

Can You Feel the TRANSFORMATION?

February 22-26, 2010

Printing Industries Association of San Diego (PIA/SD) is growing and changing with the world of graphics and communications. To encompass these changes, we will be integrating all aspects of the marketing and print world to create a new and improved Print Week for 2010. In this transformation, the new Integrated Print & Marketing Expo will continue serving as the ONLY resource in Southern California for education and research in this field.

New for 2010:

- NEW!** Not only will the Integrated Print & Marketing Expo encompass print, but it will also integrate advertising, design, marketing, print, mail, web, public relations, business communications and more
- NEW!** Additional tours of local print and finishing plants in San Diego throughout the week
- NEW!** Earlier Trade Show hours
- NEW!** Tighter regulation on student attendance means more qualified buyers for you
- NEW!** New plan layout that will bring more traffic through the Trade Show floor
- NEW!** Complete overhaul of our mailing list to incorporate more of San Diego businesses that need your products and services – that means new faces at the show, as well as your established contacts and customers
- NEW!** Opportunity for other graphic arts associations like AdClub, AMA, DMA, AIGA, etc. to co-host one of our popular Print Week seminars to bring more traffic

Join us for the new Integrated Print & Marketing Expo as we integrate new opportunities to strengthen your show!

Exhibits & Seminars
Thursday, February 25, 2010
San Diego Convention Center
10 a.m. – 4 p.m.

For premium booth selection, sign up today!

3914 Murphy Canyon Road, Suite A157, San Diego, CA 92123
P: 858-571-6555 F: 858-571-7935 www.piasd.org



PIA | SD



Exhibit Booth Contract

Integrated Print & Marketing Expo 2010
San Diego Convention Center
Thursday, February 25, 2010
10 a.m. - 4 p.m.

Reserving a booth is as easy as 1, 2, 3!

1 EXHIBITOR INFORMATION

Please print or type the following information:

Company		
Contact Person	Title	
Email Address		
Mailing Address		
City	State	Zip
Phone	Fax	

2 BOOTH INFORMATION

Booth Size 10' wide x 10' deep and includes a 6' draped table, chair and sign.

Booth Location **Booth selection is made in the order that applications are received by PIA/SD.**

A floor plan and exhibitor contract will be mailed to exhibitors who have requested a booth. Assignment of booth spaces will be on a **first-come, first-served basis** with PIA/SD having final approval.

Booth Price \$750 first booth for members, \$899 first booth for non-members (\$495 each additional booth. Second booth must be in exact same company name and placement will be adjacent to first booth.)

Payment is due upon receipt of invoice.

No. of booths requested

TOTAL COST \$

3 PAYMENT INFORMATION

- Check enclosed (make checks payable to: *Printing Industries Association of San Diego*) Please invoice me
 Please charge my VISA MasterCard American Express

Account number _____ exp date _____

Name on card _____ Signature _____

By submitting this contract you are making a commitment to participate in the trade show. Cancellations received on or before January 8, 2010 - PIA/SD retains 50% of booth cost. Cancellations received after January 8, 2010 - PIA/SD retains 100% of booth cost unless booth is resold, then 50% will be refunded.

RESERVE YOUR BOOTH SPACE TODAY!
FAX TO: (858) 571-7935

or mail to:



PIA|SD

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Questions? Call PIA/SD at (858) 571-6555