



23-24 September 2008

+ half day intensives, Mon 22 Sep

Bayview Eden Hotel, Melbourne

www.podi.com.au

Invitation to Exhibit



PODi Aust NZ
Level 7, 332 – 342 Oxford Street, Bondi Junction NSW 2023
Ph 02 386 1595 or 1300 131 787
email: info@podi.com.au www.podi.com.au

To our important and valued industry vendors

Your organisation is invited to exhibit at the second regional PODi Application Forum to be held at the Bayview Eden Hotel, Queens Road, Melbourne on **Tuesday 23 and Wednesday 24 September, 2008.**

The Print on Demand Initiative (PODi) is supported in the region by the Graphic Arts Services Association of Australia.

Following the success of the first regional PODi AppForum in Sydney last year, the event has moved to Melbourne to encourage even more participation from the southern States.

Modelled on the highly successful PODi Application Forums in the USA the two-day conference and intensive workshop, together with the expo will look at the very best in relevant digital print. This is a unique opportunity to showcase your organisation's offerings and solutions to people at the cutting edge of digital print marketing.

PODi USA General Manager, David Erlandson, will keynote the programme as well as run several solution selling and sales remuneration workshops. Joining him will be a host of world-class presenters that will draw both experienced and emerging digital print service providers and buyers to the event. Attendees will be people with a keen interest in all aspects of variable data and web-to-print equipment and applications ... ***your most likely customers.***

The flow of the event is designed to enhance exhibitors' exposure to attendees with coffee breaks, lunch and the networking cocktails being taking place in, and around, the expo area. Our session times include ample opportunity for delegates to speak to all exhibitors.

More information about the event can be found at <http://www.podi.com.au/> and an **Expo and Conference floor plan is included in this document.**

Exhibition space is limited so move quickly to secure your preferred position at the upcoming PODi AppForum in Melbourne, 23 & 24 September.



**Garry Knespal
General Manager
PODi Aust NZ**

Foundation Members

Expo Package

The Exhibitor package includes:

- 2100 mm x 750 mm freestanding table.
Note: Heavy equipment may not be displayed. Contact us for me details.
- Standard 10 Amp electrical power outlet.
- Ability to display signage on the wall behind the table using approved fixings.
- 250 word plus logo entry in Exhibitor Catalogue.
- Logo display and acknowledgement at Exhibitor Cocktails.
- Two full (2 day) application forum passes including entry to Exhibitor Cocktails.
- List of names of delegates.

This comprehensive exhibitor package is \$3,850 (\$3,500 plus GST).

Contact Garry Knespal or Rebecca Azzopardi for more information

02 9386 1595 | 1300 131 787

AppForum
2008
Melbourne, Australia 23-24 Sep

Marketing

The PODi AppForum 08, Melbourne is being promoted to tens of thousands of print, marketing communications executives and media buyers in the following ways:

- PODi USA and PODi Australia website and database (15,000+ contacts)
www.podi.org and www.podi.com.au
- GASAA website, enews and database (13,000+ contacts).
www.gasaa.asn.au
- Outputlinks – International Media Partner and world-wide leader in transactional and transpromo resources
www.outputlinks.com
- All major Australian and New Zealand printing trade magazine and online services
- Direct Magazine – targeted at the direct marketing print community, and in particular members of the Australian Direct Marketing Association
- Major business and daily news feeds

As an exhibitor your firm will ride this waive of regional and international media and marketing exposure.

