

PMA 2004

Celebrate your past,
Shape your future

Invitation to Attend
PMA Annual Convention
and Trade Show

February 12-15, 2004
Las Vegas Convention Center
Las Vegas, Nevada USA

Para información en Español, vea la página 3.
Para informações em Português, veja página 3.
Pour des renseignements en français, voir la page 3.
Hinweise auf deutsch finden Sie auf Seite 3.



*Registration and housing now available
online at <http://pma2004.pmai.org>*

PMA 2004



Where the world of imaging gathers

For 80 years, Photo Marketing Association International has brought together the people who shape and drive the \$87 billion worldwide imaging industry. Each year, more than 28,000 retailers, photofinishers, portrait studios, imaging centers, manufacturers and suppliers assemble at the PMA Annual Convention and Trade Show. Together, we have built an event renowned for delivering real-world solutions to the imaging audience. PMA 2004 is your prime opportunity to build on this success and penetrate the markets emerging from digital technology's explosive impact.

Now is the time to celebrate your past successes, take a fresh look at your business and shape your future with the outstanding array of ideas you'll discover here. Educational sessions, networking opportunities, and product information are presented by the industry's most respected retailers and professionals at PMA 2004, where the world of imaging gathers.

Education

The seminars and workshops presented at this exciting venue promise to make available the finest classes in the industry. You will discover new ideas, techniques, and strategies to improve your skills and expand your business. Excellent customer service skills, knowledge of your craft, and a solid understanding of marketing will shape your future in the imaging industry. The excellent selection of more than 200 courses, designed by PMA members for PMA members, will help you achieve these goals.

Networking

Learning not only happens at the educational sessions, but also with the sharing of ideas among colleagues at the social events: golf tournaments, Fun Run, receptions, PMA Big Night Where else can you have such a great opportunity, than at the convention of your industry? Seventy-three percent of PMA 2003 attendees have been in the imaging industry for more than 10 years; 84% are owners or executive managers. Come share your experiences and benefit from the extensive knowledge of the leading movers and shakers of the imaging industry.

Product Information

More than 750 suppliers, manufacturers, distributors and service support firms from around the world will display the latest photo/digital products, services and promotions in a nearly one million square-foot exhibit hall at the Las Vegas Convention Center (LVCC).

Check out the ultimate imaging trade show for the latest in large-format and flatbed digital printing, digital signage networks, wireless imaging applications, digital cameras and phones, and so much more. Get a peek at the future of the imaging industry.

The bottom line is, the things you learn at PMA 2004 can have an immediate impact on your business, making you better equipped to handle the challenges of today's business climate, and shaping your future in imaging.

"The PMAI show never fails me. Every year I attend, I find products and learn new things that give me a payback that far exceeds the cost of attendance."

Mike Worswick
Wolfe's Cameras, Camcorders & Computers



Celebrate your past, shape your future

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Join Us in Las Vegas for the 80th PMA Annual Convention and Trade Show

The 80th PMA Annual Convention and Trade Show returns to Las Vegas, that wonderful, vibrant city and entertainment capital of the world. PMA 2004 promises to be incredibly “vibrant” as well. Our theme this year is “Celebrate your past; shape your future,” which references our industry being poised for another cycle of transition and growth due to the mainstream adoption of digital technology.

PMA 2004 is the place to find out how other industry entrepreneurs are seizing new opportunities in the imaging industry to shape their future. As the leading firms in the industry gather for a most important meeting, this is the perfect opportunity to carve out your plan of progression through this transition. Plus it will help you network in a friendly gathering with hundreds of experts.

With the renowned 200-plus educational sessions featuring more than 300 speakers/chairpersons at the PMA Convention, there is no better forum for learning how improvements in this fast-paced industry of ours will affect your business. Considering PMA traditionally serves as THE place for new product rollout in digital imaging and conventional technology, along with the ongoing information sharing that takes place during the full slate of social events, it all combines for a can't-miss proposition.

On behalf of Photo Marketing Association International, I invite you to make your plans to join us in Las Vegas for PMA 2004. It will assuredly prove to be an invaluable learning opportunity to grow your business. We look forward to your attendance at this outstanding international event.

Don Spring, Jr., President

Photo Marketing Association International



Don Spring, Jr.

PMA Sections and Societies

APA	Art Publishers Association
APCI	Association of Professional Color Imagers
CPC	Society of Certified Photographic Consultants
DIMA	Digital Imaging Marketing Association
NAPET	National Association of Photo Equipment Technicians
PIEA	Photo Imaging Education Association
PPFA	Professional Picture Framers Association
PPLA	Professional Photographic Laboratories Association
PSPA	Professional School Photographers Association International
SPFE	Society of Photo Finishing Engineers



Business casual attire is preferred, but not mandatory.



Educational Sessions

Mini-Breakfast Sessions

Thursday, February 12 • 7:00 a.m. - 8:00 a.m.

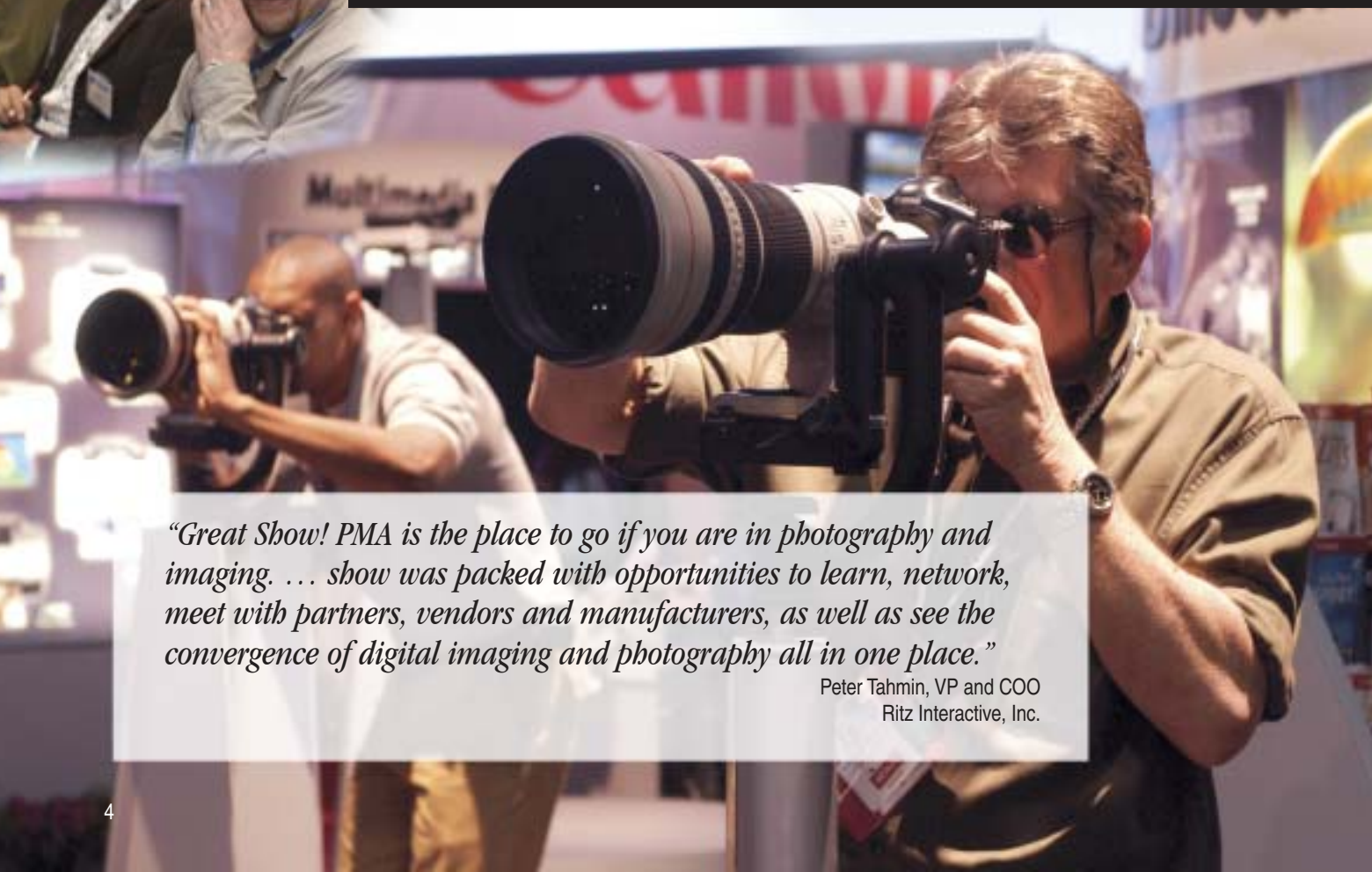
Photo Imaging Retailers	Retail Minilabs	Commercial Labs <i>Sponsored by APCI</i>	Portrait/Social Labs <i>Sponsored by APCI</i>	Output Services and Imaging Systems
500 What's New With Digital, 35mm and SLRs?	501 Attracting the Digital Camera User to <i>Your</i> Store <i>Atraindo o usuário de câmara digital à sua loja.</i>	502 Customer Service - It's Just Like Dating	503 Color Management Pitfalls and How to Avoid Them	504 Kiosk Krazy

Friday, February 13 • 7:00 a.m. - 8:00 a.m.

600 How to Package for Maximum Selling	601 Increasing Profits to Pay for That New Digital Lab	602 Unique Applications for Printing	603 Understanding Digital Capture for Better Customer Service	604 High-Quality Inkjet Printing
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Saturday, February 14 • 7:00 a.m. - 8:00 a.m.

700 Never Start a Business Without an Exit Plan	701 Consumer Markets PMA/PPFA Promotion Competition Winning Campaigns	702 Commercial Markets PMA Promotion Competition Winning Campaigns	703 Professional Photographers - The New Competition	704 Snap and Print?
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“Great Show! PMA is the place to go if you are in photography and imaging. ... show was packed with opportunities to learn, network, meet with partners, vendors and manufacturers, as well as see the convergence of digital imaging and photography all in one place.”

Peter Tahmin, VP and COO
Ritz Interactive, Inc.

The Mini-Breakfast Sessions have something for everyone in the industry. Advance ticket purchase is required.

Thursday, February 12 • 7:00 a.m. - 8:00 a.m.



Mass Merchandisers

Retail Portrait Studios

**Digital Printing/
Color Output**
Sponsored by DIMA

**Society of Photo
Finishing Engineers
(SPFE)**

**National Association
of Photo Equipment
Technicians
(NAPET)**

International

505 Trends in Consumer Digital Photography

506 Color Control

507 Mailing and Fulfillment Services

508 Challenges of the New Digital Age - Media Cards
Sponsored by CPC and SPFE

509 Motivate Yourself for Personal Success

510 Findings of the Digital Task Force - Professional Markets

Friday, February 13 • 7:00 a.m. - 8:00 a.m.

605 Getting the Word Out - Marketing Digital Prints

606 Portrait Marketing

607 Options in Variable-Data Printing

608 Color Management in the Digital Arena

609 NAPET Forum

610 Selling and Promoting Large-Format Printing

Saturday, February 14 • 7:00 a.m. - 8:00 a.m.

705 Holiday Ad Campaigns

706 Success in a Changing Economy

707 Low-Cost Solutions for Outdoor Wide Format

708 Digital Wholesale Processing - What Opportunities Are Available to the Retailer?

709 NAPET Idea Exchange

710 Incorporating Digital Today - Retailers Guide to Promoting Digital Cameras and Printing

*Méthodes de promotion des ventes d'appareils photo et tirages numériques.
Englais, traduction simultanée en français.*

International Language Sessions

Thursday, February 12 • 2:00 p.m. - 3:00 p.m.

Friday, February 13 • 2:00 p.m. - 3:00 p.m.

Saturday, February 14 • 2:00 p.m. - 3:00 p.m.

