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WORLD EXPO 2010 COURSE SCHEDULE

COURSES ARE ADDED FREQUENTLY!

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TUESDAY, JULY 13

Managed Print Summit

8:00 a.m. - 6:00 p.m.

Readers Choice Awards

7:00 p.m.

World Expo Block Party

Immediately following the Readers Choice Awards.

Attendees will be treated to a peek at the show floor in a community event like no other. Enjoy complimentary food and drinks while networking with your industry neighbors.

WEDNESDAY, JULY 14

Session One | 10:00 a.m. – 11:00 a.m.

- S43 All You Need to Know About Nanotechnology and Chemical Color Toners: They Are the Future, Better and Green
- S18 Common Cartridge Problems
- S16 Current Status of the Aftermarket Industry in Russia
- S25 Deal Crafting: You've Done the Assessment, Now What?
- S32 In Sync: Tying Marketing Efforts to Sales Results
- S40 Inkjet Remanufacturing: Cleaning is Key
- S12 Remanufacturing the HP P3015
- S46 Transitioning from Transactional: MPS Marketing Tips for Success
- S01 Using QuickBooks as an Integrated POS and Bookkeeping System for Retail Business Operations

Session Two | 12:30 p.m. – 1:30 p.m.

- S08 How to Effectively Buy or Sell a Company
- S37 Legal Issues, Environmental Opportunities and Profits in 2011
- S14 New Color Laser Releases
- S19 Servicing the New CP 4025/4542 Series
- S07 Seven Steps of Sales Success
- S34 Ten Reasons You Will Fail at MPS
- S24 The Most Important Sale You Can Ever Make: Your Next Employee

Session Three | 3:00 p.m. – 4:00 p.m.

- S23 Advanced Introduction to Inkjet Technology
- S27 How to Brand and Market Your MPS Program
- S02 Ink and Toner Retail Stores - This is Our Time!
- S39 Panel: Utilizing a Distribution Partner
- S15 Remanufactura del Cartucho Modelo HP P3015
- S09 Remanufacturing the HP CP-3525 Cartridge
- S20 Servicing the New LJ P3015 Series
- S31 Solutions to Laser Printer Failures
- S42 Strategic Networking: Building Value Through Relationships

THURSDAY, JULY 15

Session One | 10:00 a.m. – 11:00 a.m.

- S30 2010 MPS Sales and Marketing Best Practices
- S06 Five Biggest Challenges in Retail Inkjet Refilling Today
- S44 How to Succeed in India with Color Toners - What Indian Customers Want, and Why
- S03 Introduction to Plotter Repair and Maintenance
- S11 New Chip Technologies: ASIC Chips and More
- S05 Panel: How to Sell Ink and Toner Cartridges
- S38 Sales Compensation Models
- S33 Selling Added Value
- S47 Why Can't I Find Myself in Google Searches?

Session Two | 12:30 p.m. – 1:30 p.m.

- S45 Best Intellectual Property Practices of Successful Aftermarket Companies
- S41 Inkjets: Just the Basics
- S35 Managing Your MPS Business to Profitability
- S48 MPS Strategy: What You Need to Know Before the Rollout
- S21 Printer Drivers and Their Challenges
- S17 Remanufacturing the HP P4014/P4015/P4515 Cartridge
- S13 Remanufacturing the Okidata Color Laser Toner and Drum Cartridges
- S04 Successful E-Commerce
- S29 Turn Your Service Technicians Into Secret Agents

Session Three | 3:00 p.m. – 4:00 p.m.

- S36 Business Planning for MPS
- S22 Determining Value Propositions
- S26 Financing 101: Increase Sales Through Leasing
- S28 MPS Software: Not Just for Remote Monitoring
- S49 Product Management: The Pragmatic Approach to Successful Product Launch
- S10 Remanufacturing the HP CP-4520 Cartridge





BUSINESS MANAGEMENT

S45 Best Intellectual Property Practices of Successful Aftermarket Companies

Executives of component manufacturers, distributors, and remanufacturers selling to the retail or wholesale market need to have heightened awareness of Intellectual Property (IP) issues, as they can substantially influence the products their companies can buy, use, or resell, the companies' business relationships with entities in the supply chain, and more importantly, the companies' bottom lines. In this session you will learn about the basics of patent, trademark, copyright, and trade secret laws; various forms of IP infringement; defenses against allegations of infringement; minimizing liabilities from infringement; allocating IP risks; addressing IP concerns in your business agreements; importation and ITC proceedings; and IP issues in the context of international business transactions.

Tong T2

S16 Current Status of the Aftermarket Industry in Russia

This presentation will cover the main trends in the Russian laser printing market, including sales volume and market share; current trends in the Russian printing supplies market, including an overview of the remanufacturing market; a look at the impact of the economic crisis upon the Russian printing market; and forecasts for the next year.

Bekirov W1

S08 How to Effectively Buy or Sell a Company

Mike Dudek and Rich Wisniewski of Zygoquest will present the critical aspects of managing a business sale or purchase. Topics will include purchase price, how to enhance value, deal structure and tax strategy, operational issues that enhance or impair value, and, post-closing financial and legal risks. Owners and managers will walk away with invaluable knowledge about mergers and acquisitions and a 25 percent discount on future valuation services.

Dudek & Wisniewski W2

S02 Ink and Toner Retail Stores —This is Our Time!

The past few years have proven to be challenging for many businesses, and ink and toner retail stores have not been immune to the impacts of our economy. This presentation will discuss why the opportunity for ink and toner businesses has never been greater than it is right now and will be in the coming years, driven by a convergence of economic, social, and environmental conditions. Factors that can mean the difference between a successful operation and disappointment will be included in the discussion. Various business models and marketing strategies, including advantages and disadvantages, will be discussed.

Bloom W3

S37 Legal Issues, Environmental Opportunities and Profits in 2011

Learn about this year's big events: legal issues, the recession, industry challenges and opportunities. You'll also be introduced to EPEAT, the federal government's potentially huge opportunity for remanufacturers. Despite the recession, the aftermarket has made strides in 2010. Learn how and why in this important update on recent big events, as interpreted by an attorney and the leader of the industry's trade association. Find out what lies ahead in the coming months, and how to position your company to profit from it. Learn how to profit from what your trade association is undertaking.

Judge W2

S24 The Most Important Sale You Can Ever Make: Your Next Employee


Many of us spend a lot of time thinking about our approach for selling products and services to customers, but may not spend as much focused effort "selling" our company to prospective employees. In this presentation, Brause will discuss why she believes developing a comprehensive recruiting and hiring plan pays dividends equal to or better than those of your best customers.

