



# JOIN THE INKJET SET

Xplor International members—

## YOU ARE INVITED TO ISA SIGN EXPO 2017!

Come to Las Vegas, NV, April 19–22, 2017, to network with 20,000 print, graphics, sign and visual communications professionals — including printers from Xplor International. Explore 600 suppliers on the trade show floor who have the latest technology and applications, including cutters, inkjet printers, inks, substrates, wide format print equipment and more.

All commercial, wide-format, in-plant and quick printers will find value in a special program that has been developed just for you. Your registration gives you access to the ISA Sign Expo trade show as well as a Print Reception and print-specific education sessions.

ISA INTERNATIONAL  
**SIGN  
EXPO  
2017**

TRADE SHOW APRIL 20–22  
EDUCATION AND EVENTS APRIL 19–22  
MANDALAY BAY CONVENTION CENTER  
LAS VEGAS, NEVADA

## SPECIAL PRINTER PROGRAM

### PRINT RECEPTION

Join us for the PIA, IFAI and Xplor sponsored Print Reception.

**Thursday, April 20, 5:00 p.m. – 6:00 p.m.**

**This invitation-only event will host those involved in any aspect of the print universe.**

### EDUCATION TRACK

ISA Sign Expo and Xplor International bring you experts who lead discussions on the following sessions — all to help expand your revenue streams:

- Commercial Print Trends and Best Practices (Produced by *Printing Impressions Magazine*)
- UV Printers: The V Is for Versatility
- Choosing the Technology to Best Fit the Application Requirements
- Wide Format: Using Data to Increase Profit and Create Opportunity
- In-Plant Success Stories: Smart Case Studies
- Transitioning Your Business with Inkjets



Industrial Fabrics  
Association International



REGISTER TODAY AT [SIGNEXPO.ORG/XPLOR](http://SIGNEXPO.ORG/XPLOR)

**FREE ACCESS FOR PRINTER ATTENDEES!** Use code "XPLOR" when registering.

Xplor International members can use the special promo code "XPLOR" to get a FREE trade show pass, 50% off education before the early bird deadline (25% off after the early bird) and access to SIX free print-focused sessions!

# GET DOWN TO BUSINESS

ISA INTERNATIONAL  
**SIGN EXPO 2017**

## NEW! PRINT EDUCATION TRACK

**The following print focused education sessions are included in your ISA Sign Expo 2017 registration.**

### Thursday, April 20

9:00 a.m. – 10:00 a.m.

#### **Commercial Print Trends and Best Practices (Produced by *Printing Impressions*)**

*Denise Gustavson (moderator), Printing Impressions; Randy Parr, Canon; Neil Baker, HP; Patrick Morrissey, EFI; Deborah Hutcheson, AGFA*  
A content-rich session specifically for organizations who are seeking the trending applications, best practices, new offerings and strongest profit margins throughout print. Printers attending will walk away with important take-aways to implement into their businesses immediately. Denise Gustavson of Printing Impressions will lead this panel discussion of major manufacturers/suppliers who are seeing the hottest areas to move/expand into.

11:00 a.m. – 12:00 p.m.

#### **UV Printers: The V Is for Versatility**

*Michael Perrelli, Direct Color Systems*

Opportunities abound for owners of UV LED printers to expand their product line and enhance their business. This session will discuss how UV LED printer owners can leverage the versatility of these machines to unlock profit potential. It will cover an intro to UV printing and highlight how unique applications such as TEXTUR3D, ADA/Braille signage and t-shirt printing can increase profit margins and expand product offerings. After thorough insight into application examples and ROI analysis of actual projects, attendees will leave ISA Sign Expo confident that UV LED printers are the right choice for their business.

2:30 p.m. – 3:30 p.m.

#### **Choosing the Technology to Best Fit the Application Requirements**

*Josh Hope, Mimaki*

In this session, we will explore the various technologies, including 3-D print, Thermoform and routing, that can be used for creating dimensional signage. We will discuss opportunities for each, the future of 3-D print and considerations for choosing the best technology to meet your application requirements.

2:30 p.m. – 3:30 p.m.

#### **Wide Format: Using Data to Increase Profit and Create Opportunity**

*Pat McGrew, InfoTrends*

Wide format printers can grow their market by using data-driven design techniques used by transaction printers and direct mailers. Xplor International, the go-to resource for education for transaction printers and direct mailers, will share with you how to apply use of data to the sign, graphics and visual communications industry. Take a few notes, walk away with new ideas and see how some of your competitors are making money using these tried and true methods.

### Friday, April 21

9:00 a.m. – 10:30 a.m.

#### **In-Plant Success Stories: Smart Case Studies**

*In-Plant Graphics Magazine* sponsors a valuable panel session during ISA Sign Expo and the co-located Collaboration In Packaging Production shows. Several *In-Plant* professionals will share unique stories on how they've adapted their in-plant department for greater company success. Attendees will learn unique best practices from 2-3 specific case study presentations.

11:00 a.m. – 12:00 p.m.

#### **Transitioning Your Business with Inkjet**

*Eric Hawkinson, Canon Solutions America, Inc.*

Technology transforms most industries, and none more so than the printing industry. High-speed production inkjet began transforming the printing market around 2007. Some call it transformative, some call it revolutionary, some call it a rebirth of the printing industry overall. Today, the reality is there is much growth and excitement in the production inkjet space.

During this session, we will dive into the details of how these companies have made the transition to inkjet. What challenges did they face? How did they overcome them? How did they navigate the many choices of media, inks and finishing options? What benefits have they realized? What organizational changes did they make? What would they do differently if they knew then what they know now? And what words of advice do they have for others considering a similar move to high-speed inkjet?