

DOCUMENT

STRATEGY • FORUM

OCTOBER 29-31, 2012

HYATT REGENCY • GREENWICH • CT

www.DOCUMENTstrategyForum.com



BECOME ONE With Your Customer Communication...



2012 exhibitor prospectus

CONFIDENTIAL INFORMATION ENCLOSED

Become One With Your Customers...

Today's political, regulatory and economic environment makes creating, delivering and managing effective transactional/customer communication documents a real challenge to say the least. It used to be getting eyeballs on documents was the main challenge, not anymore!

Since 2008, DOCUMENT Strategy Forum has been the only event carrying the torch when it comes to educating and enlightening producers of transactional/customer communication documents. With more and more pressure being put on organizations most valuable piece of communication, attending an event like this is not a luxury, it's a necessity.



With the growth of mobile technology, explosion of social media sites and the growing tech-savvy nature of consumers, understanding how to incorporate and implement these new customer touch points enterprise-wide is no longer an option, it's a must to survive.

ALLISON LLOYD-OSWALD
EDITOR
DOCUMENT



BECOME ONE With Your Customer Communication...

A Holistic Approach To Exhibiting...

No other event in the industry positions you in front of some of the most qualified transactional/customer communication professionals in the world like DOCUMENT Strategy Forum. And, we do it in a **creative, cost-effective** and **all-encompassing** way which goes well beyond the traditional trade show floor.

- We **limit the number of companies** allowed to exhibit (max 40) and cap the largest booth available at 20' x 20', in an effort to create a cost-effective, competition-friendly environment that doesn't put an emphasis on who has got the biggest booth on the show floor. .
- We feature **dedicated, non-compete exhibit hall hours** which means you have a captive audience.
- We include a **turnkey marketing and promotions program** that put you in front of the most qualified audience providing you with; Pre & Post-Show List Usage, Company Profile w/Logo Link, VIP Delivery Program (free hotel night) and much more.
- We **share all attendee marketing programs** with our exhibiting partners so they have a better understanding of how the event is being marketed and who is receiving the information.
- We **include admission to the conference** as part of its exhibitor package because there's no better way to stay on top of the industry and understand what your target customer is interested in learning more about than by sitting right next to them.



I think it was the best run program of the year. We did eight shows in 2011. It was very productive for us."

KEVIN B.O'BRIEN
CEO
OBRIEN DOCUMENT SOLUTIONS



BECOME ONE With Your Customer Communication...

Become One With The Industry...

Our commitment to providing document professionals with tactical and mission-critical strategies and solutions and providing them with a forum to meet with companies that can help them apply those strategies is what sets us apart. This unwavering commitment allows us to attract some of the largest producers of transactional and customer communication documents in the world.

ABC Data Entry Systmes, Inc.
Advanced Mailing Technology
Aegon USA, Inc.
Affinity Processing
AIG
Aisin Technical Center of America
Alcatel-Lucent
Allstate Insurance
American Academy of
Family Physicians
American Funds Distributors
Audit Bureau of Circulations
Auto-Owners Insurance Company
Bank of Hawaii
Baxter Healthcare
Berkley Technology Services
Blue Cross and Blue Shield
Bytemanagers, Inc.
Cambridge Partners & Associates
Circuit Court of Cook Count
Citi Cards
Copernicus Group IRB
Country Financial
Cuna Mutual Group
Department of State
Discover Financial Services
Emblemhealth
EMC Corporation
Federal Reserve Board
Gallagher Bassett Services
Governmental Business Systems
Great Lakes Records Management
Health Care Service Corporation

Innerworkings
Law Bulletin Publishing
M.D. Anderson Cancer Center
Massmutual Financial Group
Mercedes-Benz Financial Services
Microdynamics Group
National Business Systems
Nationwide Insurance
Northwestern Mutual
Office of Administrative Hearings
Premera Blue Cross
Principal Financial Group
RLI Insurance Co.
Sammons Financial Group
Sidley Austin Law Office
Standard Insurance Co.
State Farm Insurance
State of Wisconsin
Sunflower Electric Power Corp.
Telephone & Data Systems
The Horace Mann Companies
The Joint Commission
U.S. Bank
US Foods
Vancity Credit Union
Vangent, a General Dynamics
Company
Vanguard Archives
VIP & Assoc.
Waddell & Reed Financial Services
Western and Southern Financial
Group
Woodhull Hospital Center
Sample of 2011 Registered Companies

Centric really enjoyed attending the DOCUMENT Strategy Forum and having the chance to discuss Customer Communications Management face to face with key decision makers. Can't wait til next year to return and share what we're doing thats new in CCM.

CONNIE SCHEEL
VICE PRESIDENT
**CENTRIC MARKETING
SYSTEMS INC.**



BECOME ONE With Your Customer Communication...

A Zen-Like Audience

Overall document performance no longer falls on the shoulders of one department, it requires a holistic, enterprise-wide strategy that begins with form design and creation and continues through the remittance and archiving process. DOCUMENT Strategy Forum attracts decision-makers who are charged with obtaining optimal performance.

PRIMARY JOB RESPONSIBILITY

- 19% Director/Department Head
- 19% Manager/Supervisor
- 15% CEO/President/Owner
- 13% CIO/CTO/CFO/COO/VP
- 13% Consultant
- 10% IS/IT
- 11% Other

COMPANY'S PRIMARY BUSINESS

- 18% Insurance
- 17% Printing/Publishing
- 14% Consultant Firm
- 8% Healthcare/Medical/Pharma
- 7% Financial
- 6% Communications
- 6% Government/Military
- 5% Manufacturing
- 3% Wholesale/Retail
- 2% Utilities/Energy
- 14% Other (Education, Entertainment, Legal, Non-Profit, Transportation)

AREA OF RESPONSIBILITY

- 44% Production/Delivery
- 43% Management/Strategy
- 42% Content/Form
- 34% Archiving/Imaging
- 11% Transaction/Remittance

PURCHASING INFLUENCE

- 24% Final Approval
- 59% Specify/Recommend
- 17% None

VOLUME OF MONTHLY TRANSACTIONS

- 33% Less than 1 million
- 13% 10+ million
- 13% 1 - 2.9 million
- 9% 3 - 6.9 million
- 4% 7 - 9.9 million
- 28% Other

AREAS OF INTEREST

- 58% Content & Document Management
- 49% Business Process Management
- 43% Document Design
- 38% Print Production Software/Hardware
- 37% Electronic Records Management
- 30% Imaging/Scanning Software & Hardware
- 29% Digital Publishing
- 28% Mailing Systems Technology
- 26% Printing Equipment/Services
- 26% SharePoint
- 23% Storage/Archival
- 21% Enterprise Applications
- 21% Email Management
- 20% Search/Text & Data Mining
- 18% Compliance Software
- 17% Disaster Recovery & Prevention
- 15% Security/Digital Rights Management
- 10% Ink & Toner

*Demographics compiled from 2011 registered attendees

We enjoyed meeting many existing and new clients and partners at this boutique event. It's great to have quality time to really discuss the growing and changing needs in areas of compliance, document security, messaging and multi-channel delivery.

MARY ANN ROWAN
CMO & VP OF SALES
SOLIMAR SYSTEMS, INC.



BECOME ONE With Your Customer Communication...



DOCUMENT 
STRATEGY • FORUM

OCTOBER 29-31, 2012

HYATT REGENCY • GREENWICH • CT

www.DOCUMENTstrategyForum.com

Now's the Time to **BECOME ONE** with Your Customers...



Hurry, space is limited. Reserve your booth today!

Call 866.378.4991 or email jdunkel@eventevolution.com