Brause W2

S01 Using QuickBooks as an Integrated POS and Bookkeeping System for Retail Business Operations

One of the important operational decisions in a retail business is the selection of software for point-of-sale (POS) and back-office operations. One solution is to use a dedicated POS and a separate bookkeeping system – and integrating them in some fashion, either tightly or loosely. This presentation will discuss how QuickBooks can be implemented as a single, integrated system handling both jobs in a highly cost-effective manner. The rationale for selecting this solution will be discussed, along with the benefits received and the limitations that it presents. Examples of the use of QuickBooks in all phases of business operations will be demonstrated.

Bloom & Bloom W1



INKS & INKJETS

S23 Advanced Introduction to Inkjet Technology

The course will describe the latest progress in inkjet technology and applications, including SPT inkjet technology for industrial applications. In addition, we will discuss inkjet technology future tendency and potential marketing development with environmental issues. The session's focus will be on the SOHO, corporate, and industrial inkjet printing areas, with some basic knowledge background regarding print heads, ink, and improved cartridges.

Wang W3

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S06 Five Biggest Challenges in Retail Inkjet Refilling Today

One of World Expo's most popular classes; come listen to industry veteran Allen Luthy of Hunterhouse Americas lay out 2010's biggest challenges facing retail inkjet refillers and the best practice strategies for overcoming them. A must-see for industry novices and veterans alike.

Luthy T1

S40 Inkjet Remanufacturing: Cleaning is Key

This demonstration lab will focus on common inkjet conditions that require specific recovery techniques, including: experiments and demonstrations associated with cleaning dried ink residues, clearing nozzle obstructions, sponge recovery, etc. Specific recommendations for water purity, cleaning aggressiveness and shelf stability will also be discussed.

Lyles W1

S41 Inkjets: Just the Basics

The fundamentals of inkjet ink formulations will be explored. We will take a look at common issues with formulas that may cause printing issues and shelf stability failures. Also, sample ink will be mixed and printed right in the lab.

Lyles T2

S30 2010 MPS Sales and Marketing Best Practices

Learn what to look for when prospecting an MPS opportunity, how to get an appointment with a C-level employee, correctly communicating the MPS value proposition, marketing to verticals of strength, and how to develop an overall sales approach to MPS that puts you on the offensive.

Dyck T1

S36 Business Planning for MPS

This session will provide an overview of the key elements to consider in the development of a business plan for managed print services, including understanding the key assets and competencies required to deliver each level of managed print services to the customer.

Johnson T3

S25 Deal Crafting: You've Done the Assessment, Now What?

In this class, you will see step-by-step how to craft a Managed Print Solutions (MPS) deal, including how to crunch the numbers to make higher profit margins. We will use customer numbers from actual MPS deals. See how dealers across the country are regularly exceeding 50 percent margins.

VanDeWalker W1

S27 How to Brand and Market Your MPS Program

You have decided to go down the path of MPS, but how do you market this program? In this course, Henderson will review ways that dealers and resellers are structuring their MPS programs to capture the attention of their target audiences and be more successful. Topics will include developing a brand promise, differences in marketing strategies for MPS vs. traditional sales, and avoiding market confusion with your target audiences.

Henderson W3

S35 Managing Your MPS Business to Profitability

This session explores the key variables that drive operational profitability of managed print services engagements, and how to manage them effectively in your organization.

Johnson T2

S28 MPS Software: Not Just for Remote Monitoring

Are you using your print management software to remote monitor and collect meter reads alone? If so, you are missing the opportunity to properly use it as a sales and assessment tool. Collecting meter reads might help you build a bundled billing solution, but it's not using your software's capabilities to its fullest. This session will teach you ways to use your managed print solution to help reduce your customer's printing costs, improve their printing workflow and add to your bottom line.

Humphrey T3

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S48 MPS Strategy: What You Need to Know Before the Rollout

When rolling out a new program you want to ensure both you and your client benefit from it. This session will guide you through the many factors that are required to execute a successful managed print services program. You will gain insight into the different deployment methods available and will be able to choose the method that suits your organization best.

Brien T2

S39 Panel: Utilizing a Distribution Partner

Panel discussion with Industry-leading MPS providers. Learn the many ways your MPS outsourcing partner can help you land accounts that might slip away. A distribution partner provides the dealer with more than speed to market. Attend this panel discussion and learn how these MPS distribution partners can help build solid business opportunities.

Kister W3

S49 Product Management: The Pragmatic Approach to Successful Product Launch

Join PrintFleet's Senior Product Manager Sherry Lachine for a look at how to manage a successful product launch.

Lachine T3

S38 Sales Compensation Models

Most sales reps are coin operated. How you pay them determines the results you receive. Is your compensation plan producing results while meeting your organizational objectives? In this workshop you will learn details on sales compensation variables you can use to develop a MPS focused compensation plan that creates alignment between sales activities/results and your corporate objectives.

Kister T1

S34 Ten Reasons You Will Fail at MPS

This session discusses the top 10 common mistakes dealers make with a managed print services business model, and provides practical answers to avoid those mistakes.

Johnson W2

S46 Transitioning from Transactional: MPS Marketing Tips for Success

Your current customers know you as a transactional vendor. This session will give you practical ideas to reposition your business as a managed print solutions partner.

Amy W1

S47 Why Can't I Find Myself in Google Searches?

With everyone in the market talking about MPS, your company must get top placement when people search for MPS in Google. You will receive a proven four-step strategy that you can deploy to boost your search rankings and create leads.

Pulley T1

S22 Determining Value Propositions

One topic seems to be appearing with increasing frequency over the last year. That topic is value. It's been brought up in many different ways from as many different perspectives. Whether competing with the OEMs, other remanufacturers, importers, resellers, dealers, or hybrids, the value your customers feel they are or are not getting from you is the reason why your customer base is growing or getting smaller. This leads to the question: What will drive some of the larger purchase decisions those customers will make during the next year and during the course of conducting their business in this economic climate?

Harris T3

S26 Financing 101: Increase Sales Through Leasing

How do you utilize financing tools to help you grow your business? What is the best type of financing to offer my customers? In this course, you will learn the basics of lease financing and how leasing can help you increase sales and protect your customer base.

Fisher T3

S32 In Sync: Tying Marketing Efforts to Sales Results

In this presentation, Spensieri will outline a number of critical steps in formulating an effective marketing plan, with a focus on tying the efforts of marketing to sales efforts. Attendees will learn how to formulate, test, implement, and measure an effective marketing campaign, all while synchronizing sales and marketing efforts to maximize impact.

Spensieri W1

S05 Panel: How to Sell Ink and Toner Cartridges

Now more than ever smart businesses need to improve their ability to move their products. Sharpen your sales with tips as this panel of seasoned experts offer tried-and-true selling strategies. Industry veterans Bob Bloom, Jeff Gardner, Luke Goldberg and Brad Roderick along with moderator WooJin Kim offer practical insights into the art of successful selling in World Expo's most popular panel. This year, attendees are encouraged to submit questions before the show to woojinkim@hunterhouseamericas.com.