Deutsch

511 Digitale Zukunft - Auch für Sie?

611 Fliegende Bilder: Kamera-Handys als Chance für den Fotohandel!

711 Marketing für den Fotohändler

Español

512 Actualidades con la Fotografía Escolar

612 Comunicaciones Entre el Laboratorio Digital y sus Clientes

712 Una Solución Integral para la Imagen Digital

Português

613 Qual é a tendência da indústria na direção de equipamentos de processamento digitais mais baratos

"Want to commend you on a well-planned and knowledgeable PMA 2003!! Looking forward to a fun, exciting and profitable year.

Judy and Ron Ferguson
Village Photo

Educational Sessions

General Sessions

Join these leading industry executives from member and supplier firms as they share their ideas for today and visions for tomorrow. Admission is included with full badge registration.

Friday, February 13
8:30 a.m. - 9:20 a.m.

Consumer Markets Track

Speakers: **Bernie Perrine**, Eastman Kodak Company; Representative, **Polaroid Corporation**

Portrait/School Markets Track

Sponsored by **PSPA**

Speaker: **Thomas A. Curley**, Fuji Photo Film U.S.A., Inc.



Commercial Markets Track

Sponsored by **APCI**



Emerging Digital Markets Track

Sponsored by **DIMA**

Speaker: **Pam Ingmire**, HP Digital Imaging Organization



Saturday, February 14
8:30 a.m. - 9:20 a.m.

Consumer Markets Track

Speakers: **Paul D'Andrea**, Fuji Photo Film U.S.A., Inc.; **Bing Liem**, Agfa Corporation

Portrait/School Markets Track

Sponsored by **PSPA**

Speakers: **Peter Mador**, Noritsu America Corporation; Representative, **Eastman Kodak Company**



Commercial Markets Track

Sponsored by **APCI**

Moderator: **Susan Patton**, The Big Picture

Panelists: **Terry Amarine**, Sericol Imaging; **Henry Franceschini**, Mimaki USA; **Scott Schinlever**, VUTEK, Inc.; **Sal Sheikh**, Océ; Representative, **Durst Image Technology U.S. LLC**



Emerging Digital Markets Track

Sponsored by **DIMA**

Moderator: **Gary Pageau**, Photo Marketing Association International
Panelists: **Vahé Christianian**, LifePics, Inc.; **Joseph Kowalik**, Graphx, Inc.; **Peter Scarth**, PhotoChannel; **Bradden Wondra**, Silverwire



Official Business Sessions

Internationally recognized speakers will present their powerful insight during the Official Business Sessions. Thursday, Friday, and Saturday admission is included in the full badge registration. All sessions offer simultaneous translations in Deutsch, Português, Español, Français.

Thursday, February 12

8:30 a.m. - 9:45 a.m.

Visionaries Panel

Moderator: **Stuart Varney**

Friday, February 13

9:30 a.m. - 10:45 a.m.

The Tipping Point

Malcolm Gladwell
The New Yorker

Saturday, February 14

9:30 a.m. - 10:45 a.m.

Industry Analysis

Craig Ellis
Smith Barney Citigroup

Sunday, February 15

7:30 a.m. - 9:00 a.m.

Am I the Leader I Need to Be?

Harold C. Lloyd
H. Lloyd & Associates
Tickets are \$15 in advance and on-site.

Please see separate conference programs for complete details:



PSPA Annual Convention

February 9-11, 2004
Las Vegas Hilton



DIMA Annual Conference

February 10-11, 2004
Las Vegas Convention Center



PPFA Annual Convention

February 12-15, 2004
Las Vegas Convention Center



Printimage Annual Conference

February 12-15, 2004
Las Vegas Convention Center

Program information can be found online at <http://pma2004.pmai.org> or www.printimage.org. To receive separate programs by mail, contact PMA at (800) 248-8804.



Register Online at <http://pma2004.pmai.org>

Educational Sessions

Tutorials

Great hands-on intensive training is offered at exceptionally low prices. Advanced ticket purchase.

Thursday, February 12 2:00 p.m. - 3:50 p.m. CP1 The Art of Digital Hand Coloring SC1 Attracting New Business Through Scrapbooking	Friday, February 13 2:00 p.m. - 3:50 p.m. CP2 What's New in Photoshop® CS	Saturday, February 14 8:00 a.m. - 11:00 a.m. DSC Digital Short Course 2:00 p.m. - 3:50 p.m. CP3 Taz's Tour of the New World of Acrobat Pro
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Midday Sessions

Gain valuable business skills at these afternoon sessions. There are two sessions for each topic. The first is from 2:00 p.m. - 2:50 p.m.; the second session is from 3:00 p.m. - 3:50 p.m. Advance ticket purchase is required.

	Retail Digital Imaging	Merchandising/ Retailing	Customer Service/ Personnel	Sales and Marketing	Photoshop® Tips and Tricks
Thursday, February 12					
2:00 p.m. - 2:50 p.m. First Session A1-A5	A1/A6 Bringing a Small Lab Into the Digital Age <i>Trazendo o pequeno laboratório para a era Digital</i>	A2/A7 Destination Retailing	A3/A8 Hire the Best, Forget the Rest	A4/A9 Cross Promotions With the Business Down the Street?	A5/A10 Work Smart
3:00 p.m. - 3:50 p.m. Second Session A6-A10					
Friday, February 13					
2:00 p.m. - 3:00 p.m. PMA Services 614 Getting More From Your Association					
2:00 p.m. - 2:50 p.m. First Session B1-B5	B1/B6 Teaching Photography for Fun and Profit	B2/B7 From Selling Your Image to Selling Your Brand	B3/B8 Teaching Your Old Lab Staff New Tricks	B4/B9 Web Marketing Tips	B5/B10 Blend Mode Magic
3:00 p.m. - 3:50 p.m. Second Session B6-B10					
Saturday, February 14					
2:00 p.m. - 2:50 p.m. First Session C1-C5	C1/C6 Digital Camera Market - Preparing for Mainstream Adoption	C2/C7 The 365 Days of Photo Opportunities: How Many Are You Capturing?	C3/C8 Improving Customer Service Practices	C4/C9 Effective Public Relations	C5/C10 Sharpen This!
3:00 p.m. - 3:50 p.m. Second Session C6-C10					

Night Schools

People from all trade groups, all geographical regions of the U.S. and international members attend these intensive, three-hour, information-packed programs.

Thursday, February 12
7:00 p.m. - 9:50 p.m.

- N11** Professional Retouching Techniques
- N12** Digital Portraiture - Start to Finish (Part I)
- N13** Financial Health for Your Small Business
- N14** Making Your Used Equipment a Profit Center

Friday, February 13
7:00 p.m. - 9:50 p.m.

- N21** Special Effects for Photographers With Photoshop
- N22** Marketing That Makes Money
- N23** Digital Portraiture - Start to Finish (Part II)

Spouse Program

Tickets for the Spouse Program are available for each event at the price of \$20 in advance or \$25 on-site (includes lunch). For a real value, order the three-day package for only \$50 in advance or \$55 on-site.



Thursday, February 12
12:00 noon - 2:00 p.m.
Inside the White House and Hollywood With Steve Ford



Friday, February 13
12:00 noon - 2:00 p.m.
An Afternoon With Sandra Brown



Saturday, February 14
12:00 noon - 2:00 p.m.
Living Life to the Fullest, With Amanda Gore

All events take place at the Las Vegas Convention Center unless otherwise indicated

Monday, February 9

12:00 noon - 6:00 p.m.
PMA Registration Open

Tuesday, February 10

7:00 a.m. - 7:00 p.m.
PMA Registration Open

8:00 a.m.

PMA Golf Tournament, Paiute Golf Resort

Tee it high and let it fly! This year's golf location features two of Las Vegas' championship courses - the Snow Mountain Course and the Wolf Course. *Golf Digest* has named Snow Mountain the Number One Public Course in Las Vegas. The Wolf Course, the longest course in the state of Nevada, represents the toughest golf challenge in the area, perhaps even west of the Mississippi. For the golfer, the atmosphere at these courses spells serenity, a peaceful quietude, and a rustic and elegant golf experience that's increasingly harder to find anywhere in the country.

Awards and prizes will be given for each of the five different tournaments, so be sure to sign up for only one of the following events:

- Tuesday features a separate 18-hole event using the Callaway scoring system.
- NEW for 2004 is the Tuesday Only Scramble tournament.
- Wednesday offers two 18-hole tournaments, one using Callaway scoring or one using a Scramble format.
- There will also be a two-day tournament running Tuesday and Wednesday using the Callaway scoring for 18 holes each day.

Tournament play begins with an 8:00 a.m. shotgun start each day; **buses will leave at 6:30 a.m.** from the Las Vegas Convention Center. Greens fees, carts, range balls, prizes, breakfast, lunch and refreshments are included in the **\$275 two-day fee/\$150 one-day fee** for members, or **\$300 two-day fee/\$175 one-day fee** for non-members.

Please fill out the registration form with names of players, event and pairing preference, handicaps, and whether you need bus transportation. Indicate pairing preferences for players registering on other forms by attaching a separate sheet noting name and company affiliation.

Wednesday, February 11

7:00 a.m. - 7:00 p.m.
Registration Open

8:00 a.m.

PMA Golf Tournament, Paiute Golf Resort

5:00 p.m. - 6:00 p.m.

PMA Welcome Reception

Welcome to this kick-off reception for PMA 2004. Meet or become reacquainted with industry colleagues. Admission and two complimentary beverage tickets are included with full badge registration.

7:00 p.m.

PIEA Dutch-Treat Dinner, Z'Tejas Southwestern Grill

What a great way for early arrivals to get together with old acquaintances and meet new colleagues!



5:30 a.m.

P1 PIEA Photo Safari to Valley of Fire State Park, Alexis Park Resort

Buses depart at 5:30 a.m. for a sunrise visit to the other side of Nevada, the side that is wild, scenic, and full of western history. Dedicated in 1935, Valley of Fire is Nevada's oldest State Park with sand dunes more than 150 million years old. The rough floor and jagged walls of the park contain brilliant formations of eroded sandstone that often appear to be on fire when reflecting the sun's rays.

On the return trip we will stop for a Dutch-treat brunch. The bus returns to the Alexis Park Resort by 12:30 p.m. Wear good hiking shoes; bring water and don't forget your camera gear. Open to all PMA registrants. **Cost: \$20 per person.**

6:15 a.m.

Fun Run, Las Vegas Hilton - main entrance

Start your day off with a burst of energy. The Fun Run, or walk, is slated every morning. There's a one-time registration fee (\$10 in advance or \$12 on-site) that includes a free T-shirt, refreshments to revive you, and a chance to win a daily prize. What a way to say, "Good Morning Las Vegas!"

6:30 a.m. - 5:30 p.m.

PMA Registration Open

7:00 a.m. - 8:00 a.m.

Mini-Breakfast Sessions

The Mini-Breakfast Sessions have something for everyone in the industry. Seating is limited so purchase your ticket(s) in advance. Select which session you would like for the low price

of only \$10 in advance or \$12 on-site (includes a light breakfast).

Photo Imaging Retailers

500 What's New With Digital, 35mm and SLRs?

Join us for lively discussions regarding digital, 35mm and SLR cameras and photo-processing capabilities. The panel of users and manufacturers' representatives will take questions from the audience.

Who should attend: All retail imaging firms
Moderator: **Bruce Aldrich**, Photo Marketing Association International

Retail Minilabs

501 Attracting the Digital Camera User to Your Store

You're banking on consumers popping their memory cards out and bringing them in for processing. How are you capturing these digital camera users? Coupons? Punch cards? Free prints? Loyalty programs? Our speaker presents some unique ideas.

Who should attend: Retail minilab owners and operators

Speaker: **Allen Showalter**, Showalter Imaging Group

Português

Atrairdo o usuário de câmara digital à sua loja.

Nós estamos contando com os consumidores trazendo seus cartões de memória para nossas lojas para serem processados. O que estamos fazendo para seduzi-los? Cupons, cartões de retorno, cópias grátis, programas de fidelização? Junte-se a nós para discutir os métodos atuais e traga suas idéias.