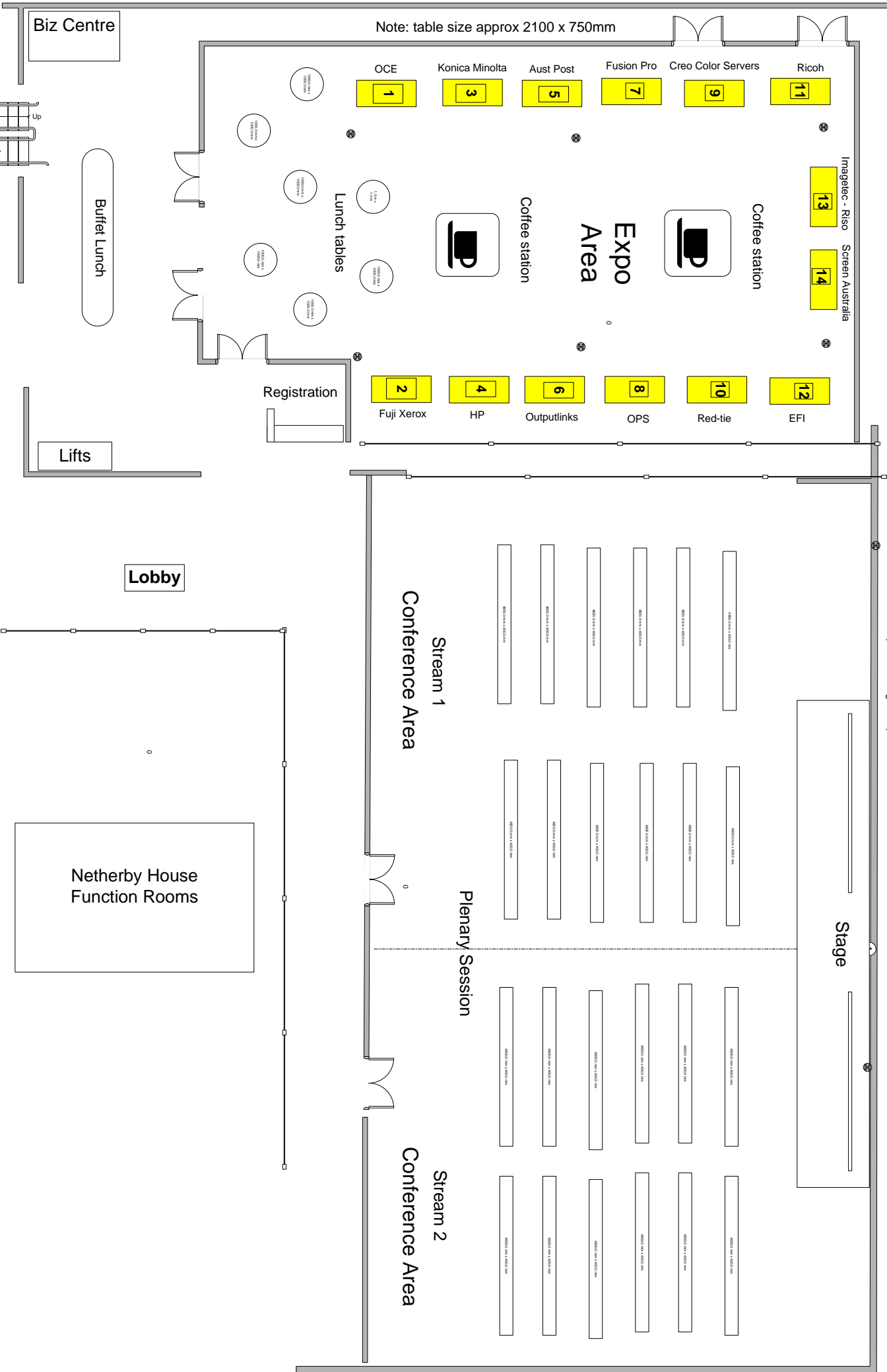
Put your firm at the forefront of the minds of key users of variable data and web-to print technology. Call today on 1300 131 787 or 02 9386 1595 and grab a select spot at the upcoming PODi AppForum 08, Melbourne.

Bayview Eden Hotel, Queens Road, Melbourne
Tuesday 23 and Wednesday 24 September, 2008.

PODi
AppForum
2008
Melbourne, Australia 23-24 Sep

PODI Austi NZ – Application Forum Floor Plan
Bayview Eden Hotel, Melbourne
23 & 24 September 2008

(as at 15 August 08)



Note: table size approx 2100 x 750mm

Biz Centre

Buffet Lunch

Lifts

Lobby

Netherby House
Function Rooms

Lunch tables

Registration

Stream 1
Conference Area

Plenary Session

Stream 2
Conference Area

Stage

Coffee station

Coffee station

Expo Area