

**ON DEMAND**<sup>™</sup>  
CONFERENCE & EXPOSITION

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

Moderated 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  
for All Attendees!**

For complete details, visit:  
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**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	Neopost USA Addressing Group.....	Booth 1043
BCC Software.....	Booth 1038	Satori Software.....	Booth 1033
Brokers Worldwide .....	Booth 939	Streamline Solutions.....	Booth 1142
Crawford Technologies.....	Booth 1032	Tec Lighting Inc.....	Booth 933
EasyPurl.com.....	Booth 1132	Virtual Systems.....	Booth 1039
Mailers Haven.....	Booth 1034	Window Book.....	Booth 1035
Martin Yale.....	Booth 1140	Xante Corporation .....	Booth 945
MFSA.....	Booth 1040		



*In conjunction with InfoTrends*

**5th Annual Best of Show Awards Ceremony**

**Application Showcase Theater • 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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