Quem deve assistir: Varejista com minilab digital ou estação digital.

Sessão será apresentada em Inglês com tradução simultânea para o Português.

Commercial Labs

Sponsored by APCI



502 Customer Service - It's Just Like Dating

Attracting new customers can cost more than double the amount it takes to attract repeat business. Develop a rapport that will make your customers adore you.

Who should attend: Commercial labs, portrait/social labs

Speaker: **James Feldman**, James Feldman Associates



Portrait/Social Labs

Sponsored by APCI



503 Color Management Pitfalls and How to Avoid Them

Printers, monitors, scanners, and now, even your lightbox can be included in a color-managed workflow. This will enable you to have a more consistent, predictable process. Knowing about color management can save time, money, and your client list.

Who should attend: Commercial labs, portrait/social labs

Speaker: **Rudy Harvey**, The Colorspace

Output Services and Imaging Systems

504 Kiosk Crazy

Kiosks seem to be making digital photofinishing easier for consumers. New and versatile photo kiosks are appearing everywhere! Learn from our speakers how the self-service photofinishing model is providing new retail opportunities.

Who should attend: All retail imaging firms
Speaker: **Mitchell Goldstone**, 30 Minute Photos Etc.

Mass Merchandisers

505 Trends in Consumer Digital Photography

Find out the trends in digital imaging solutions, including home printing, retail digital photofinishing services, online photo services, and wireless imaging.

Who should attend: Mass merchandisers, chain stores, and consumer electronic stores

Speaker: **Michelle Slaughter**, InfoTrends Research Group Inc.

Retail Portrait Studios

506 Color Control

Control of color, from the camera through the computer to various printers, is a "make it or break it" technology for studios doing their own printing. Come listen to a simplified approach to implement color control in the lab and in digital printers.

Who should attend: Retail portrait studios, minilab owners and operators
Speaker: **Roger Berg**, Creative Photo, Inc.

Digital Printing/Color Output

Sponsored by DIMA



507 Mailing and Fulfillment Services

Distribution of the finished product is a critical aspect to any print project. By offering this service you can become a full-service stop for your customers. Learn the ins and outs of mailing and fulfillment services.

Who should attend: Digital printing firms, prepress/printers, commercial labs, corporate and institutional imaging firms

Society of Photo Finishing Engineers (SPFE)

508 Challenges of the New Digital Age - Media Cards

Sponsored by SPFE and CPC

CompactFlash, SD, SmartMedia, Memory Stick, Xd Picture Cards - each camera uses a different card. Which cards need adaptors, which go directly into card readers and which cards fit which cameras? Learn how other retailers have educated their staff to handle the plethora of media cards!

Who should attend: CPC and SPFE members, lab technicians, minilab owners and operators

National Association of Photo Equipment Technicians (NAPET)

509 Motivate Yourself for Personal Success

Discover how to achieve well-balanced success. This program will teach you the secret to maximizing your efficiency, increasing your happiness and getting the success you want for yourself and your business.

Who should attend: All imaging firms

Speaker: **Dave Allison**, Dave Allison & Associates

International

510 Findings of the Digital Task Force - Professional Markets

A select group of U.K. professional lab members, consisting of prolab owners and managers and industry suppliers, met to examine the opportunities and threats presented by new technology and the convergence of once separate business sectors. Join us to hear their findings.

Who should attend: All imaging firms

Moderator: **Nigel McNaught**, Photo Marketing Association International

Panelists: **M. J. Rice**, Lofty's Lab; **John Williams**, Redwood Photographic

*"There was so much to see,
I needed one more day."*

Rich Cordle
Cord Camera



8:30 a.m. - 9:45 a.m.

Official Business Session

Visionaries Panel

Stuart Varney, an economist trained at the London School of Economics and longtime CNN journalist, will interview the distinguished panel of visionaries on the important issues facing our industry today and in the future. Join us for this insightful look at the evolution of the imaging business and the impact of new technology.



Varney

Simultaneous translations: Deutsch, Português, Español, Français



Carp



Joshi



Komori



Niwa



Verhoeven

Panelists: **Daniel Carp**, Chairman and CEO, Eastman Kodak Company; **Vyomesh Joshi**, Executive Vice President, Imaging and Printing Group, Hewlett-Packard; **Shigetaka Komori**, President and CEO, Fuji Photo Film Co. Ltd.; **Norio Niwa**, Executive Vice President, Seiko Epson Corporation; **Dr. Ludo Verhoeven**, CEO, Agfa-Gevaert N.V.

Go to <http://pma2004.pmai.org> to submit your questions to the panel.

9:45 a.m.

Trade Exhibits Open

Please see pages 28-31 for a current list of exhibitors.

9:45 a.m. - 5:30 p.m.

Division Members Hospitality Lounge

The Hospitality Lounge is open to all division members during the hours of the Trade Show.

Spouse Program

Tickets for the Spouse Program are available for each event at the price of \$20 in advance or \$25 on-site (includes lunch). For a real value, order the three-day package for only \$50 in advance or \$55 on-site.

12:00 noon - 2:00 p.m.

Inside the White House and Hollywood With Steve Ford

Steve, an actor and son of former President Gerald R. Ford, has successfully negotiated the bumpy road from the White House to a successful 20-year career as an actor. He has appeared in more than 30 major motion pictures including, "Black Hawk Down," "Contact," "Heat," "Armageddon," "Eraser," "Starship Troopers" and "When Harry Met



Sally." Steve hosted the NBC series "Secret Service" and spent six years on the daytime soap opera "The Young and The Restless." Steve brings a broad range of inspirational stories pertaining to his family and the Nixon pardon, as well as humorous anecdotes regarding his 10 Secret Service Agents. Within each of the stories, the focus is always character, integrity and strong family bonds that lead to success.

Midday Sessions

Gain valuable business skills at these afternoon sessions. There are two sessions for each topic. Advance ticket purchase is required: \$10 in advance/\$12 on-site.

2:00 p.m. - 2:50 p.m.

First Session A1-A5

3:00 p.m. - 3:50 p.m.

Second Session A6-A10

Retail Digital Imaging

A1/ Bringing a Small Lab Into the A6 Digital Age

Learn basic principles of designing, selecting and installing the technology necessary to turn a neighborhood one-hour photo shop into a complete service center for digital and film photographers. *Who should attend:* All retail imaging firms. *Speaker:* **William Stroud**, Penguin Photo Inc.

Português

A1 Trazendo o pequeno laboratório para a era Digital

Os participantes aprenderão os princípios básicos do projeto, seleção e instalação da tecnologia necessária para tornar seu laboratório uma hora em um centro de serviços completo para fotógrafos convencionais e digitais.

Quem deve assistir: Todos os laboratórios uma hora, estejam ou não na era digital.

Merchandising/Retailing

A2/ Destination Retailing

A7 Give consumers a reason to make your store their destination! Uncover steps any successful independent retailer must go through to create the most profitable ways to attract consumers.

Who should attend: All retail imaging firms

Customer Service/Personnel

A3/ Hire the Best, Forget the Rest

A8 Don't make hiring mistakes! Investing in selecting the right employees the first time means payoff in higher retention and happier employees tomorrow.

Who should attend: All imaging firms

Speaker: **Debra Thompson**, TG & Associates

Sales and Marketing

A4/ Cross Promotions With the Business

A9 Down the Street?

As a photofinisher, team up with your local camera seller, mobile phone store, realtor or travel agent to offer their customers photofinishing solutions. Don't overlook the potential of drawing new customers from your back yard.

Who should attend: All imaging firms

Photoshop Tips and Tricks

A5/ Work Smart

A10 Learn how to take advantage of Adobe®

Photoshop® command keys, actions, droplets, and batching to speed your work and increase workflow efficiency.

Who should attend: Lab staff and photographers with digital output systems

Speaker: **Julieanne Kost**, Adobe Systems

2:00 p.m. - 3:00 p.m.

International Language Sessions

Deutsch

511 Digitale Zukunft - Auch für Sie?

Die neuesten Informationen über digitale Dienstleistungen, Produkte und Wege mit

denen Sie Ihren Umsatz und Profit erhöhen können, sowie Wege Ihren Umsatz mit digitalen Prints zu erhöhen.

Sprecher: **Martin Wagner**, Ringfoto GmbH & Co. Alfo Mktg. KG

Español

512 Actualidades con la Fotografía Escolar

Una discusión sobre datos demográficos, preferencias de los consumidores, retos tecnológicos y oportunidades del mercado.

Conferenciante: **Luis Mora**, Kappa Imágenes Digitales, S.A. de C.V.

2:00 p.m. - 3:50 p.m.

Tutorial

CP1 The Art of Digital Hand Coloring

Adding a hint of color or toning a black-and-white image or creating dramatically hand-colored images with Photoshop can be both financially and creatively rewarding. Hand-colored images have a classic allure that appeals to customers and can generate sales. Learn how to create stunning black-and-white images from your color originals, how to tint them, and how to hand-color images without using your oils ever again! Workshop attendees may share workstations. Previous computer experience is required. Advance ticket purchase is required: \$75 members/\$85 non-members
Who should attend: Owners, operators, lab staff and photographers in digital imaging
Speaker: **Katrin Eismann**, photoshopdiva.com

SC1 Attracting New Business Through Scrapbooking

Are you a specialty photo retailer, minilab or portrait studio looking for new ways to bring in customers? We'll look at scrapbooking opportunities to help your customers preserve their precious memories. Advance ticket purchase is required: \$20 members/\$25 non-members
Who should attend: All retail imaging firms
Speakers: **Nancy Mann Hill, Ph.D.**, View Enterprises; **Jeanne Wines Reed**, Great American Scrapbook Company

3:00 p.m. - 3:50 p.m.

Midday Sessions Repeated

A6-A10 (See description for A1-A5)

5:30 p.m.


Trade Exhibits Close

5:30 p.m.

P2 PIEA Roundtable Discussion Groups

Lively discussions of four vital topics in photo imaging education provide an opportunity to hear everyone's ideas and to share your own. Discussion group topics and leaders are:

- **When Moving From Film Into Digital, Does Film Need to Stay at All?**
Moderator: **Dr. Janet Bonsall**, Central Missouri State University, Warrensburg, MO
- **How to Write a Grant Application**
Moderator: **Victor Lisnyczyj**, Professor Emeritus, Onondaga Community College
- **Funding in Today's Tight Environment**



“Networking opportunities, marketing ideas, vendor displays and real time demos; no one who is serious about our industry can afford to miss PMA. Thank you for providing this excellent resource.”

Brent W. Bowyer, President
Independent Photo Imagers

• **Running a Gallery With Zero Budget**

Moderator: **Bill Barrett**, Webster University, St. Louis, MO

5:30 p.m.

Get Acquainted Reception

Get acquainted with imaging colleagues from around the world, share past anecdotes or the day's experiences, and unwind. Admission and two complimentary beverage tickets are included with full badge registration.

5:30 p.m.

National Association of Photo Equipment Technicians (NAPET) Manufacturers' Reception

This is a complimentary reception held in honor of the photographic manufacturers and service managers (the first PMA professional section). NAPET members, photo/video repair firms, and manufacturers are encouraged to attend.

5:30 p.m.

Association of Professional Color Imagers (APCI) Reception

Catch up with old acquaintances and meet new friends at the end of your full day. Share ideas, experiences, and successful business practices. APCI members will receive their special invitation by mail.

6:00 p.m. - 7:00 p.m.

International Reception, Las Vegas Hilton

This reception is our global welcome to all international members, a worldwide who's who of the photo industry. Expand your networking opportunities beyond your home market; join your international colleagues for a relaxing after show get-together. Tickets include

beverages and hors d'oeuvres. Cost is only \$30 in advance or \$40 on-site. To get your ticket, see the Special Events section of the registration form.

Night Schools

6:00 p.m. - 7:00 p.m.

Optional Dinner for Night School Attendees

Take a break before tackling the three-hour excellent Night School sessions. Advance ticket purchase for this light buffet dinner is required. Only \$18.