Moderator: Kim Panelists: Bloom, Gardner, Goldberg, Roderick T1

S33 Selling Added Value

Feeling a margin crunch? One of the few certainties in business is that differentiation is the only way to truly protect your company from price wars. In this presentation, Aldo Spensieri of West Point Products will discuss ways to insulate your customers from the competition by building added value into your offering and making yourself an indispensable partner to your customers, as opposed to being "just another vendor."

Spensieri T1

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S07 Seven Steps of Sales Success

Sales is a process. The better defined the process is, the greater the outcome. Invest 60 fast-paced minutes to learn just how easy it can be to achieve sales success. Each participant will receive a workbook that, by the end of the session, will contain a personalized action plan.

Roderick W2

S42 Strategic Networking: Building Value Through Relationships

The concept of networking is not new, though it has gained considerable attention in recent years with the advent of online social networking sites and forums. While these new methods of managing contacts have added value to professional networking, they have also created confusion regarding the true purpose and value of a strong, strategic professional network. This course will examine and address some of the common misconceptions about social networking, then introduce concepts that will allow attendees to analyze the structure of their own social and professional networks from the perspective of building value and implementing business strategy.

MacKenzie W3

S04 Successful E-Commerce

E-commerce is a necessity for any company. The possibilities with the online marketplace are endless, but there are a lot of moving parts to manage. Learn how to successfully get your company and products online. Find ways to drive traffic to your site, convert that traffic into the highest possible ROI, and maintain and grow your site. This class will also reveal online sales and marketing tools such as printer/cartridge navigation tools, printer identification software, product cross reference as well as other online tools that help get the highest possible conversion rate per unit of Web site traffic.

Constantinou T2

S29 Turn Your Service Technicians Into Secret Agents

If your service techs are not coming back with leads on EVERY service call, you need to attend this seminar! Not only will Faczan show you how to turn your service techs into "secret agents," he'll give you the specific forms, practical procedures and even the compensation plans to ENSURE YOUR SUCCESS.

Faczan T2

S03 Introduction to Plotter Repair and Maintenance

This class will help newcomers decide which printers to focus on in the areas of repair, cleaning and maintenance. The class includes basic cleaning techniques and necessary tools and equipment

Meyers T1

S21 Printer Drivers and Their Challenges

Drivers are fast becoming a major service issue for techs in the field. To keep up with the changing service world, many service providers now have IT people on staff or on contract. Others are increasing their bottom line by retooling their staff to handle IT basics such as drivers on their own. This class will help you retool your techs to handle driver setup, identify which drivers to use in different situations and build an awareness of the many driver options. In addition, service techs will learn how to isolate and fix driver problems and tell the difference between driver issues and connectivity and firmware issues.

Geishirt T2

S19 Servicing the New CP 4025/4542 Series

HP introduced the CP4025 and CP4525 units to replace the popular CLJ 4700 and CP4005 color printers. The dramatically different design of these units presents totally new challenges for service techs. In this seminar, we'll compare the new models and their predecessors. There are differences in functions and features, and even in kits and teardown. Don't expect these units to go away soon – HP typically introduces printers first followed by the MFP version a year later, once all the bugs are out of the printer version. Come learn about these new color printers which are coming off warranty soon.

Geishirt W2

Not All ISO Certified Procedures Are Created Equal!

Have you noticed that a lot of companies claim that their products are ISO certified or manufactured at ISO-9001 certified Facilities?

What does that even mean?

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SERVICE, MAINTENANCE & REPAIR

S20 Servicing the New LJ P3015 Series

Last summer, HP introduced the P3015 series as a replacement to the P3005. While the units look the same, HP changed certain mechanics inside the printer — techs need to use caution because if they don't know the differences, they can cause damage to these units. This seminar will look at the changes, compare the units, and look at common failures of both the new P3015 and its predecessor, the P3005.

Geishirt W3

S31 Solutions to Laser Printer Failures

Join us in an interactive discussion of the most current laser printer failures, fixes and technical advancements. Members of LPI's industry leading technical support and sales staff will host this interactive workshop to address the hot topics in the laser industry today. LPI's technical support staff currently fields an average of 900 tech calls per week, and this call frequency has allowed us to compile an extensive database of hot topics to help technicians properly diagnose, troubleshoot and repair HP laser printers.

Joslin & Mackoway W3

TONER, CARTRIDGE & CHIP TECHNOLOGIES

Note: All cartridge classes will be presented demo style and will not include hands-on cartridge work.

S43 All You Need to Know About Nanotechnology and Chemical Color Toners: They Are the Future, Better and Green

What is nanotechnology and why is it the future? Join us and learn how nanotechnology is utilized in making CPT, the benefits of CPT and associated nanotechnology based products, as well as future trends and what CPT offers.

Srivastava W1

S18 Common Cartridge Problems

This class examines common cartridge problems and possible solutions. We will go over problems that most remanufacturers run into from time to time. Some you will have seen before, and you will hope to never run into others. Attendees are encouraged to participate verbally.

DiPasquale W1

S44 How to Succeed in India with Color Toners — What Indian Customers Want, and Why

The printer consumables remanufacturing business in India is poised for growth. This session will include information on the market size of toners including color toners; what Indian customers want, and why, from color toners; guidelines on how to succeed in India; and an overview of the export of chemical color toners and remanufactured laser toner cartridge exports from India.

Mahajan T1

S11 New Chip Technologies: ASIC Chips and More

Chips are a constantly evolving technology with increasing variations. The aftermarket is using new technologies to address the OEM challenges with ASICs and smartcard emulators.

Cachia T1

S14 New Color Laser Releases

Find out about the newest color laser printers and MFPs being released from HP, Lexmark, Brother, Dell, Samsung and others. A brief summary of each engine will include details on the price and features, with special emphasis on the consumables.

Robinson W2

S15 Remanufactura del Cartucho Modelo HP P3015

El modelo P3015 es la impresora monocromática de mediana velocidad más reciente de HP con un rendimiento estimado de 42 ppm. Este nuevo modelo nos presenta algunas características únicas de tecnología de punta como por ejemplo, encendido inmediato en la primera impresión, así como impresión automática en las dos caras de la página. Es un modelo interesante ya que el diseño del cartucho utiliza algunas partes existentes de cartuchos anteriores. Los pasos de remanufactura son simples, lo que la hace una incorporación perfecta para cualquier reciclador.

Gonzalez W3

S09 Remanufacturing the HP CP-3525 Cartridge

The CP-3525 is fast becoming one of HP's most popular color printers. Learn the theory on how the cartridge works (very helpful for troubleshooting), and how to completely disassemble and reassemble the cartridge with step-by-step instructions. Also covered will be cartridge and some printer troubleshooting, as well as insights on common cartridge problems.

