digit Security Code) \_\_\_\_\_

I hereby authorize Cal Events/PrintFest to charge \$ \_\_\_\_\_

to my credit card provided above. \_\_\_\_\_

(Please sign here)

### B. By Check (Mail only - Please make check payable to PrintFest)

\_\_\_\_\_ \$ \_\_\_\_\_  
(Check number) (Amount)

## STEP 5 Registration Form with Payment

You can register 3 ways for PrintFest: Online, Fax or Mail

- To register online, go to [www.PrintFest.com](http://www.PrintFest.com) and click the "Register Now" button.
- To register by fax, send form(s) with credit card information to (707) 922-8852.
- To register by mail, send form(s) with payment to:

PrintFest 2008, c/o Cal Events, PO Box 369, Tustin, CA 92781-0369