7:00 p.m. - 9:50 p.m.

Sessions

People from all trade groups, all geographical regions of the U.S. and international members attend these intensive three-hour, information-packed programs.

N11 Professional Retouching Techniques

As anyone who has used the rubber stamp tool in Photoshop can tell you, it's pretty easy to mistakenly make your image look like it was retouched with a hammer. This session will show you how to seamlessly remove blemishes, wrinkles and other imperfections from your portraits. Workshop attendees may share workstations. Previous computer experience is required. Ticket prices are \$99 members/\$105 non-members.

Who should attend: Owners, operators, lab staff and photographers in digital imaging

Speaker: **Katrin Eismann**, photoshopdiva.com

N12 Digital Portraiture - Start to Finish (Part I)

Why digital? In this two-part seminar, you'll learn:

- Camera and lens needs
- Studio or outdoor setting
- Basic and advanced posing techniques
- Basic and advanced lighting techniques
- How to bring your photographs into Photoshop®
- Outputting to screen, paper, or whatever!

Ticket prices are \$45 members/\$50 non-members.

Who should attend: Owners, operators, lab staff, retail portrait studios and photographers in digital imaging
Speaker: **Monte Zucker**, Monte's Photographic Education & Digital Center

N13 Financial Health for Your Small Business

Financial health is the key to increasing profits, reducing expenses and improving cash flow in the world of business. This session will provide information you need, as a small-business owner, to gain an understanding of bookkeeping, accounting, financial statements and financial analysis. Ticket prices are \$45 members/\$50 non-members.

Who should attend: All imaging firms
Speaker: **Robert W. Kerr**, Royal Photographics, Inc.

N14 Making Your Used Equipment a Profit Center

The Internet has opened up an entire new channel for retailers to sell their otherwise outdated photo-related merchandise. This night school offers an introduction to buying and selling on auction sites like eBay. This custom program is tailored to teach photo retailers proven methods for new profits using auction sites. Ticket prices are \$45 members/\$50 non-members.

Who should attend: All retail imaging firms

7:00 p.m.

P3 PIEA Reception

Connect with old friends and make new ones as you celebrate how far photo imaging education has come and where it is headed.



"The 'Why Websites Work' midday session was an honest, no-nonsense portrayal of building and managing websites for the small-business owner. And as always the Official Business Sessions were both entertaining and informational."

Peter Tahmin, VP and COO
Ritz Interactive, Inc.

6:15 a.m.

Fun Run, Las Vegas Hilton - main entrance

Join fellow attendees for the Fun Run, or walk, slated every morning. There's a one-time registration fee (\$10 in advance or \$12 on-site) that includes a free T-shirt, refreshments, and a chance to win a daily prize.

6:30 a.m. - 5:30 p.m.

PMA Registration Open

7:00 a.m. - 8:00 a.m.

Mini-Breakfast Sessions

The Mini-Breakfast Sessions have something for everyone in the industry. Seating is limited so purchase your ticket(s) in advance. Select which session you would like for the low price of only \$10 in advance or \$12 on-site (includes a light breakfast).

Photo Imaging Retailers

600 How to Package for Maximum Selling

To successfully sell digital hardgoods, consider bundling products and services. Your customer will save time and money by buying the digital camera and the necessary accessories, all in one package.

Who should attend: All retail imaging firms
Speaker: **David Guidry**, Lakeside Camera Center

Retail Minilabs

601 Increasing Profits to Pay for That New Digital Lab

This session will highlight high-margin products and services you can capitalize on to help cover that new digital minilab. Digital offers unique photofinishing opportunities to help bring a steady flow of customers into your lab.

Who should attend: Minilabs, photo imaging retailers, retail portrait studios
Speaker: **Jim Schwarzbach**, Jim's Photo Lab

Commercial Labs



Sponsored by APCI

602 Unique Applications for Printing

Looking for new ideas for printing? Join our dye-sub, flatbed and photo printer users and learn what new applications you can provide, how to find new business, and production tips.

Who should attend: Commercial labs

Portrait/Social Labs



Sponsored by APCI

603 Understanding Digital Capture for Better Customer Service

Understanding digital capture is a must when working with photographers to prepare digital files for printing at your lab. This knowledge will help increase productivity and workflow for the best possible prints.

Who should attend: Portrait, social and commercial labs
Speaker: **Will Crockett**, Crockett & Co.

Output Services and Imaging Systems

604 High-Quality Inkjet Printing

High-quality inkjet printing can produce truly photographic-like output on virtually any media at fast print speeds. Learn how inkjet printing can give you the competitive edge.

Who should attend: Retail minilabs, photo imaging retailers

Mass Merchandisers

605 Getting the Word Out - Marketing Digital Prints

Retailers must provide convenient and easy-to-use printing solutions. The need to educate consumers, capture those digital print customers, and provide retail support will be discussed.

Who should attend: All retail imaging firms
Speaker: **Dennis P. McCoy**, Lund Food Holdings Inc.



Retail Portrait Studios

606 Portrait Marketing

Can you imagine getting a sales commitment from the customer before you click the shutter? Get paid first and then make the prints. A sales commitment proves to be a major improvement in cash flow for the portrait studio.

Who should attend: Retail portrait studios
Speaker: **Roger Berg**, Creative Photo, Inc.

Digital Printing/Color Output

Sponsored by DIMA

607 Options in Variable-Data Printing



Variable-data printing can be a lucrative business and a useful technology if your customers know how to take full advantage of it. Frank Romano discusses the ins and outs of VDP and how you can best provide these versatile solutions.

Who should attend: Digital printing firms, prepress/printers, professional labs, corporate and institutional imaging firms
Speaker: **Frank J. Romano**, Rochester Institute of Technology

Society of Photo Finishing Engineers (SPFE)

608 Color Management in the Digital Arena

Take steps to make sure previewed images are the same as the final print. Learn from the experts how to tackle color management issues when processing digital images.

Who should attend: SPFE members, corporate and institutional imaging firms, minilab owners and operators
Speaker: **Marc Levine**, Monaco Systems Inc.

National Association of Photo Equipment Technicians (NAPET)

609 NAPET Forum

Leading camera manufacturer representatives will be on hand to discuss new challenges and issues facing photographic repair firms. Bring your questions for an exciting information exchange.

Who should attend: NAPET members
Chairperson: **Jenny Gill**, Comet Camera & Video Repair

International

610 Selling and Promoting Large-Format Printing

Digital minilabs present endless opportunities for new consumer products and commercial services. Phil Gresham, Fotofast digifoto, will share his ideas for selling and promoting larger format at a retail level.

Who should attend: All imaging firms
Speaker: **Phil Gresham**, Fotofast digifoto

7:30 a.m.

PIEA Continental Breakfast

8:00 a.m. - 11:00 a.m.

P4 PIEA Educators Workshop

Don't miss these inspiring and informative presentations by leading photo imaging educators. Just one new idea can make your attendance worthwhile.

- **Using Wide-Format Printing to Elevate Student Achievement**

Speaker: **Chuck King**, North Kingstown High School, Newport, RI

- **Using the Right Brain to Teach Digital Imaging**

Speaker: **Philip Krejcarek**, Carroll College, Waukesha, WI

- **Photo Education in a Digital World: What's Changed? What Hasn't?**

Speaker: **Howard Wallach**, Director Emeritus, Photo Program, Abraham Lincoln High School, Brooklyn, NY

- **Architectural Photography Using Digital Technology**

Speaker: **Bill DuBois**, Rochester Institute of Technology, Rochester, NY

- **Advantages of JPEG 2000 to Educators**

Speaker: **Andrea dePolo**, Fratelli Alinari, Florence, Italy

- **How Cameraphone Technology Is Turning Us All Into Paparazzi**

Speaker: **Earle Bridger**, Queensland College of Art, Griffith University, Brisbane, Australia

"I have attended the Las Vegas PMA show before and it seems to be getting bigger and more organized every year The show was huge! The booths were very informative and very friendly I always make good connections at the show and will continue to attend."

Suzy Martella
Suzy's Photo Finishing





8:30 a.m. - 9:20 a.m.

General Sessions

New technologies, digital imaging, survival of the fittest, and profitability are just a few of your industry concerns. Join these leading industry executives from member and supplier firms as they share their ideas for today and visions for tomorrow. Admission is included with full badge registration.

Consumer Markets Track

Supplier representatives will discuss how they are working with retailers to get the message out about digital output at the retail level.

Speakers: **Bernie Perrine**, Eastman Kodak Company; Representative, **Polaroid Corporation**

Portrait/School Markets Track

Sponsored by **PSPA**

A member firm shares its vision for the portrait and school markets. Fuji Photo Film, U.S.A. educates the membership on the benefits of using software in everyday workflow.

Speaker: **Thomas A. Curley**, Fuji Photo Film U.S.A., Inc.



Commercial Markets Track

Sponsored by **APCI**

Supplier firms discuss how emerging technologies in dynamic signage are redefining the term "signage" and will also address the integration of PDF workflow into the commercial segment.



Emerging Digital Markets Track

Sponsored by **DIMA**

Supplier firms confront the issue of cell phones and digital photography and how images will be used, where images will go, and how they will be preserved.

Speaker: **Pam Ingmire**, HP Digital Imaging Organization



9:30 a.m. - 10:45 a.m.

Official Business Session

The Tipping Point, With Malcolm Gladwell

With his breakthrough concept of "the tipping point," in his international bestseller, "The Tipping Point: How Little Things Can Make a Big Difference," Malcolm Gladwell describes how ideas and trends start and spread, and offers

tools for giving them some direction. Understanding trends is valuable to any audience that has a stake in shaping the future or influencing human behavior, from educators trying to reach students, to businesses trying to spread the word about their product – anyone who's trying to create change with limited resources. "The Tipping Point" lays out the rules governing trends, the roles people play in spreading them, and the power of context in giving them shape. Gladwell is a former Washington Post science writer, New York City Bureau Chief (1987-1996) and current staff writer for The New Yorker.



Simultaneous translations: *Deutsch, Português, Español, Français*

10:45 a.m.

Trade Exhibits Open

Please see pages 28-31 for a current list of exhibitors.

10:45 a.m. - 5:30 p.m.

Division Members Hospitality Lounge

The Hospitality Lounge is open to all division members during the hours of the Trade Show.

11:30 a.m.

NAPET-Sponsored Manufacturers' Luncheon

Join NAPET colleagues at this luncheon to congratulate the winner of the 2003 NAPET Manufacturer Service Support Award. Manufacturers and photo/video repair firms are encouraged to attend. Tickets are \$15 in advance or \$20 on-site. See Section I on your registration form.



Spouse Program

Tickets for the Spouse Program are available for each event at the price of \$20 in advance or \$25 on-site (includes lunch). For a real value, order the three-day package for only \$50 in advance or \$55 on-site.

12:00 noon - 2:00 p.m.

An Afternoon With Sandra Brown

One of the country's most popular writers, Sandra Brown wrote "The Crush," published in 2002, which became the 50th *New York Times* bestseller for this Texas native. At an early age, she developed a love of books and storytelling. English was an easy choice for her major. Brown sold her first two books within 13 days of each other. "Love's Encore" and "Love Beyond Reason" were published in 1981. She has written up to six books a year under her own name as well as pseudonyms - Laura Jordan, Erin St. Claire and Rachel Ryan. Having pursued her career as an author while raising children, Brown has successfully learned to balance work and family life.



Midday Sessions

Gain valuable business skills at these afternoon sessions. There are two sessions for each topic. Advance ticket purchase is required: \$10 in advance/\$12 on-site.

2:00 p.m. - 2:50 p.m.

First Session B1-B5

3:00 p.m. - 3:50 p.m.

Second Session B6-B10

Retail Digital Imaging

B1/ Teaching Photography for Fun B6 and Profit

This session will describe the benefits of offering digital camera classes to add value to the sale and create a repeat customer.