Josiah W3

S10 Remanufacturing the HP CP-4520 Cartridge

The CP-4520 is HP's latest color printer. Complete step-by-step instructions on disassembly and re-assembly will be covered, as well as cartridge theory (very helpful for troubleshooting). Also covered will be cartridge and light printer troubleshooting as well as insights on common cartridge problems.

Josiah T3

S12 Remanufacturing the HP P3015

The HP P3015 is HP's newest mid-speed monochrome printer. Rated at 42 ppm, this new engine incorporates some new features like Instant-on Technology to reduce the time to first page out, and automatic duplexing. This engine is interesting in that the cartridge design uses some existing parts from older cartridges. Remanufacturing steps are simple, making this an easy product addition for any cartridge remanufacturer.

Gonzalez W1

S17 Remanufacturing the HP P4014/P4015/P4515 Cartridge

The HP P4014/P4015/P4515 printers are 45-62 ppm, 1,200 dpi machines and are a likely replacement for the HP 4200/4300 series. We will explore the easiest way to remanufacture this profit maker and go over possible causes of failure.

DiPasquale T2

S13 Remanufacturing the Okidata Color Laser Toner and Drum Cartridges

Okidata incorporates similar design elements throughout their series of color laser printers and MFPs. The steps you will learn remanufacturing the C8600/8800 and C9600/9800 printer cartridges will easily translate to the other models.

Gonzalez T2

WORLD EXPO 2010 INSTRUCTORS



Darrell Amy, Dealer Marketing Systems

Darrell Amy is the president of Dealer Marketing Systems, a company with seven years of experience in deploying web and print marketing strategies that drive managed print success.

S46 Transitioning from Transactional: MPS Marketing Tips for Success W1



Aydan Bekirov, RechargEast Magazine

Dr. Aydan Bekirov is the owner and publisher of RechargEast magazine. He has worked as the R&D manager of Photofax Manufacturing as well as owned a private consulting business. A graduate of Sofia University, Bulgaria with a degree in physics of semiconductors, he received his Ph.D in electrophotography and was a postdoctorate fellow at the University of Saskatchewan.

S16 Current Status of the Aftermarket Industry in Russia W1



Bob Bloom, INK & TONER USA

Bob Bloom is co-founder and vice president and chief operating officer of INK & TONER USA LLC, a highly successful retail store launched in 2004 and headquartered in West Palm Beach, Fla. In 2006, Bloom initiated the company's comprehensive training, licensing, and support program – the “un-franchise” – which

shows entrepreneurs how to run a low start-up cost, low overhead, successful ink and toner retail business. INK & TONER USA has provided training to business owners in Florida, Georgia, Kentucky, New York, Pennsylvania, Michigan, Indiana, California, and Texas. Bloom has degrees in environmental engineering, secondary education, and computer systems, and has an extensive background in education, marketing, business development, and sales training.

S01 Using QuickBooks as an Integrated POS and Bookkeeping System for Retail Business Operations W1

S02 Ink and Toner Retail Stores - This is Our Time! W3

S05 Panel: How to Sell Ink and Toner Cartridges T1



Jane Bloom, INK & TONER USA

Jane Bloom is president and chief executive officer of INK & TONER USA LLC, a highly successful retail store that she founded with her husband, Bob. Jane has degrees in accounting and liberal studies and has been teaching accounting, bookkeeping, and other business subjects at the college and high school levels for more

than 30 years. She dedicates a great deal of time to several women's business organizations, chambers of commerce, charities, and other groups, and is a tireless networker. Bloom has been awarded the Small Business Person of the Year from the Chamber of Commerce of the Palm Beaches for her efforts and success at INK & TONER USA and her community service. She serves as president of the Women's Chamber of Commerce of Palm Beach County, and in 2009 was appointed to serve on the Palm Beach County Small Business Advisory Council. She is actively involved in the company's daily business operations and its training, licensing, and support program — the “un-franchise,” which shows entrepreneurs how to run a low start-up cost, low overhead, successful ink and toner retail business.

S01 Using QuickBooks as an Integrated POS and Bookkeeping System for Retail Business Operations W1



Sally Brause, GreatAmerica Leasing Corp.

Sally Brause is the director of human resources consulting at GreatAmerica Leasing. Her areas of expertise are attracting, motivating and developing top talent and she has been sharing this expertise with office equipment dealers and resellers over the last couple years. Brause has a sincere desire to help

clients become more successful by working with them to leverage their human capital developed by her work for several top companies in senior Human Resources roles. She is certified as a Senior Professional in Human Resources (SPHR) and has been certified as a Compensation Professional through World at Work. Brause received a B.A. from Coe College and a masters degree in Organizational Leadership from St. Ambrose University.

S24 The Most Important Sale You Can Ever Make: Your Next Employee W2



Tim Brien, PrintFleet

As vice president of Global OEM Programs for PrintFleet Inc., Tim Brien's background and education combines marketing and computer science. Brien brings 13 years of sales experience to PrintFleet, nine of which are within the imaging industry. Brien has been with

the company since its early inception and has directed numerous dealerships to successful enterprise print management implementations. Brien has enjoyed launches with independent dealerships ranging from \$3 million annually, to OEM clients in the multi-billion dollar range. Brien remains recognized in the channel for his decisive knowledge of enabling enterprise-class solutions within the dealerships of the imaging industry.

S48 MPS Strategy: What You Need to Know Before the Roll-out T2



Joe Cachia, UniNet Imaging

Joe Cachia is the general manager of chip manufacturing for UniNet Imaging Inc., specializing in the development and manufacturing of cartridge chips. His prior experience includes total responsibility for product engineering, R&D, manufacturing operations and quality assurance in a range of industries, including

reprographic and remanufacturing environments. Cachia has more than 20 years in the printer supplies industry, with a background in engineering, quality assurance, processes and manufacturing, and prior experience in the automotive and medical equipment industries.

S11 New Chip Technologies: ASIC Chips and More T1

**Don't miss the 2010
Readers Choice Awards
on Tuesday, July 13 at
7:00 p.m.**



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Dimitris Constantinou, Easy Group LLC

Dr. Dimitris Constantinou is president and founder of Easy Group, LLC. Constantinou has more than seven years experience in both the e-commerce and ink and toner industries, having grown his own companies' brands (such as 123 Refills, Inktelligent, Uni-Kit and others online as well as through traditional channels). Constantinou has developed and managed Web sites that have been consistently listed among the top 10 organic search engine results for popular ink and toner related keywords in popular search engines such as Google, Yahoo! and MSN. His marketing experience extends beyond SEO (search engine optimization) and into affiliate marketing, e-mail and call center marketing. In addition to his background with online marketing, Constantinou will also discuss topics related to online sales and marketing tools such as printer/cartridge navigation tools, printer identification software, product cross reference as well as other online tools that help provide the highest possible conversion rate per unit of Web site traffic.

