

ON DEMAND[™]
CONFERENCE & EXPOSITION

Conference: **April 19-21, 2010**
Exhibits: **April 20-22, 2010**
Pennsylvania Convention Center • Philadelphia, PA
www.ondemandexpo.com

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Register at www.ondemandexpo.com or call 888-824-3004.

FREE PASS COMPLIMENTS OF: ROLLEM INTERNATIONAL

BOOTH #: **643** USE YOUR REGISTRATION SOURCE CODE: **471F**

Keynotes & General Sessions Open to All Attendees!

Tuesday, April 20 • 8:00 AM - 8:30 AM
What's New at ON DEMAND



Tuesday, April 20 • 8:30 AM - 9:00 AM
Future of the Industry Address: Print Opportunities in an Interactive World
Jeff Hayes – President, InfoTrends



Tuesday, April 20 • 9:00 AM - 10:00 AM
Opening Keynote Address: CMO Spotlight
Gina Testa – Vice President, Graphic Communications, Xerox Corporation

Panelists to include chief marketing officers and senior marketing executives from leading brands and Fortune 500 companies.



Tuesday, April 20 • 10:00 AM - 10:50 AM
General Session: 50 Ideas in 50 Minutes
Mal Baboyian – President, Production Printing Systems, Océ North America

Wednesday April, 21 • 8:30 AM - 9:15 AM
General Session: Improving Your Bottom Line in a Tough Economy

Manish Kapoor – EDP, Managing Director, FedEx Office
Divakar Rajamani – Director, University of Texas at Dallas

Wednesday April, 21 • 9:15 AM - 10:00 AM
General Session: Improving Your Competitive Position: Rethinking Your Business Model

Ken Garner – President, MFSA

Wednesday April, 21 • 10:00 AM - 10:45 AM
General Session: The War Against Print & How to Survive It

Moderating by: **Charlie Corr** – VP, Corporate Strategy, Mimeo
Steve Sherman – Director, Document Automation & Production Service (DAPS), U.S. Defense Logistics Agency, Department of Defense; **Jeff Hayzlett** – Chief Marketing Officer, Eastman Kodak;
Ben Cooper – Executive Director, The Print Council

Event Highlights Free to All Attendees!

For complete details, visit: www.ondemandexpo.com



Mailing & Fulfillment Pavilion

The Mailing & Fulfillment center offers you a chance to see all the latest equipment and software in production mode.

Participants include:

- | | | | |
|-------------------------|------------|--------------------------|------------|
| Anchor Software | Booth 1138 | Satori Software..... | Booth 1033 |
| BCC Software | Booth 1038 | Streamline Solutions.... | Booth 1142 |
| Brokers Worldwide | Booth 939 | Tec Lighting Inc..... | Booth 933 |
| Mailers Haven..... | Booth 1034 | Window Book | Booth 1035 |
| MFSA..... | Booth 1040 | Xante Corporation | Booth 945 |
| Rena Systems..... | Booth 1032 | | |



5th Annual Best of Show Awards

The awards take place at the Application Showcase Theater on **Tuesday at 2:45pm - 3:15pm**, recognizing leading-edge vendors and their innovations.



Application Showcase Theater Sessions

FREE Education on the Expo Hall Floor!

Welcome Reception

Tuesday, April 20
5:00pm - 6:00pm

Sponsored by:



EXPO HALL HOURS

Tuesday, April 20..... 10:00 AM - 5:00 PM
Wednesday, April 21..... 10:00 AM - 5:00 PM
Thursday, April 22..... 10:00 AM - 2:00 PM

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