Who should attend: All retail imaging firms

Speaker: **Chris Lydle, CPC**, Chris' Camera Center South

Merchandising/Retailing

B2/ From Selling Your Image to B7 Selling Your Brand

Customers turn to brands they know. Learn how to differentiate your brand from the rest and be courageous - do something different and the possibility of your brand's success is endless.

Who should attend: All retail imaging firms

Speaker: **Ken Jacobs**, Group 181, Inc.

Customer Service/Personnel

B3/ Teaching Your Old Lab Staff B8 New Tricks

"Would you like fries ... I mean prints with that?" You offer more than just prints, so make sure your lab staff is selling your services! And never let a print customer go without a new roll of film or single-use camera.

Who should attend: All retail imaging firms

Speaker: **John G. Moore**, Photomagic

Sales and Marketing

B4/ Web Marketing Tips

B9 Attract and retain customers with low-cost e-mail announcements. Support your existing customers with an ongoing informational newsletter, photography tips, a product coupon or announce a special in-store happening.

Who should attend: All retail imaging firms

Speaker: **Roger C. Parker**, NewEntrepreneur.com

Photoshop Tips and Tricks

B5/ Blend Mode Magic

B10 Are layer-blending modes in Photoshop® a big mystery? You'll learn which blending modes to use to speed up your work, and more importantly, make better images.

Who should attend: Lab staff and photographers with digital output systems

Speaker: **Julianne Kost**, Adobe Systems

2:00 p.m. - 3:00 p.m.

International Language Sessions

Deutsch

611 Fliegende Bilder: Kamera-Handys als Chance für den Fotohandel!"

Foto-Handys gehören zur Zeit zu den begehrtesten High-Tech-Produkten. Für den Fotohandel bedeutet das nicht nur die Möglichkeit für Geräteverkauf und Vertragsvermittlung, sondern auch die Chance auf ein neues Geschäft mit Bild-Dienstleistungen. Dazu müssen allerdings

zielgruppengerechte Geschäftsmodelle entwickelt werden.

Sprecher: **Thomas Blömer**, C.A.T. Verlag, Ratingen

Español

612 Comunicaciones Entre el Laboratorio Digital y sus Clientes

Las comunicaciones entre el laboratorio digital y sus clientes requieren transferir una nueva información sobre los requerimientos para las órdenes de trabajo.

Conferenciante: **Carlos Othateguy**, Mundo Color SRL

Português

613 Qual é a tendência da industria na direção de equipamentos de processamento digitais mais baratos

Em 2000 o anuncio da fusão da Kodak com a HP para formar a Phogenix trouxe inquietação e curiosidade ao mercado. Várias empresas dedicaram boa parte de suas pesquisas caminhando na mesma direção e algumas empresas produziram e lançaram minilabs digitais alternativos, com jato de tinta. Qual é a tendência do mercado para os próximos anos? Podemos esperar equipamentos mais compactos e baratos para substituímos os atuais minilabs convencionais? Para onde estamos caminhando?

Quem deve assistir: Todos os laboratórios uma hora, estejam ou não na era digital.

Palestrante: **Carlos Sanchez**, Noritsu USA

PMA Services

614 Getting More From Your Association

Marketing research, online training and certification, publications, daily Newsline International, trade shows, business resources, legal and compliance assistance and personalization features on the Web are just a few of the membership tools and services provided by PMA International. Find out what your association is doing for you!

Who should attend: All imaging firms
Speaker:

2:00 p.m. - 3:50 p.m.

Tutorial

CP2 What's New in Photoshop® CS

Learn about the most important features in Adobe Photoshop CS for photographers and digital imaging labs. Just look at all that will be discussed: working in 16-bit layers, using the File Browser; Metadata and History Log to streamline your production, and how to use the new image enhancement features Shadow/Highlight and Photo Filters.

Advance ticket purchase is required:
\$75 members/\$85 non-members

Who should attend: Owners, operators, lab staff and photographers in digital imaging
Speaker: **Katrin Eismann**, photoshopdiva.com

3:00 p.m. - 3:50 p.m.

Midday Sessions Repeated

B6-B10 (See description for B1-B5)

5:30 p.m.

Trade Exhibits Close

5:30 p.m. - 6:30 p.m.

President's Reception

After the close of the Trade Show, connect with imaging industry movers and shakers to share and compare all the new ideas, products, and services you have discovered. Admission and two complimentary beverage tickets are included with full badge registration.

6:30 p.m. - 7:30 p.m.

National Receptions

Connect with international members from your area of the world. Come to one of these receptions for hors d'oeuvres, refreshments and an enjoyable time. The cost is \$15 in advance or \$20 on-site. To order tickets, see the Special Events section on the registration form.

- Australian/New Zealand Reception
- Brazilian/Latin American Reception
- Canadian Reception
- European Reception
- United Kingdom Reception



"... networking with other industry associates from around the world; sharing both marketing ideas and war stories and solutions to problems that happen to all of us, tends to be quite therapeutic."

Michael St. Germain
Concord Camera Store

7:00 p.m.

P5 PIEA, An Evening With an Artist -

Barbara Bordnick

Sponsored by Canon U.S.A. Inc.

Barbara Bordnick began her photography career in Copenhagen and Paris before returning to the United States and becoming one of the hottest fashion photographers in New York City. She is in high demand for portrait commissions and teaches portraiture on the adjunct faculty of Parsons School of Design. Recently, she concentrated on her personal work and the result is a new book, "Searchings-Secret Landscapes of Flowers," published by Welcome Books. She created the images for "Searchings" using digital techniques.

This session is **free** to badged convention attendees. Students must obtain a ticket through their teachers.

Chairperson: Sue E. Wright, PIEA President, East Valley Institute of Technology, Mesa, AZ



Night Schools

6:00 p.m. - 7:00 p.m.

Optional Dinner for Night School Attendees

Take a break before tackling the three-hour excellent Night School sessions. Advance ticket purchase for this light buffet dinner is required. Only \$18.

7:00 p.m. - 9:50 p.m.

Sessions

People from all trade groups, all geographical regions of the U.S. and international members attend these intensive three-hour, information-packed programs.

N21 Special Effects for Photographers with Photoshop

Learn to set your work apart by adding pizzazz to your customers' portraits, wedding pictures, and albums to generate increased print sales. Add diffusion and soft-focus effects, combine black-and-white and color, create custom edges, and turn your photography into fine art prints and paintings. Workshop attendees may share workstations. Previous computer experience is required. Ticket prices are \$99 members/\$105 non-members.

Who should attend: Owners, operators, lab staff and photographers in digital imaging
Speaker: Julieanne Kost, Adobe Systems

N22 Marketing That Makes Money

Tired of spending marketing money with minimal returns? You can craft your own plan to target customers for increased repeat business and greater profits. It's easier to do when you know the successful tactics uncovered by Bill McCurry, author of the PMA "Digital Guerrilla Marketing." He's interviewed hundreds of industry members before and since the book was published. You'll discover what currently works and, more importantly, what's worked in the past that likely will not work in the future. This session is for those who want to exceed their current sales levels and blast into high gear. Ticket prices are \$45 members/\$50 non-members.

Who should attend: All imaging firms

Speaker: William J. McCurry, McCurry Associates

N23 Digital Portraiture - Start to Finish (Part II)

- Camera and lens needs
 - Studio or outdoor setting
 - Basic and advanced posing techniques
 - Basic and advanced lighting techniques
 - How to bring your photographs into Photoshop®
 - Outputting to screen, paper, or whatever!
- Ticket prices are \$45 members/\$50 non-members.

Who should attend: Owners, operators, lab staff, retail portrait studios and photographers in digital imaging
Speaker: Monte Zucker, Monte's Photographic Education & Digital Center



Saturday, February 14

Saturday

6:15 a.m.

Fun Run, Las Vegas Hilton - main entrance

The Fun Run, or walk, is slated every morning. It's a great way to get your energy flowing and your mind clear for a day of intensive educational sessions and the Trade Show. There's a one-time registration fee (\$10 in advance or \$12 on-site) that includes a free T-shirt, refreshments to revive you, and a chance to win a daily prize.

6:30 a.m. - 5:30 p.m.

PMA Registration Open

7:00 a.m. - 8:00 a.m.

Mini-Breakfast Sessions

The Mini-Breakfast Sessions have something for everyone in the industry. Seating is limited so purchase your ticket(s) in advance. Select which session you would like for the low price of only \$10 in advance or \$12 on-site (includes a light breakfast).

Photo Imaging Retailers

700 Never Start a Business Without an Exit Plan

It takes research, timing, planning and the right mix of people to assume ownership of your specialty photo store and keep it a success. Hear useful tips from someone who has had a smooth, with a few bumps in the road, transition.

Who should attend: All retail imaging firms
Speaker: **Mike Woodland**, Dan's Camera City

Retail Minilabs

701 Consumer Markets PMA/PPFA Promotion Competition Winning Campaigns

Judged by the American Advertising Federation, you'll see the best campaigns for retail businesses offering minilab and digital services. Our winners will present their marketing campaigns, how they evolved, and their effectiveness.

Who should attend: Retail minilabs, professional labs, custom picture framers

Commercial Labs

Sponsored by APCI



702 Commercial Markets PMA Promotion Competition Winning Campaigns

Come see the best campaigns, judged by the American Advertising Federation, for commercial markets from small-, medium- and large-size firms. Our winners will

present their promotional campaigns and the results.

Who should attend: Commercial labs, portrait/social labs

Portrait/Social Labs



Sponsored by APCI

703 Professional Photographers - The New Competition

A photographer who is currently doing much of his printing in-house explains how it fits into his workflow. What drives photographers to use these complete photo-quality systems and what is the current effect on portrait labs.

Who should attend: Portrait and social labs
Speaker: **Paul Charest**, Morning Lane Photography

Output Services and Imaging Systems

704 Snap and Print?

With cameraphones being the latest trend, soon everyone will carry a camera. But, will this lead to more picture taking and a greater demand for prints? Listen to what a few colleagues have to say about this.

Who should attend: All imaging firms
Speakers: **Lawrence Rife III**, L.A. Cameras; **Martin Wagner**, Ringfoto GmbH & Co. Alfo Mktg. KG

Mass Merchandisers

705 Holiday Ad Campaigns

A good advertising message is key to creating consumer awareness with your customers and potential customers. Come see a number of retailer holiday ads and see what works when it comes to advertising digital imaging products and services.

Who should attend: All retail imaging firms

Retail Portrait Studios

706 Success in a Changing Economy

Explore a number of avenues to help your studio be successful in today's market. Learn about useful marketing techniques, the importance of digital and the value of outstanding customer service.

Who should attend: Retail portrait studios
Speaker: **Horace Holmes**, Horace Holmes Studio Inc.

Digital Printing and Color Output

Sponsored by DIMA

707 Low-Cost Solutions for



Outdoor Wide Format

This session will discuss inkjet printers, media, lamination and adhesive materials for your large-format outdoor display needs. Learn the latest low-cost, nonsolvent, wide-format solutions for producing long-lasting outdoor signage. *Who should attend:* Digital printing firms, prepress/printers, retail and professional labs

Society of Photo Finishing Engineers (SPFE)

708 Digital Wholesale Processing - What Opportunities Are Available to the Retailer?

Does the thought of purchasing a new processor, retraining staff and color management issues make you cringe? This session will explore the opportunities available to expand digital imaging processing services you can offer customers without having to deal with all those issues.

Who should attend: SPFE members, retail and professional labs

Speaker: Michael R. Wodushek, Photoland, Inc.

National Association of Photo Equipment Technicians (NAPET)

709 NAPET Idea Exchange

Join us for a great opportunity to network with peers. Address areas of concern in the open forum idea exchange. All members and firms interested in joining are welcome to attend.

Who should attend: NAPET members and interested firms

International

710 Incorporating Digital Today - Retailers Guide to Promoting Digital Cameras and Printing

Are your products and services keeping pace with changing consumer demands? Come share unique ideas for capturing digital print customers and learn how to be successful selling digital hardgoods and accessories.