S04 Successful E-Commerce T2



Tom DiPasquale, Diamond Tech Associates

Thomas DiPasquale is a 1974 graduate of Villanova University with a bachelor of science degree. He has been actively involved in magnetic roller and primary charge roller development since 1992. In 1993 he joined Diamond Tech Associates. He also started Dia-

mond Imaging Inc., a small remanufacturing company, in order to stay atop of new developments in cartridge recycling. DiPasquale has also developed coatings for developer rolls, metal doctor blades and drums. In addition, he has more than 22 years of experience in the rubber and plastics industry.

S18 Common Cartridge Problems W1

S17 Remanufacturing the HP P4014/P4015/P4515 Cartridge T2



Michael Dudek, Zygoquest Group

Michael Dudek, CPA is president and owner of Zygoquest Group, a firm specializing in mergers and acquisitions for entrepreneurs interested in selling or buying companies in the office products industry. Dudek and his management team are valuation experts who have consummated more than 400 M&A transactions throughout their careers in the industry. Prior to founding Zygoquest, Dudek was vice president, acquisitions for IKON Office Solutions, formerly a \$5 billion international NYSE office products service and distribution company prior to their acquisition by Ricoh Corporation.

S08 How to Effectively Buy or Sell a Company W2



Aaron Dyck, LMI Solutions

Aaron Dyck has more than five years experience in the imaging supplies and software industries. He was previously the director of sales and marketing with Multi Laser Solutions; after great success with Multi Laser he joined PrintFleet Inc. As director of sales with PrintFleet he strategically developed and implemented PrintFleet's MPS Advisor program. In addition to running a team of successful sales professionals, Dyck was responsible for expanding and growing PrintFleet's Tier 1 distribution partnerships. These experiences gave Dyck a comprehensive understanding of how to succeed in the managed print solutions arena.

S30 2010 MPS Sales and Marketing Best Practices T1



Craig Faczan, MSE



Craig Faczan is the marketing manager for Micro Solutions Enterprises (MSE). Over the past 14 years he has held several executive positions within the imaging supplies industry and co-owned two successful retail sales/supplies/service companies prior to joining MSE.

He has specialized in sales management, product marketing and has developed proven business strategies and an award-winning partner program designed to help resellers succeed. He also spent several years as an environmental scientist and consultant prior to entering the imaging supplies business.

S29 Turn Your Service Technicians Into Secret Agents T2



Jennie Fisher, GreatAmerica Leasing Corp.

Jennie Fisher is the senior vice president and general manager of the Office Equipment Group at GreatAmerica Leasing Corp. She is responsible for sales, marketing, operations, and financial performance for this business unit. She has been involved in lease financing since 1989. Prior to joining GreatAmerica in 1993, Fisher worked for GE Capital. She earned her M.B.A. from the University of Iowa. Fisher is certified to instruct Belgard Team Tools and Achieve Global Professional Selling Skills.

S26 Financing 101: Increase Sales Through Leasing T3

Jeff Gardner, Printer Essentials

Jeff Gardner currently serves as Chief Operating Officer for Printer Essentials, a leading supplier of aftermarket imaging supplies and solutions based in Reno, NV. Before joining Printer Essentials, he served as national director of strategic partnerships for 123inkjets.com, a leading online retailer of home office and small business consumables. Gardner holds a B.S. in business administration and an MBA from the University of Southern California's Marshall School of Business. He has also been a guest lecturer on Internet advertising at the USC Viterbi School of Engineering.

S05 Panel: How to Sell Ink and Toner Cartridges T1



Steve Geishirt, Parts Now!

Steve Geishirt is the director of training at Parts Now!, the nation's largest laser printer parts distributor. Geishirt looks at the newest printing, multifunction and imaging technologies impacting the marketplace. Each year, he trains nearly 1,000 technicians and service managers.

A sought-after industry expert, Geishirt's technical articles are published in four languages worldwide and he has spoken to audiences globally. He is a member of the PDI+ Cornerstone Committee.

S19 Servicing the New CP 4025/4542 Series W2

S20 Servicing the New LJ P3015 Series W3

S21 Printer Drivers and Their Challenges T2

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Luke Goldberg, MSE



Luke Goldberg is the senior vice president of Micro Solutions Enterprises (MSE). He is responsible for developing worldwide market analysis, examining sales trends, expanding and analyzing emerging sales channels and opportunities for the industry. Goldberg also is responsible for MSE's worldwide sales effort, marketing, tech support, product management and customer service. With more than 19 years of experience in the imaging supplies industry, Goldberg has served as SVP at Future Graphics Imaging Corp./Nu-kote Components Division and vice president/partner Imaging Division. He has extensive industry knowledge and expertise in sales and marketing techniques, industry trends and developments, market analysis and sales channel development. Goldberg has been a long-time speaker at global trade shows and contributor to industry trade magazines.

S05 Panel: How to Sell Ink and Toner Cartridges T1



Javier Gonzalez, UniNet Imaging

Javier Gonzalez is the R&D manager for UniNet Imaging Inc.'s U.S. headquarters in Los Angeles, and has been with the company for more than six years. Prior to his promotion to R&D manager, Gonzalez was a senior technical support associate and R&D technician. He is a contributing writer of cartridge remanufacturing and technical articles and regularly teaches at technical seminars, road shows, and industry events worldwide.

S12 Remanufacturing the HP P3015 W1

S15 Remanufactura del Cartucho Modelo HP P3015 W3

S13 Remanufacturing the Okidata Color Laser Toner and Drum Cartridges T2



Ron Harris, Virtual Imaging Products

Ron Harris, a marketing executive with more than 20 years experience in branding, integrated sales and marketing strategies, and business development, has served as a director of marketing for Nupro, LLC, International Laser Group, as a marketing consultant for UniNet Imaging and Rainmaker Strategies.

S22 Determining Value Propositions T3



Ryan Humphrey, Parts Now!

As manager of managed print solutions at Parts Now!, Humphrey helps companies profit from managed printing by guiding them to build a strategic platform, sales implementation process and achievable goals. Prior to joining Parts Now!, the nation's largest laser printer parts distributor, he held sales positions at a division of Merck & Company and a Lanier dealership. He earned a B.A. in psychology from the University of Iowa.

S28 MPS Software: Not Just for Remote Monitoring T3



Sarah Henderson, GreatAmerica Leasing Corp.

Sarah Henderson is the director of Strategic Marketing for the Office Equipment Group at GreatAmerica Leasing. In her role, she develops marketing strategies for GreatAmerica and its customers, including developing end-user marketing as part of the MPS Navigator program, a business planning tool for dealers and resellers. She has more than 10 years experience, including developing award-winning materials for several national organizations. She holds a bachelor's degree in communication.

