



# LOCAL FORUMS

## SPONSORSHIP INFORMATION

### ABOUT LOCAL FORUMS

Local Forums are incredibly popular regional events designed to offer education and peer-to-peer networking at the local level. Leading PSDA members who serve as Regional Directors develop educational programs based on the current economy, products and services available, and issues relevant to their region. Local Forums also include the opportunity to network with a select group of printers and industry suppliers, lunch and a keynote speaker.

### WHO ATTENDS

Attendance to Local Forum events is exclusive to individuals who buy and sell print and printed products for resale or distribution to an end user. This includes: print distributors, print brokers, advertising agencies, design and marketing firms, freelancers, and more. This event is free for attendees and historically has generated a high-level crowd of top management, owners, and salespeople who have buying authority.

**46%** are c-level executives or owners

**64%** are top management

**40%** are outside sales (excluding c-level executives/owners)

**23%** are inside sales and customer service representatives

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**84%** are PSDA members

**16%** are PSDA non-members

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To sponsor, contact the PSDA Sales Department at  
[sales@psda.org](mailto:sales@psda.org) or 800.336.4641.

# LOCAL FORUMS

## SCHEDULE

**JANUARY 13**

**Anaheim, CA**

Embassy Suites Anaheim North

**MARCH 3**

**Dallas, TX**

Sheraton Grande Hotel

DFW Airport

**MARCH 12**

**No. New Jersey**

Sheraton Meadowlands

**APRIL 14**

**Seattle, WA**

Doubletree Guest Suites

Seattle Airport/Southcenter

**APRIL 21**

**Detroit, MI**

Greektown Casino

**MAY 6**

**Kansas City, MO**

Hilton Kansas City Airport

**MAY 27**

**Atlanta, GA**

Renaissance Waverly

**JUNE 18**

**Baltimore, MD**

Four Points by Sheraton

BWI Airport

## AGENDA

8:30 – 9 am                      Coffee/Networking

9 – 10:30 am                    Education Program

10:30 – 11 am                   Break/Networking

11 am – 12:30 pm               Education Program

12:30 – 2 pm                    Lunch & Speaker

Exact speakers and education topics will vary from region to region.

**Please visit [www.pstda.org](http://www.pstda.org) for further details about any specific location.**

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## WHY SPONSOR

Attendance to Local Forum events is exclusive to print distributors and other companies who buy print and printed products for resale or distribution to an end user. To gain access to this elite group of printing professionals, network and display your company's products and services, there are a limited number of sponsorships available. Electing to sponsor a local forum is the only way to gain access to this influential crowd of industry leaders in a one-on-one, intimate setting. The buying power represented at Local Forum events will provide sponsors with a unique, high-end opportunity to meet with prospective clients and showcase your company's capabilities at display tables located around the room.

## HOW TO SPONSOR

There are a maximum of 25 sponsorship opportunities available at each Local Forum event. Sponsorship opportunities are available on a first-come, first-served basis. In a situation where sponsors exceed the maximum 25 in a specific city, a waiting list will be created. For more information, or to secure your 2009 Local Forum sponsorship, please contact PSDA's Sales Department at 800.336.4641.

### 2009 LOCAL FORUM SPONSORSHIP OPPORTUNITY

Member Rate: \$875 per city  
Non-Member Rate: \$1,375 per city

#### INCLUDES:

- One company representative to attend the event
- Networking opportunities with distributor attendees during the event
- Logo representation on the city specific website, all related city promotional materials and on-site signage
- One 6' draped table for your display along the perimeter of the event room
- Attendee registration list after the event

Each event has select added-value sponsorship opportunities for increased exposure at the event. Companies interested in these options should contact the PSDA Sales Department.

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