Who should attend: All retail imaging firms
Speaker: Steven Poole, Real Canadian Superstore

L'intégration du numérique dans le commerce de détail : méthodes de promotion des ventes d'appareils photo et tirages numériques

Vos produits et services sont-ils adaptés aux nouvelles demandes du consommateur ? Venez partager des idées uniques pour inciter le client aux tirages numériques et apprendre comment vendre avec succès matériels et accessoires numériques.

Public concerné : Toutes entreprises de détail photo

7:30 a.m.

PIEA Continental Breakfast

8:00 a.m. - 11:00 a.m.

DSC Digital Short Course Seminar

Digital Short Course, presented by Brooks Institute of Photography, trains retail sales employees quickly and inexpensively in the latest in digital technologies and products. Ticket price is \$25 members/\$30 non-members.

Who should attend: Photo/digital imaging retail-sales employees

Speaker: Glenn Rand, Ed.D., Brooks Institute of Photography

8:00 a.m. - 12:00 noon

P6 PIEA Educators Workshop

Join us for inspiring and informative presentations by leading photo imaging educators. Just one new idea can make your attendance worthwhile.

• Teaching Students to Move Beyond the Technical Side of Imaging

Speaker: Cara DeBusk, Episcopal High School, Bellaire, TX

• FOCUS - A Collaboration: An American Teenage Vision

Speaker: Carole Lichty-Smith, Cincinnati Country Day School, Cincinnati, OH

• What I Did Last Summer - Work-Based Internships

Speaker: John Craigle, Highland High School, Salt Lake City, UT

• Structuring Learning Events in Photography

Speaker: Thinus Mathee, VAAL Triangle Technikon, Vanderbijlpark, Gauteng, South Africa

• Theory and Practice: Just How Much Do We Need to Know About Digital Imaging?

Speaker: Gale Spring, RMIT University, Melbourne, VIC Australia

• Teaching Corpses: Keeping Photography Alive

Speaker: Penny Boyer, Canberra Institute of Technology, Canberra, ACT Australia

• Building Diversity Into Today's Curriculum

Speaker: Alex Syndikas, RMIT University, Melbourne, Australia

• Taking Students to China

Speaker: Jeff "Woody" Wooden, Northwest College, Powell, WY

8:30 a.m. - 9:20 a.m.

General Sessions

Join these leading industry executives from member and supplier firms as they share their ideas for today and visions for tomorrow.

Admission is included with full badge registration.

Consumer Markets Track

Supplier representatives will discuss kiosk and minilab integration and digital output at the retail level.

Speakers: Paul D'Andrea, Fuji Photo Film U.S.A., Inc.; Bing Liem, Agfa Corporation

Portrait/School Markets Track



Sponsored by PSPA

Find out the benefits of using software to assist with lab workflow and the latest professional portrait lab options available for high-quality digital printing.

Speakers: Peter Mador, Noritsu America Corporation; Representative, Eastman Kodak Company

Commercial Markets Track



Sponsored by APCI

Susan Patton, The Big Picture, moderates our panel of flatbed inkjet manufacturers.

Panelists: Terry Amarine, Sericol Imaging; Henry Franceschini, Mimaki USA; Scott Schinlever, VUTEK, Inc.; Sal Sheikh, Océ; Representative, Durst Image Technology U.S. LLC

Emerging Digital Markets Track

Sponsored by DIMA



A panel of online processors will discuss the latest in photo sharing, storage and online processing options.

Moderator: Gary Pageau, Photo Marketing Association International

Panelists: Vahé Christianian, LifePics, Inc.; Joseph Kowalik, Graphx, Inc.; Peter Scarth, PhotoChannel; Bradden Wondra, Silverwire

9:30 a.m. - 10:45 a.m.

Official Business Session

Industry Analysis With Craig Ellis, Smith Barney Citigroup

Craig A. Ellis joined Salomon Smith Barney as an analyst in April 2000, working on server and enterprise hardware companies. He joined the firm from Schroders, where as an analyst he covered independent refiners after working for two years as an associate on Schroders' Energy team. Prior to a career as a securities analyst, Mr. Ellis spent 10 years at Chevron Corporation in various capacities with increasing responsibility. This included five years in strategic planning preceded by five years in finance, including a year as a Finance Recruiting Coordinator. He is a graduate of Montana State University with a major in finance and minor in economics.

Simultaneous translations: Deutsch, Português, Español, Français

10:45 a.m.

Trade Exhibits Open

Please see pages 28-31 for a current list of exhibitors.

10:45 a.m. - 5:30 p.m.

Division Members Hospitality Lounge

The Hospitality Lounge is open to all division members during the hours of the Trade Show.

Spouse Program

Tickets for the Spouse Program are available for each event at the price of \$20 in advance or \$25 on-site (includes lunch). For a real value, order the three-day package for only \$50 in advance or \$55 on-site.

12:00 noon - 2:00 p.m.

Living Life to the Fullest, With Amanda Gore

Few people are willing to devote the time needed to stay happy, fit and well in today's frantic world. Learning the secret skills of living life to the fullest and laughing along the way is what Amanda



Gore promises in this session! She presents the art of how to find a balance between life and work, be full of energy, keep your relationships happy, communicate better and live a long time! With expertise in psychotherapy, psychology, neurolinguistics, group dynamics, and ergonomics, Amanda explores the mind-body connection in her crusade to reduce stress, increase energy, improve communication, and build personal relationships.

Midday Sessions

Gain valuable business skills at these afternoon sessions. There are two sessions for each topic. Advance ticket purchase is required: \$10 in advance/\$12 on-site.

2:00 p.m. - 2:50 p.m.

First Session C1-C5

3:00 p.m. - 3:50 p.m.

Second Session C6-C10

Retail Digital Imaging

C1/ Digital Camera Market - Preparing C6 for Mainstream Adoption

Digital cameras are reaching mass market. Learn about the latest research to support

this and how you should adapt your business.

Who should attend: All retail imaging firms
Speaker: **Dimitrios Delis**, Photo Marketing Association International

Merchandising/Retailing

C2/ The 365 Days of Photo

C7 Opportunities: How Many Are You Capturing?

Birthdays, reunions, holidays, everyone has them. Market the picture business all year round. This session will address the myriad of marketing opportunities for picture taking 365 days a year.

Who should attend: All retail imaging firms
Speaker: **Adrienne Zoble**, Adrienne Zoble Associates, Inc.

Customer Service/Personnel

C3/ Improving Customer Service

C8 Practices

Counter personnel must be properly trained to handle the growing demand for digital products and prints customers request. Provide your customers with the necessary solutions needed or there's a good chance they may not come back.

Who should attend: All imaging firms

Sales and Marketing

C4/ Effective Public Relations

C9 Speak to your local clubs, sponsor a charitable event or assist your police department with child identification cards. All of these will increase your profile as a business owner. We'll also talk about PR ideas to announce new products/services and reach new audiences.

Who should attend: All imaging firms
Speaker: **Peter Shankman**, The Geek Factory

Photoshop® Tips and Tricks

C5/ Sharpen This!

C10 We all know how important image sharpening is ... but do you really understand it?? Learn how to sharpen with finesse to bring out essential detail without making an image look artificial.

Who should attend: Lab staff and photographers with digital output systems
Speaker: **Brian Lawler**, Graphic Arts Consultant

2:00 p.m. - 3:00 p.m.

International Language Sessions

Deutsch

711 Marketing für den Fotohändler

Wir präsentieren die heissesten Produkte und Dienstleistungen im Foto/Imaging Sektor, und erläutern wie sich das Kundenmarketing im Einzelhandel verändert hat.

Sprecher: **Stephan Uhlenhuth**, Uhlenhuth New Media, Dortmund

Español

712 Una Solución Integral para la Imagen Digital

Adaptándose a las reales necesidades de los clientes en Latinoamérica se requería contar con una solución que fuera versátil, actualizable y al alcance de los bolsillos de

los latinoamericanos. Escuche sugerencias de cuántos nuevos servicios Ud. puede ofrecer con su ingeniosa unidad de imagen digital.

Conferenciante: **Pedro Pablo Bonilla**, Minilab Solutions

2:00 p.m. - 3:50 p.m.

Tutorial

CP3 Taz's Tour of the New World of Acrobat Pro

Learn all the new features of Acrobat™ 6.0, including distiller settings, preflighting functions, expanded editing capabilities, document commenting and tracking functions, working with multiple PDF documents, how to take advantage of PFDX support features, Taz's top PDF workflow tips, and how to work quickly with Acrobat 6.0. Workshop attendees may share workstations. Previous

computer experience is required.

Who should attend: Owners, operators, lab staff and photographers in digital imaging

Advance ticket purchase is required:

\$75 members/\$85 non-members

Speaker: **Taz Tally, Ph.D.**, Taz Tally Seminars

2:00 p.m. - 5:00 p.m.

PIEA Special Workshop

P7 Making Fiber-Based Prints From Digital Files

Speaker: **David Hopkins**, Dawson College, Montreal, Canada. Cost is \$25. Open to all PMA registrants.

3:00 p.m. - 3:50 p.m.

Midday Sessions Repeated

C6-C10 (See description for C1-C5)

5:30 p.m.

Trade Exhibits Close

PMA Big Night - MAMMA MIA!

5:30 p.m. - 6:30 p.m.

PMA Big Night Reception

Mandalay Bay Resort

7:00 p.m.

Big Night

Mandalay Bay Resort

A Valentine's Day Treat!

Bring that special gal or guy to this celebration of romance, frivolity and '70s nostalgia.

MAMMA MIA! is the smash hit musical about a mother, a daughter, 3 possible dads and a trip down the aisle you will never forget. *MAMMA MIA!* transports us to a tiny mythical Greek Island where we meet Donna, a feisty forty-something single mom. While Donna recalls distant memories of carefree days and careless nights, her daughter Sophie dreams of tradition, romance and a big white wedding. Sophie has read her mother's diary to discover one of three men could be the father she never knew, and she invites them all to the wedding in hopes of divining the truth!

MAMMA MIA! features 22 songs from the '70s Euro-pop super-group, ABBA, including "Knowing Me, Knowing You," "Take A Chance On Me," "The Winner Takes It All," and "Dancing Queen." Since its London debut in 1999, *MAMMA MIA!* has enjoyed sold-out runs in Toronto, San Francisco, Los Angeles, Melbourne and Broadway, where many predict it could be one of the longest running shows of all time.

Tickets are \$75 for main floor seating and \$55 for mezzanine. Your ticket includes hors d'oeuvres, two beverage tickets and the show. There are a limited number of tickets available on a first-come, first-served basis. Stop by the Special Events Desk at the Las Vegas Convention Center between 6:30 a.m. and 5:30 p.m. to exchange each individual PMA Big Night ticket received in your registration packet for each show ticket.



© M+H

PLEASE NOTE: The performance begins promptly at 7:00 p.m.

Anyone arriving after the performance begins will be held at the lobby doors for approximately 20 minutes.

Sunday

6:15 a.m.

Fun Run, Las Vegas Hilton - main entrance
Start your day off with a burst of energy. The Fun Run, or walk, is slated every morning, so let's pull your eyes open and run. There is a one-time registration fee (\$10 in advance or \$12 on-site) that includes a free T-shirt,

refreshments to revive you, and a chance to win a daily prize. What a way to say, "Good Morning Las Vegas!"

6:30 a.m. - 1:00 p.m.

PMA Registration Open

7:30 a.m. - 9:00 a.m.

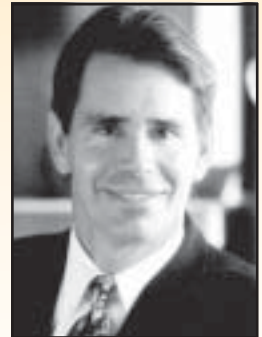
Official Business Breakfast Session

Am I the Leader I Need to Be?