S27 How to Brand and Market Your MPS Program W3



Doug Johnson, Supplies Network

Doug Johnson joined Supplies Network in 2010 after a four-year engagement as a managed output services consultant and founder of RedSage Consulting and RedSage Partners. Johnson also served as SVP/COO of Print Inc., and president of its subsidiary, Print-Value Solutions. Print Inc. was a start-up in 2001 that pioneered MPS, growing to a \$67 million company when it was sold to Pitney Bowes in 2006. Prior to Print Inc., Johnson was with HP for 20 years, serving as SVP of worldwide marketing for HP's Imaging and Printing Systems Group, and VP/GM for HP's Imaging Supplies Division. Johnson received a B.S. in quantitative management from Boise State University, and was recognized as a Top Ten Scholar.

S34 Ten Reasons You Will Fail at MPS W2

S35 Managing Your MPS Business to Profitability T2

S36 Business Planning for MPS T3



Mike Josiah, UniNet Imaging

Mike Josiah is East Coast technical director at UniNet East Coast, a global distributor of toner, OPC drums, wiper blades and other supplies. He and his technical support team regularly contribute articles and teach seminars at association meetings and trade shows.

S09 Remanufacturing the HP CP-3525 Cartridge W3

S10 Remanufacturing the HP CP-4520 Cartridge T3



Ebben Joslin, Laser Pros International

In the position of technical support supervisor, Joslin plays a vital part in the Laser Pros International technical support staff where he brings extensive knowledge and complete certification of the entire Hewlett-Packard line of LaserJet printers. Joslin is responsible for all phases of laser printer troubleshooting and repair as well as assisting in new product research and development and failure analysis.

S31 Solutions to Laser Printer Failures W3



Tricia Judge, Int'l ITC

Tricia Judge is the executive director of the International Imaging Technology Council, a not-for-profit trade association serving imaging supplies remanufacturers and dealers. Judge was also the executive editor of Recharger Magazine for five years. Judge managed a private law practice that specialized in small business issues for 11 years. Judge's work has been published in various industry publications, and she has won critical acclaim for her writing and industry advocacy. She is a regular speaker on industry issues at meetings around the world.

S37 Legal Issues, Environmental Opportunities and Profits in 2011 W2



WooJin Kim, HunterHouse Americas

WooJin Kim has over 20 years in the high-tech and imaging supplies industry with extensive experience in sales, marketing and strategic business development. His range of experience includes companies from the Fortune 500 as well as significant mergers and acquisitions work. Kim currently serves as the CEO of Hunterhouse Americas, the firm that serves as the primary business development representative and strategic advisor to the Print Rite group of companies and its various subsidiaries for the Americas.

S05 Panel: How to Sell Ink and Toner Cartridges T1

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Barney Kister, Supplies Network

Barney Kister is senior vice president for managed print services (MPS) sales with CARBON SiX. He has been instrumental to the development of the CARBON SiX MPS program as a senior executive for Supplies Network, the largest privately owned wholesaler of IT consumables in the U.S. headquartered in St. Louis, Mo.

The CARBON SiX program has been selected by HP as a National Collaborative Infrastructure Partner, and is a recipient of Photizo's MPS Leadership Award. In 1991, when Supplies Network was established, Kister became the wholesaler's first vice president of sales. In 2006, he was named senior VP-sales operations and managed Supplies Network's dealer and partner connectivity, pricing management, and MPS. Kister has an M.B.A. from the University of Phoenix.

[S39 Panel: Utilizing a Distribution Partner W3](#)

[S38 Sales Compensation Models T1](#)

Sherry Lachine, PrintFleet

Sherry Lachine is senior product development manager for PrintFleet Inc.

[S49 Product Management: The Pragmatic Approach to Successful Product Launch T3](#)



Allen Luthy, Hunterhouse Americas

Allen Luthy is best known in the imaging industry for his colorful yet informative retail inkjet market lectures, process engineering training classes, and insightful technical articles. Luthy has helped hundreds of start-up retail, B2B, franchise, Web-based, and industrial inkjet companies grow their businesses. Prior to joining Hunterhouse Americas, this industry veteran was a program manager for a \$1 billion specialty polyurethane foam manufacturer whose chemistries are used extensively in many inkjet cartridges today.

Luthy graduated from the University of Illinois, Champaign, and the Defense Language Institute, Monterey, Calif.

[S06 Five Biggest Challenges in Retail Inkjet Refilling Today T1](#)



Ben Lyles, Spectrum Inkjets

Benjamin Lyles started his career in the imaging aftermarket upon completion of his chemistry degree from the University of Southern Illinois in 1995. His career has focused on all aspects of inkjet technology that include ink formulation, manufacturing processes, cartridge design, quality control, and design patents. Lyles

currently serves as president of Spectrum Inkjets, focusing on the technical demands of the latest inkjet designs and processes.

[S40 Inkjet Remanufacturing: Cleaning is Key W1](#)

[S41 Inkjets: Just the Basics T2](#)



Scott MacKenzie, West Point Products

Scott MacKenzie is the director of marketing and market analysis for West Point Products. A recognized industry speaker and contributing editor to a number of trade publications, MacKenzie joined the West Point Products team in January 2009 as manager of market analysis, assuming the director's position in November

2009. In his role at West Point, MacKenzie is responsible for West Point Products' marketing initiatives as well as market research and analysis, working closely with the firm's senior management team. MacKenzie holds an honors degree in English and economics from the University of Toronto, and a post-graduate certificate in marketing management. He is a 2012 MBA candidate at the Rotman School of Management in Toronto, Canada.

[S42 Strategic Networking: Building Value Through Relationships W3](#)



Todd Mackoway, Laser Pros International

With more than 10 years sales experience, Mackoway brings extensive knowledge and professionalism to the sales staff of Laser Pros International with his vast expertise of the laser printer industry. Building strong and long lasting customer relationships is a strong attribute. Mackoway holds a bachelor's degree in resource management from UW-Stevens Point, with a math minor.

[S31 Solutions to Laser Printer Failures W3](#)

Sanjeev Mahajan, Navran Advance Nanoproducs Development Int'l. Pvt. Ltd.

A 25-year veteran of the imaging business in India and South Asia, Sanjeev Mahajan is currently vice president of marketing and exports for Navran Advanced Nanoproducs Development International Pvt. Ltd., a new chemical color toner manufacturer based near New Delhi, India. He has previously held senior marketing positions with Static Control Components, Katun Corp., Ricoh India, Xerox and Eastman Kodak. His experience encompasses general management and company operations, including start-up and turn-around skills. His career includes direct experience in marketing, sales, exports, imports, channel management and corporate planning. Mahajan holds a bachelor of science degree from Bangalore University and a master's in business administration from Panjab University in Chandigarh.

[S44 How to Succeed in India with Color Toners — What Indian Customers Want, and Why T1](#)



Terry Meyers, Meyers Laser Printer Service

Terry Meyers is the owner/operator of Meyers Laser Printer/Plotter Services of Ventura, Calif. As an independent laser printer/DesignJet plotter trainer, he does on-site custom classes for individual companies or open classes. Meyers is HP certified in HP color LaserJets, laser printers and all HP DesignJet plotters including the DesignJet 4000.

