

# Printing Summit

The future of newspaper printing  
(in cooperation with IARIGAI)

13 – 15 April, Salzburg Austria

A new WAN-IFRA event in which printers and publishers shall gather to, through presentations, discussions and exchanges, generate ideas and tactics to lead newspaper printing into a successful future.

- three one-day sessions
- case studies
- experts on up-to-date issues
- innovative solutions

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# Printing Summit

Conference

Take this opportunity to present your products and services to an international audience of opinion leaders and decision makers. Link your company to this key industry event!

## The following items are open for sponsoring:

	Description	Price (member / non member)	exclusive
<b>Lanyards</b> 	Every participant will receive a lanyard at the beginning of the conference. A great tool to advertise your brand. Sponsor will provide lanyards.	EUR 1.350 / EUR 1.500	yes
<b>Visitor bags</b> 	Delegate bags are something that all visitors will take home - sustained brand placement. Sponsor will provide bags.	EUR 2.600 / EUR 2.900	yes
<b>Catering</b> 	Be the host of one of our catering gatherings (Lunch, Welcome Cocktail, Coffee breaks or Dinner). The sponsorship will be marked on the brochure with your logo; table cards or other small display items are to be provided by the sponsor.	at sponsor's costs, in cooperation with WAN-IFRA	yes
<b>Branding Sponsorship</b> 	Logo placement on conference brochures (print), conference website (online) and on-site.	EUR 800 / EUR 1.000	no
<b>Exhibition stand</b> 	Show your products and services on your stand in the break area. Stand size will be ca. 2x3m, depending on hotel facilities.	EUR 2.500 / EUR 3.000	no

## Included for all sponsors:

- Your logo and company information on all marketing material
- Your company brochure distributed to all participants
- 1 free sponsor ticket, additional tickets with 50% discount
- 1 free delegate ticket to invite a potential customer (except for branding sponsorship)

### Some of the topics planned:

During three one-day sessions you will hear case studies and experts on up-to-date issues and innovative solutions as well as have the opportunity to bring to the fore concerns and hopes at all levels of the industry.

#### DAY ONE (mainly in German):

- Materials
- Mailroom
- Printing Technology

#### DAY TWO (mainly in English):

- Business models
- Marketing
- The future of newspaper printing – a debate

#### DAY THREE (mainly in English)

(in cooperation with IARIGAI):

- Sustainability models
- Environmental issues
- Future possibilities

### These are the words of Terry Maguire, chair for the second day of the Printing Summit:

“The newspaper business is going through a tough period. Many criticize business decisions, others complain about technology, some predict the demise of newspapers as a product on paper, and there is fear and even despair amidst glimmers of optimism.

What we want to do this day is to draw on the unquestioned historical roots of newspapers as a medium made to be printed, and the technologies that have moved printing to the high tech state in which it now finds itself. We want to combine that history with the opportunities that lie ahead for the newspaper, as a technology-agnostic medium, to develop and deploy better and more creative printing as a major if not dominant part of tomorrow's full array of newspaper services.

To do this, we are bringing together a group of speakers and participants who reflect both the state of the multi-faceted printing art today and who have the creative capability needed to harness what these technologies can do for newspapers. We don't want to stop the presses; we want to roll them in better and more imaginative ways.”



### Contact for sponsoring

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