With Harold C. Lloyd

Ever wonder if you have what it takes to be an effective leader? This program identifies the 10 qualities all great leaders seem to possess. You will privately measure your propensity to lead and give yourself a push in the right direction to improve your leadership qualities. Harold Lloyd, H. Lloyd & Associates, has led people to deliver exceptional performances in various industries for 20 years. His book, "It's About Time, A Time Management Tool Chest for Retailers" was published by Cornell University. He's a hands-on operator of Friendly's Restaurants in Virginia Beach, Virginia. His audiences value his real-world knowledge and ability to help others see easy paths to improvement.

Tickets are \$15 in advance and on-site; includes breakfast at 7:30 a.m.



Simultaneous translations: Deutsch, Português, Español, Français

7:30 a.m. - 11:00 a.m.

P8 PIEA National Meeting

7:30 a.m.

Continental Breakfast

8:00 a.m.

National Meeting

- Invited Manufacturer Presentation
- My Search for Images
Speaker: Craig Satterlee, Northwest College, Powell, WY

9:15 a.m.

PIEA Board of Directors Meeting

All PIEA members invited. Interested guests welcome.

9:00 a.m.

Trade Exhibits Open

Please see pages 28-31 for a current list of exhibitors.

9:30 a.m.

Hourly Prize Drawing for \$1,000.00 Cash

10:30 a.m.

Hourly Prize Drawing for \$2,000.00 Cash

11:30 a.m.

Hourly Prize Drawing for \$3,000.00 Cash

12:30 p.m.

Hourly Prize Drawing for \$5,000.00 Cash

1:00 p.m.

Trade Exhibits Close



1:00 p.m.

Parting Shot

The closing reception of the conference gives you a final opportunity to catch up with your colleagues to compare notes on the newest products, emerging trends, and events.

Admission and two complimentary beverage tickets are included with full badge registration. And don't miss the \$10,000 cash Grand Prize Drawing at 1:15 p.m.!

1:15 p.m.

Grand Prize Drawing for \$10,000

Prize Day!

Sunday, February 15 is Prize Day!

Stick around - your ticket might be the Winner!

Hourly Prize Drawings

Trade attendees registered to attend the Trade Show will receive special tickets in their PMA badge packets for these drawings. **Prizes will be announced on the Trade Show floor at specified times** (see below). To become eligible on Sunday morning you must deposit your prize ticket in one of the drums located at the Trade Show floor entrances. So dig deep in your pockets for those prize-winning tickets and enter!

Grand Prize Drawing - \$10,000

Only Full Trade Show registrants receive a ticket for the Grand Prize Drawing. Check your badge packet for the opportunity to win \$10,000. Being a Full Trade Show registrant is only the first step to winning. That ticket has to find its way to PMA Booth J213. **Be sure to deposit your ticket at PMA Booth J213 during Trade Show hours. The Grand Prize Drawing winner will be announced at 1:15 p.m. during the Parting Shot.**

You must be present to win!

Sorry, no stand-ins. PMA or PrintImage officers, staff, press, exhibitors, and their families and employees are not eligible to win. All decisions at the drawing are final.

Prize Schedule:

- 9:30 a.m. \$1,000.00 Cash
- 10:30 a.m. \$2,000.00 Cash
- 11:30 a.m. \$3,000.00 Cash
- 12:30 p.m. \$5,000.00 Cash
- 1:15 p.m. **\$10,000 Cash Grand Prize**
(Full Trade Show registrants only)



Registration

To request a registration form, please call (800) 248-8804 in U.S. and Canada, (517) 788-8100 for international, or e-mail us at PMA_Convention_Services@www.pmai.org.

Advance Registration

Advance registration is available until **January 19, 2004**. PMA offers a full range of registration options, designed to meet the needs and schedules of each participant. Use the advance registration to avoid waiting in line to register at the convention. Your badge packet will be sent to you prior to the convention, if you register before the advance registration deadline. See details below for registration options.

Full Trade Badge

\$45 per member/\$75 non-member
The PMA Full Trade Badge is available to photo/video retailers; mass merchandisers; photo processors; digital imagers; specialty lab owners; retail finishers (minilabs and one-hour labs); studio labs; school photographer labs; in-house, commercial, industrial, and wedding labs; photo equipment repair technicians; non-exhibiting industry suppliers; importers; custom picture framers; and professional photographic sales representatives. It is a tremendous value at only \$45 per member and \$75 non-member. *Note: Badges are considered passports to all educational sessions, trade exhibits, special events and evening receptions. PMA authorized security will restrict those not wearing badges from attending these events.*

Included With Full Trade Show Registration

- Admission to the trade exhibits each day.
- Admission to all General Sessions on Friday and Saturday.
- Admission to all Official Business Sessions on Thursday, Friday, and Saturday.
- Two complimentary beverage tickets for each reception (Welcome Reception, Get Acquainted Reception, President's Reception, and Parting Shot).

"I pre-registered on the Internet, which was simple, and we caught a bus and walked right in!"

Suzu Martella
Suzu's Photo Finishing

- Opportunity to win any of the Sunday prize drawings (Only Full Trade Show registrants and spouses are eligible for the Grand Prize Drawing. You must be present to win).

ONE-DAY Trade Show Only Badge

\$25 per member/\$35 non-member
For the low fee of \$25 per member or \$35 non-member, you can choose to attend the trade exhibits on any single day: Thursday, Friday, or Saturday.

Special Sunday-Only Fee

\$15 per person or \$25 per firm
This special entitles you to visit the trade exhibits on Sunday. It's only \$15 per person or \$25 for an unlimited number of employees from your firm. How many of your employees would love to visit with manufacturers for four valuable hours to discuss the products and equipment they use every day?

Pre-Convention and Special Events tickets are available at nominal fees.

Fill in your choices for pre-convention activities and special events by marking the quantity desired and payment amount enclosed. Please make all checks payable to PMA or include complete credit card information.

- APCI Reception
- Australian/New Zealand Reception
- Brazilian/Latin American Reception
- Canadian Reception
- Tutorials
- Digital Imaging Marketing Association (DIMA) Conference
- Digital Short Course

- European Reception
- Fun Run
- Golf Tournaments
- International Reception
- Midday Sessions
- Mini-Breakfast Sessions
- National Association of Photo Equipment Technicians (NAPET) Luncheon
- Night Schools
- Official Business Breakfast Session
- Photo Imaging Education Association (PIEA) Annual Program
- PMA Big Night (*MAMMA MIA!* at *Mandalay Bay*)
- Professional Picture Framers Association (PPFA) Convention Activities
- Professional School Photographers Association International (PSPA) Convention
- Spouse Programs
- United Kingdom Reception

Spouse Badge

\$45 members/\$75 non-members
The spouse badge is available to trade, exhibitor, and professional photographic sales representatives' spouses. At a cost of only \$45 for members or \$75 for non-members, the spouse badge includes all trade or exhibitor badge items. Plus, spouses have the opportunity to register for the Spouse Program held each day (with discounts for advance registration).

Advance Registration Deadline

If you miss the January 19 deadline to pre-register, you can register on-site. Registration

4 EASY WAYS TO REGISTER!



ONLINE

<http://pma2004.pmai.org>

PHONE

U.S. and Canada call (800) 248-8804 or International call (517) 788-8100 with AMEX, VISA, or MasterCard anytime between 8:00 a.m. - 6:00 p.m. (ET).



FAX

(517) 788-8371. Please provide complete credit card information as well as a return fax number.



MAIL

Photo Marketing Association International
3000 Picture Place
Jackson, MI 49201 USA
(Make checks payable to PMA.)



To request a registration form, please call us at one of the numbers listed above or send us an e-mail at PMA_Convention_Services@www.pmai.org.

includes all of the items previously mentioned, as well as a chance to win any of the Sunday prizes.

Payment by check or credit card must accompany your registration. If you have any questions, please call us for assistance. Our staff is on-hand from 8:00 a.m. to 6:00 p.m. (Eastern Time), Monday through Friday. U.S. and Canada call (800) 248-8804 or international call (517) 788-8100. **Housing will close January 5, 2004 and PMA advance registration will remain open until January 19.**

Due to possible mail delays, all requests received after the advance registration closing date will be handled on-site. PMA recommends that international registrants use credit cards when submitting payment. **Please make all payments in U.S. funds.**

Refund Policy

Convention registration and special events cancellations must be received **in writing** by February 11, 2004. Refunds will not be granted after this date.

Badge and Ticket Mailing

Badges and all convention tickets will be mailed shortly before the convention to most individual participants, unless written authorization is received with a different address requested.

Due to international mailing requirements, some registrants outside the U.S. and Canada will need to pick up their badges and tickets at the International Registration Desk in the Las Vegas Convention Center. (Exhibitors and Photo Sales Reps should go to the Exhibitor Registration Desk.)

Hotel Accommodations

Housing will remain open until January 5, 2004.

PMA has negotiated special rates at the following hotels for PMA Annual registrants. All of these hotels are within 5 miles of the Las Vegas Convention Center, that's less than a 20-minute ride on the complimentary shuttle bus service provided by PMA during the convention hours.

Please see the enclosed housing form for more details and the locations of the special rate hotels. All PMA Las Vegas hotels require

a deposit equal to one night's stay to book and guarantee your reservation. Rooms are also subject to Las Vegas room and sales tax, currently 9%. Rates indicated below are for single or double occupancy.

Hotel	Rates
Alexis Park Resort	\$99
AmeriSuites	\$95
Bally's Las Vegas	\$145
Caesars Palace	\$199/\$249
Crowne Plaza	\$129
Embassy Suites Convention Center	\$199
Flamingo Hilton	\$135
Harrah's Las Vegas	\$139
Hilton Grand Vacations at the LV Hilton	\$159/\$179
Hilton Grand Vacations on the Strip	\$129/\$149
Las Vegas Hilton	\$165
Luxor Hotel & Casino	\$85/\$135
Mandalay Bay Resort & Casino	\$198
Paris Las Vegas	\$169
Riviera Hotel & Casino	\$119
Stratosphere Casino Hotel & Tower	\$55 (Feb 8-12) \$100 (Feb 6-7, 15-16) \$130 (Feb 13-14)

Hotel Reservations

PMA housing will remain open until

January 5, 2004. Please complete the enclosed booking form and return it to PMA prior to January 5, 2004. Reservations can be made for arrivals beginning February 9 and departing February 16. For dates prior to or after, or if your group requires 20 or more rooms, please contact PMA.

The PMA office will be open to take your reservation Monday through Friday from 8:00 a.m. until 6:00 p.m. Eastern Time. You may reserve hotel accommodations **online, by phone, fax, or mail.** See "4 Easy Ways to Register" on page 26 for details.

As you make your hotel reservation please provide room and bedding preferences. Not all requests can be guaranteed. The hotel will assign your room upon check-in, based on availability.

To take advantage of the PMA Las Vegas convention rates, please book all reservations by the **PMA housing deadline, January 5, 2004.** After this date, all reservations are based on availability at the prevailing hotel rates.

Shuttle-Bus Service

Most hotels are no more than a 10- to 20-minute ride from the Las Vegas Convention Center on the complimentary shuttle-bus service provided by PMA during convention hours. Shuttle routes will run between most PMA 2004 hotels and the Las Vegas Convention Center. More information on specific routes and times will be provided in future convention materials.

Smoking Policy

Smoking is not permitted at any PMA function due to local restrictions.

Air Travel Arrangements

Northwest Airlines, in cooperation with Photo Marketing Association International and Anderson Travel, is offering discounts of 5% off most fares, 10% off most fares if purchased 60 days in advance or 15% off full fares to PMA 2004 in Las Vegas, February 12-15, 2004.

Travel is permitted February 9-18, 2004. **You may call Anderson Travel at (800) 723-1233 to make your travel reservations.** When you call, **please refer to PMA 2004.**

The above discounts have also been arranged with **American Airlines** and may also be booked through Anderson Travel. Or you may call American Airlines direct at **(800) 221-2255** and refer to **File Number A0324AD**

Since low fares often have restrictions and limited seating, please book your reservations as soon as possible.

This is provided as a service to PMA members. PMA accepts no responsibility for individual travel arrangements between the conference participants and the airline in terms of performance and/or service.