[S03 Introduction to Plotter Repair and Maintenance T1](#)



John Pulley, Dealer Marketing Systems

John Pulley is the business development director of Dealer Marketing Systems, a company with seven years of experience in deploying web and print marketing strategies that drive managed print success.

[S47 Why Can't I Find Myself in Google Searches? T1](#)



Neil Robinson, UniNet Imaging

Neil Robinson is R&D/technical director for UniNet Imaging Inc.'s U.S. headquarters in Los Angeles. He is an industry veteran with a 30-year background in the imaging supplies industry. His previous position was V.P. of product development and QA for Future Graphics LLC, where he was responsible for all QA functions, product

improvements, interfacing with customers and vendors, and was a member of their New Product Development Team. He has extensive cartridge remanufacturing experience, having worked for industry notables such as Dataproducts (a division of Clover Technologies Group LLC) and Laser Technologies (a Mitsubishi-owned company) in both engineering and engineering management positions. Prior to that, he worked for several toner manufacturers as a toner chemist where he developed new toner formulations for a wide variety of engines. He is a member of the STMC Committee and also a certified trainer.

[S14 New Color Laser Releases W2](#)

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Brad Roderick, InkCycle

Brad Roderick is executive vice president of InkCycle Inc. He is an industry veteran with 20 years of experience in OEM and aftermarket supplies and more than 25 years of sales and marketing experience. He is an active member of the remanufacturing industry as an author, trainer and speaker focusing in the areas of industry trends, strategy, sales and marketing, and environmental sustainability.

S07 Seven Steps of Sales Success W2

S05 Panel: How to Sell Ink and Toner Cartridges T1



Aldo Spensieri, West Point Products

Aldo Spensieri is the vice president of sales for West Point Products Canada and vice president of Marketing corporate. He has been involved in the data products and printer supplies aftermarket industry for close to 25 years, the last nine years focused specifically in the cartridge remanufacturing industry. He has been instrumental in the development and successful implementation of WPP's Axxess Managed Print Services Program.

S32 In Sync: Tying Marketing Efforts to Sales Results W1

S33 Selling Added Value T1

A.K. Srivastava, Navran Advance Nanoproducts Development Int'l. Pvt. Ltd.

Dr. A. K. Srivastava has more than 20 years experience in the specialty chemicals industry as a leading chemical engineering scientist. He has more than 12 years experience in the chemical toner space playing a key role in the development of the chemical toner process for major players. He has worked with the NAND team to develop chemical toners and associated base materials that utilize nanotechnology in novel ways. Srivastava holds a both master's degree and a Ph.D in chemical engineering, as well as an MBA. He is also a Chartered Engineer and a Fellow of the Institution of Chemical Engineers.

S43 All You Need to Know About Nanotechnology and Chemical Color Toners: They Are the Future, Better and Green W1



Roland Tong, Jackson DeMarco Tidus Peckenpaugh

Roland Tong is a shareholder at Jackson DeMarco Tidus Peckenpaugh, a full-service law firm located in Southern California. He focuses his practice in all areas of intellectual property law. Tong has substantial experience in litigating unfair competition, non-compete agreements, misappropriation of trade secrets, and patent, trademark, copyright, and trade dress infringement cases. He has applied for and obtained numerous patents and trademark registrations for his clients. He regularly performs patentability, invalidity, and infringement studies and renders legal opinions based on them. He has served as general counsel and In-house IP counsel for industry leading companies. In these capacities, Tong built their IP portfolios and implemented IP review systems for their products so that IP infringement risks are minimized.

S45 Best Intellectual Property Practices of Successful Aftermarket Companies T2



Greg VanDeWalker, GreatAmerica Leasing Corp.

Greg VanDeWalker, Senior vice president, strategic relationships, is responsible for developing and strengthening a variety of national account relationships and programs for all GreatAmerica business units. He has taken the lead in developing strategic relationships with partners in the office equipment industry to help dealers implement print management strategies. Prior to joining GreatAmerica in 2003, VanDeWalker was general manager for the transportation division of US Bancorp in Denver. He began his leasing career in 1991 with Business Credit Leasing (BCL) in sales and sales management. Prior to BCL, he was a tax accountant for Arthur Andersen & Company. He received his bachelor's degree in accounting.

S25 Deal Crafting: You've Done the Assessment, Now What? W1



Jie Wang, Nano Digital

Dr. Jie Wang is president of Nano Digital Inc. (USA) and Nano Digital Inkjet Business & Technology Co., Ltd. (Zhuhai, China). From 2005-2007, he was president of JCD Digital Inkjet Tech (Shanghai) Co. Ltd. (China). Prior to that, he was general manager of Graphic Digital in the U.S. In the past 13 years, he has contributed presentations, publications and patents that have addressed the research and development on inkjet inks and spongeless cartridges, including CISS invention and innovation. He has a Ph.D in polymer science from Syracuse University.

S23 Advanced Introduction to Inkjet Technology W3

Rich Wisniewski, Zygoquest Group

Rich Wisniewski is vice president of Zygoquest Group, a firm specializing in mergers and acquisitions for entrepreneurs interested in selling or buying companies in the office products industry. The Zygoquest team has consummated more than 400 M&A transactions in their careers. Prior to joining Zygoquest, Wisniewski worked in a number of diversified industries holding various finance and executive management positions. He has a CPA certificate and an MBA in finance.

S08 How to Effectively Buy or Sell a Company W2



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Schedule *agenda subject to change without notice

- 8:25 - 8:30 **Welcome**
- 8:30 - 9:15 Scott MacKenzie, West Point Products
The Mental Models of MPS
- 9:15 - 10:00 Carl Little, InkCycle
Is Your Managed Print Sales Team Trained to Sell MPS?
- 10:00 - 10:45 John Shane, InfoTrends
MPS Impact on the Supplies Market
- 10:45 - 11:00 **Break**
- 11:00 - 11:45 Doug Johnson, Supplies Network
Sales Compensation Models
- 11:45 - 12:30 **Software Integration Panel**
Moderator: Cortney Kasuba
Panelists: Laryssa Alexander, ECI OMD & LaCrosse;
Aaron Dyck, LMI; Sherry Lachine, PrintFleet;
Darrell Leven, FMAudit; Jim Phillips, Digital Gateway
- 12:30 - 1:30 **Lunch**
- 1:30 - 2:15 Cortney Kasuba, Lyra
MPS: Capturing the Vertical Opportunities
- 2:15 - 3:00 Gregg Mader, Printer Essentials
Choose Your Customers Wisely
- 3:00 - 3:45 Matt McLeish, Parts Now!
MPS: The Green Sale
- 3:45 - 4:00 **Break**
- 4:00 - 4:40 Ed Crowley, Photizo Group
MPS Goes Mainstream: Are You Ready
- 4:40 - 5:00 Greg VanDeWalker, GreatAmerica Leasing
A Closer Look at MPS Financing
- 5:00 - 5:45 **Partner Programs Panel**
Moderator: Greg VanDe Walker
Panelists: Aaron Dyck, LMI; Barney Kister, Supplies Network;
James Luquire; Synnex; Matt McLeish, Parts Now!
- 5:45 - 6:00 **Sponsor thank you**

