

# AWA PRESSURE-SENSITIVE GRAPHIC FILMS SEMINAR

OCTOBER 9 | NEW ORLEANS, LA, USA  
**2017**

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GOLD SPONSORS



# SEMINAR PROGRAM

8.30 - 9.30am	REGISTRATION & WELCOME COFFEE
9.30 - 10.00	SEMINAR OPENING & GLOBAL GRAPHIC FILMS MARKET OVERVIEW Sami Mulari, Manager - Market Research / Consulting, AWA Alexander Watson Associates
10.00 - 10.30	HOW THE HUMID WEATHER IN NEW ORLEANS AFFECTS THE SELECTION OF MATERIAL USED John R. Williamson, Jr., Owner, CAD Printing
10.30 - 11.00	WIDE FORMAT INDUSTRY OPPORTUNITIES IN PRESSURE-SENSITIVE MATERIALS Steve Urmano, Director of Wide Format, Keypoint Intelligence/InfoTrends
11.00 - 11.45	COFFEE & NETWORKING BREAK
11.45 - 12.15pm	POLYURETHANE GRAPHIC FILMS: THEIR PROPERTIES AND THE DEMANDING APPLICATIONS THEY COVER Steve Smith, Industry Manager at SWM International
12.15 - 12.45	PRESSURE-SENSITIVE SOLUTIONS IN RETAIL GRAPHICS Darren J. Speizer, Vice President of Sales & Marketing, Drytac Corporation Olga Bates, Brand Manager, Drytac Corporation
12.45 - 1.45	LUNCH
1.45 - 2.15	HOW TO MAKE THE DECISION MAKING PROCESS SIMPLER WHEN IT COMES TO GRAPHIC FILMS Anna Hurbanic, Owner & Business Development, Promotive
2.15 - 2.45	MORE THAN INK ON FILM – HOW INKS AND SUBSTRATE COMBINATIONS ARE MAKE OR BREAK Cory Sawatzki, Director of Digital Printing Technology, CGS Publishing Technologies International
2.45 - 3.30	COFFEE & NETWORKING BREAK
3.30 - 4.00	HP INNOVATIONS AND TECHNOLOGIES THAT ARE REVOLUTIONIZING THE MARKET Neil Baker, Americas Large Format Sign & Décor Category Manager, HP
4.00 - 4.30	INDOOR ADVERTISING & BRANDING Bruce Erbeck, Southeastern Regional Sales Director, Catalina Graphic Films
4.30 - 5.00	THE INSTALLERS PERSPECTIVE ON GRAPHIC FILMS Kelly Miller, Senior Account Manager, Advantage Innovations, Inc
5.00 - 5.15	SEMINAR CLOSING COMMENTS
5.15 - 7.15	COCKTAIL RECEPTION

## ABOUT THE SEMINAR

The growing Pressure-Sensitive Graphic Films Industry remains highly competitive with new developments with materials and equipment creating opportunities across the available application segments.

The **AWA PRESSURE-SENSITIVE GRAPHIC FILMS SEMINAR 2017** will provide a current market overview and highlight trends and opportunities for material suppliers, coaters and laminators, distributors, converters, and end users.

## WHY ATTEND

The **AWA PRESSURE-SENSITIVE GRAPHIC FILMS SEMINAR 2017** is targeted at all those involved in the self-adhesive graphic film industry- across the value chain- from supplier to user.

The seminar will give you and your company the opportunity to:

- Meet influencers, decision makers and key players within **your** industry
- Listen to experts share their perspective on today's market trends
- Stay ahead of the competition
- Gain valuable & relevant information that you can't find using an internet search
- You want to expand into new markets
- Take advantage of AWA's Leading Global Research & Strategic Partners

## THE SEMINAR PROGRAM

The program will feature a variety of presentations from leading industry professionals about trends and growth in the market. Their content will include:

- The Latest Market Developments and Technologies
- Current Industry Innovations and Issues
- Provide up-to-date information on the Global Market
- Graphic Films Solutions & Substrates
- Indoor Advertising and Branding
- Outdoor Advertising and Branding
- Vehicle Wrapping
- Corporate Vehicle Advertising and Branding
- Road Traffic and Safety Markings
- Architectural Graphics

Complementing the seminar agenda is an extensive networking program providing you an ideal setting to promote your company's product portfolio and services to an International audience.

# REGISTRATION FORM

## REGISTRATION FEES

Regular fee	\$ 475
Group fee*	\$ 375
AWAccess™ Member	10% discount

\*Valid when registering 3 or more people from the same company

## REGISTRATION FEE INCLUDES

Seminar attendance, lunch, coffee, light refreshments, cocktail reception, digital proceedings.

## PAYMENT

The registration fee must be paid to confirm registration. Payments can be made by bank transfer, credit card, or check.

## HOW TO REGISTER

It is very easy to: [REGISTER ONLINE](#)

Alternatively, complete the form below and mail/fax it to:  
**AWA Conferences & Events Head Office**  
P.O. Box 69035, 1060 CA, Amsterdam, The Netherlands  
Fax: +31 (0) 20 820 86 33

## SEMINAR VENUE

Hyatt Regency New Orleans  
601 Loyola Ave  
New Orleans, LA 70113,  
USA  
[Website](#)

## I would like to register for the AWA PRESSURE-SENSITIVE GRAPHIC FILMS SEMINAR 2017

(Please use capital letters and complete all fields)

Name	<input type="text"/>	
Salutation	<input type="text" value="Mr./Ms./Miss/Dr./Prof."/>	
Job Title	<input type="text"/>	
Company	<input type="text"/>	
Industry	<input type="text"/>	
Address	<input type="text"/>	
City	<input type="text"/>	Zip Code <input type="text"/>
Country	<input type="text"/>	
Phone	<input type="text" value="Please include area + country code"/>	
Email	<input type="text"/>	
VAT# (EU only)	<input type="text"/>	

### Please register me for:

- Regular fee \$ 475,00
- Group fee(p.p.)\* \$ 375,00
- AWAccess™ Members (10% discount)

\*Valid when registering 3 or more people from the same company

<input type="checkbox"/> <b>Bank transfer</b>	<input type="checkbox"/> <b>Pay by credit card</b> (incurs 7% surcharge)
Please charge to	<input type="checkbox"/> AMEX <input type="checkbox"/> MasterCard/EuroCard <input type="checkbox"/> VISA
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Expiry Date	<input type="text"/> CVC Code <input type="text"/>
Name of cardholder	<input type="text"/>
Address of cardholder	<input type="text"/>
Signature	<input type="text"/>

## BANK TRANSFER TO:

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c/o AWA Conferences & Events  
Account #: 66.40.32.842  
SWIFT (BIC): INGBNL2A  
IBAN: NL69 INGB 0664 032842

## CHECKS PAYABLE TO:

AWA Conferences & Events  
VAT# NL8105.09.969B01

## CANCELLATION POLICY

If you cannot attend please submit a cancellation by email to AWA Conferences.

You may cancel your registration for a 75% refund from the date of registration until 30 working days prior to the conference.

Cancellations received between 29 and 0 working days prior to the conference will not receive a refund.

If you cannot attend, you may designate an alternative attendee from your company by contacting AWA Conferences.

Registrants who fail to attend or cancel between the 29 and 0 working days prior to the conference are liable for the entire fee. No warranties for changes are expressed or implied. AWA Conferences reserves the right to cancel an event and commits to inform the registrant no later than 29 working days prior to the event. In this case only the registration fee will be refunded.