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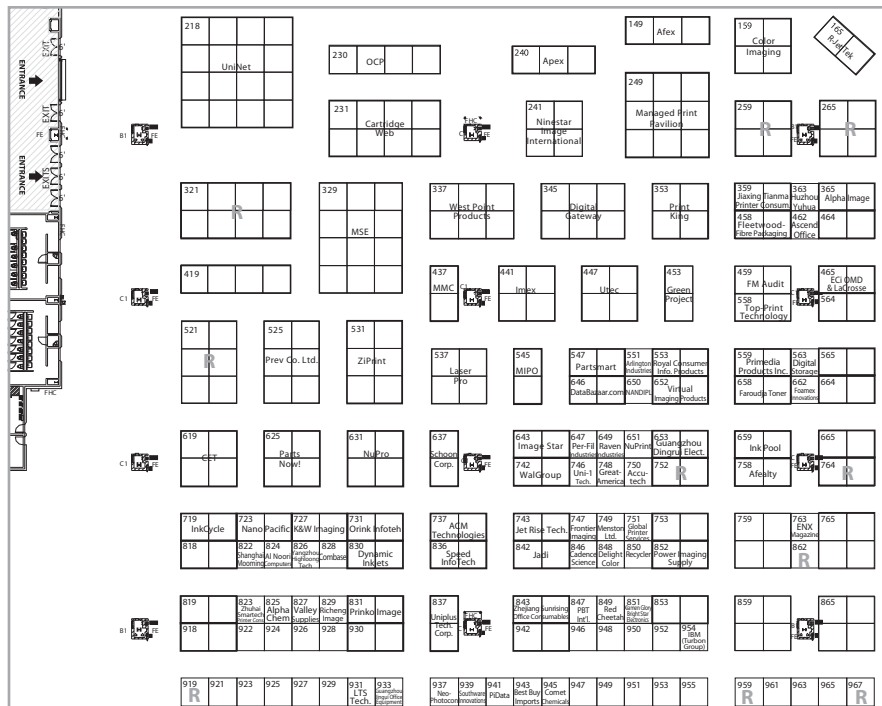
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Al Noori Computers Dubai	824
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AlphaChem Co., Ltd.	825
Apex	240
Arlington Industries	551
Ascend Office Accessories Limited	462
Best Buy Imports	943
Cadence Science, a division of Cadence Inc.	846
Cartridge Web	231
China Eternal Copiers Technology, USA	619
Color Imaging	159
Combase Inc.	828
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Delightcolor Imagitech Co., Ltd.	848
Digital Gateway Inc.	345
Digital Storage	563
Dynamic Inkjets	830
ECi OMD and La Crosse	465
ENX Magazine	763
Faroudja Toner	658
Fleetwood-Fibre Packaging & Graphics	458
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Image Star	643
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InkCycle, Inc.	719
Inkpool Takewill Resource Technology (Shenzhen) Co., Ltd.	659
Jadi Imaging Supplies (US), Inc.	842
Jet Rise Imaging Technology Ltd.	743
Jiaxing Tianma Printer Consumables Co.	359
K & W Imaging Inc.	727
Laser Pros International	537
LTS Technology Inc.	931
Menston Limited	749
Micro Solutions Enterprises (MSE)	329
MIPO Technology Limited	545
MMC	437

Mooming Toner Limited	822	R-Jet Tek	165
Nano Pacific	723	Royal Consumer Information Products	553
Navran Advance Nanoproducts		Schoon Corporation	637
Development International Pvt. Ltd.	650	Shenzhen Printing Consumables Co., Ltd.	353
NeoPhotocon Co. Ltd.	937	SouthWare Innovations, Inc.	939
Ninestar Image Int'l Ltd.	241	Speed Infotech Holdings Limited	836
Nuprint Technologies Inc.	651	Uni-1 Technology Ltd.	746
NuPro	631	UniNet Imaging	218
OCP-USA, Inc.	230	Union Technology International (MCO) Co.	447
Orink Infotech International Co. Ltd.	731	Uniplus Technology Corp.	837
Parts Now!	625	Valley Supplies Inc.	827
Partsmart	547	Virtual Imaging Products	652
PBT International Ltd.	847	Wal Group LLC	742
Per-Fil Industries Inc.	647	West Point Products	337
Pi Data Supplies LLC	941	Xiamen Glory Bright Star Electronics Co.	851
Power Imaging Supply	852	YangZhou Highloong Technology Co. Ltd.	826
Prev Co. Ltd.	525	Zhejiang Sunrising Office Consumable Material Co., Ltd.	843
Primedia Products Inc. / Ink Technology Inc.	559	Zhuhai Smartech Printer Consumables Manufacturing Co., LTD	823
Prinko Image Co. (USA), Inc.	831	Zhuhai Top-Print Technology Co., Ltd.	558
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(for example, W1 is Wednesday, Session 1)

W1	W2	W3
T1	T2	T3

Attendee profile:

1) Your company: (select all that apply)

- Sells toner cartridges that are remanufactured in-house
- Sells remanufactured toner cartridges purchased from an outsourcer
- Sells inkjet cartridges that are recycled in-house
- Sells recycled/compatible inkjet cartridges purchased from an outsourcer
- Sells new or remanufactured ribbons
- Sells new OEM cartridges (either toner or ink)
- Sells components for cartridges or printers
- Sells cost-per-page or managed print solutions
- Provides printer/copier/computer service
- Sells new hardware (printers, copiers, faxes, etc.)
- Sells refurbished hardware (printers, copiers, faxes, etc.)
- Sells MICR products
- Is a broker for empties/cores
- Other _____

2) You sell to: (select one)

- Predominantly end users
- Predominantly resellers
- Equal mix of end users and resellers
- Other _____

3) Your job title is: (select one)

- Owner/CEO/General Manager
- Cartridge production/technical
- Service technician/manager

- Senior technology management
- Sales account management/marketing
- Senior sales/marketing management
- Administration/office manager
- Senior financial management
- Other _____

4) Your company has been in business for: (select one)

- Less than 1 year
- 1-3 years
- 4-6 years
- 7-10 years
- 11-15 years
- More than 15 years

5) What is your monthly cartridge volume?

- In-house: Inkjet Toner
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6) Do you subscribe to Recharger?

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7) What benefits do you associate with attending World Expo? (select all that apply)

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