Car Rental

Hertz Rent-A-Car is extending a special discount to individuals attending PMA 2004 in Las Vegas. For your convenience, it is suggested that you make reservations in advance. **Call HERTZ toll free at (800) 654-2240 (Canada (800) 263-0600 – outside these areas (405) 749-4434)** for information and reservations. Mention the **HERTZ discount identification CV#02TD0003** to receive the group rates.

Registration and Housing information available online at
<http://pma2004.pmai.org>



Trade Exhibits

Longer Hours on Opening Day!

Due to your requests, the doors will open at 9:45 a.m. for the opening day of the trade show. Be there early!

Thursday, February 12 9:45 a.m. - 5:30 p.m.
 Friday, February 13 10:45 a.m. - 5:30 p.m.
 Saturday, February 14 10:45 a.m. - 5:30 p.m.
 Sunday February 15 9:00 a.m. - 1:00 p.m.

Hundreds of exhibitors from around the world gather in Las Vegas to show you their latest imaging products and technologies! As of October 10, 2003, these firms are contracted to exhibit at PMA 2004. More exhibitors are added daily; visit <http://pma2004.pmai.org> for the current listing.

PMA 2004 Exhibitors

A

- A-One Industries Ltd.
- * A.L.S. Industries Inc.
- * AAA Imaging & Supplies Inc.
- * Academy Corporation
- * ACD Systems Ltd.
- * Adobe Systems Inc.
- * Advanced Greig Laminators Inc.
- Advantus Corporation
- * AFIF
- * AFrame Inc.
- * Agfa Corporation
- Air Fast Denver
- * Ajin Precision Mfg. Inc. (Korea)
- Alcan Composites USA Inc.
- Alot Enterprise Co.
- American Photographic Resources Inc.
- American Recorder Technologies
- * Amherst Media Inc.
- * Amphoto Books
- * AP Photo Industries SL
- * Aperion Inc.
- APV Inc.

- Arbella Enterprises
- * Argraph Corporation
- * Armadillo Photo Supply Inc.
- * Art Leather/GNP
- Ascend Distribution
- * Atech Flash
- Azden Corporation
- * Azerty Inc.
- * Aztek Inc.

B

- Backdrop Outlet
- Backgrounds By Maheu
- Battery Technology Inc.
- * BEF Corporation
- Blue Moon Products - GPA
- * Bogen Photo Corp.
- * Brandess-Kalt-Aetna Group Inc.
- * Brooke Eng/Brooke International
- Burns Picture Frames
- * Bushnell Performance Optics

C

- California Int'l Sales
- * Canon U.S.A. Inc.
- * Cash Flow Solutions
- * Casio, Inc.
- CEC Corp.
- Ceiva Logic
- Celestron International
- * Champion Photochemistry Limited
- * Chang's Photo Supplies Inc.
- Chimera Photographic Lighting
- Classic Clothing
- * Climax LLC
- * Coda Inc.
- * Collector's Gallery
- ColorVision
- * Commodity Resource & Environmental
- CompactFlash Association
- * Computyme
- * Concord Camera Corp.
- Corbridge, LLC
- * CPAC Imaging
- Creative Album Pte. Ltd.
- * Creo Americas



- * Crown Photo Systems
- * CWE/JRS
- * Cygnus Business Media Inc.
- * Cygnus Graphics Group

D

- * Daniel Reynolds Photographics
- * Dashboard Memories Inc.
Daylab-Pfaff Products
DCS Technology Ltd.
- * Denny Mfg. Co. Inc.
- * Digital Imaging Marketing Association
- * Digital Output
Digital Technology Group Inc.
- * DigitalCustom Group Inc.
- * DIMA Digital Camera and Printer
Shoot-Outs
- * DIMA Digital Workflow Arena
- * Diversified Photo Supply
- * Duplo U.S.A. Corporation
- * Duracell
- * Durst US
- * DXG Technology Corp.

E

- * Eastman Kodak Company
- * ECS Refining
- * 888 Digital, Inc.

- Eiko Ltd.
- * Ekdahl & Associates Recruiting
- Elite Albums Unlimited
- * Ellison Craft & Design
- ENCAD Inc, A Kodak Co.
- * Envision Compliance Ltd.
- Epoch Arts
- * Epson America Inc.
- Esselte Corporation
- * Express Digital
- * Extensis Corporation

F

- F.64 Camera Bags
- * Fair Price Corporation
- Ferlester SL
- * Ferrania USA Inc.
- * Filmguard Corporation
- Fisher Textiles
- Flash Sales
- * Focus Camera Inc.
- * Foto Mutiara SDN BHD
- Fotoba
- Framatic Company
- Frame USA Inc.
- * Freedom Supply
- * Fuji Hunt Photographic Chemicals
- * Fuji Photo Film USA

G

- G & S Systems Ltd.
- * Gagne Inc.
- * Gamla Enterprises N.A. Inc.
- * GBC Films Group
- * GBI Data & Sorting Systems
- Gemline Frame Co.
- * General Formulations, Inc.
- General Products
- * Gentec International
- * GEPE Inc/HP Marketing Corp.
- * Ginfax Development Limited
- Giotto's Industrial Inc.
- GPI International
- * Grandtech Industrial Limited
- * Grandway USA
- * GTI Graphic Technology Inc.

H

- * H&M Systems Software Inc.
- * Hallmark Refining Corp.
- * Hardwood Frames of America
- * Hewlett-Packard Company
- Highly Corporation
- Hip Sing Leather Products Factory Limited
- Hofmann SL
- * Hoodman Corporation
- Howard Imprinting Machine Co.

- * Howard Packaging/Freez-A-Frame
- * Howell Packaging
- * HP Marketing Corporation/Gepe Inc.
- * HPI International Inc.

I

- ICORP Enterprises Limited
- * Ilford Imaging USA Inc.
- * iMARK Print Finishing Solutions
- Impact Images
- * Independent Photo Imagers
- * International Supplies
- * ISA Inc.
- Island Clean Air
- * Itoya

J

- Jalema Filing Systems
- * JASC Software Inc.
- JTL Corporation
- * Just Normlicht Inc.
- JVC Company of America

K

- K & Company
- Karl-Star Industrial Co. Ltd.
- * KB Systems
- KDB Trading, Inc.
- * Keencut Inc.
- Kenwell Inverter Co., Ltd.
- * Kiev USA
- * Kinetronics Corporation
- King Home Enterprise Co. Ltd.
- * Kis SA
- * Konica Minolta Photo Imaging USA Inc.
- Konus USA Corporation
- Kostek Technology Co.
- Kowa Optimed Inc.
- * Kristin Elliott Inc.
- * Kyocera Optics Inc.

L

- L & B Albums Frames Plus Co.
- Lablogics Management Systems
- Lacquer-Mat Systems
- Laguna Digital Co., Ltd.
- Largan Digital Co., Ltd.
- * Lee Filters
- * Leica Camera Inc.
- Lenmar Enterprises Inc.
- Level-Tech Technology Co., Ltd.
- * Lexar Media Inc.
- * LexJet Corporation
- * Liberty Photo Products
- Lifescape Solutions Inc.
- * Lineco Inc.
- * Loersch Corporation USA
- * Logan Electric Specialty Mfg. Co.
- * Lowepro
- Lumedyne Inc.

M

- * Mack Camera & Video Service
- * Mackay Photopak
- * MACtac
- * Magco Sports Photo Products
- Malden International Designs
- * Martin Aborn Inc.
- * Mascagni / Putney House
- Master Magnetics
- MCS Industries Inc.
- * Meade Instruments Corporation
- * Metafix Inc.
- Microtek Lab Inc.
- * Mid America Frame Inc.
- * Midway Photocutters
- Midwest Photographic Resource Center
- * Minilab Supply Store
- * Mitsubishi Digital Electronics
- * Mitsubishi Imaging (MPM) Inc.
- Monarch Video Vision
- * Multi-Graphics-A Turso Co.

- Muslin Outlet
- Mustek
- * Mutoh America Inc.
- * My Systems Company Limited

N

- * N.H. Hong Kong Limited
- * Nadel Enterprises Inc.
- * National Tech. Institute for the Deaf/RIT
- * Neil Enterprises Inc.
- * Neschen Accutech
- * Neschen USA
- New Century Displays
- * Nikon Inc.
- Ningbo Chenglu Paper Products
- Mfg. Co. Ltd.
- * Nissei Commerce Ltd.
- * Noritsu America Corporation
- * The Noteworthy Company
- Novatron of Dallas

O

- * Océ Display Graphics Systems
- * Olympus America Inc.
- * Onyx Graphics
- * OP/TECH USA
- Optek Manufacturing
- * Orion Telescopes & Binoculars

P

- * Pacific Digital Corp.
- Pacific Image Electronics
- * Pakon Inc.
- * Pakor Inc.
- * Panasonic Consumer Electronics Co.
- * PC Card Packaging Inc.
- * Peca Products Inc.
- Pegasus Imaging Corporation
- * Pelican Products Inc.
- * Pelmar Canada Inc.
- * Pentax U.S.A. Inc.

Upcoming Events

APCI Annual Convention
 April 15-18, 2004
 Chicago Marriott Downtown
 Chicago, Illinois

**PMA Fall 2004 Imaging
 Conference and Mini Trade Show**
 October 21-23, 2004
 Hilton Chicago
 Chicago, Illinois



- * The Personalization Station
- * Phillips Lane Publishing
- * Phoenix Corporation of America
- * Photo Control Corporation
- * Photo Industry Reporter
- * Photo Marketing Association International
- * Photo Marketing magazine
- * Photo Research Org
- * Photo USA
- * Photogenic Professional Lighting
- * Photographic Solutions Inc.
- * PhotoTidings Inc.
- * Phototrader Inc.
- * Pioneer Photo Albums Inc.
- * Pioneer Research
- * Pixel Magic Imaging Inc.
- * Pixel Photographics
- * Plasco Inc.
- * PLF Inc.
- * PMA Business Resources, Publications and Information
- * Polaroid Corporation
- * Poly-Optics Industries Ltd.
- * The Power House Group / A Mazel Company
- * PPFA – Professional Picture Framers Association
- * Prat Paris Inc.
- * Premier Image Technology Corporation
- * Premier Packaging Corp.
- * Pres-On Merchandising
- * Print File Inc.
- * PrintImage International
- * Prinz Ltd.
- * ProFilm/Liberty Supplies
- * Publications International Ltd.

Q

- * Quality Mntg. & Laminating Sys.

R

- R J Rauen Sales
- Radex Inc.
- * Ramco/Susis Paper Cutters
- * Renaissance The Book By Albumx Corp.

- * Rochester Institute of Technology
- Rotonics Mfg. Inc.
- * Russell Photochemistry Limited

S

- * S. Bower Inc.
- Sakar International Inc.
- Samsonic Trading Co.
- * Samsung Camera
- * SanDisk Corp.
- * Savage Universal Corporation
- * Scherer Batteries
- * School Photo Marketing
- * Seal Graphics Americas
- * Sericol Imaging
- Set System
- Sigma Corporation of America
- * Silver Enterprises Refining Inc.
- SimpleTech
- * Sinpo Optical Co. Ltd.
- Sky Light Industrial Ltd.
- SMI Group
- * Smith-Victor Corp.
- * Sonman Inc.
- * Sony Electronics
- * Source Two, Inc.
- * Spectra Merchandising Intl. Inc.
- Sporto Sport Frames
- * Star Innovations and New Century Displays
- Sterling Publishing Co. Inc.
- Strathmore Paper-Div. of International Paper
- Structural Industries Inc.
- Studio Dynamics
- * Superior Specialties Inc.
- Supreme Premium Products
- * Swift Instruments Inc.

T

- * Tamrac Inc.
- * Tamron USA Inc.
- * Taprell Loomis
- * Tara Materials/McDonald Photo
- * Technotape USA Inc.

- * Tension Envelope Corporation
- * Testrite Instrument Co. Inc.
- Texas Instruments Inc.
- * Think Inc.
- * THK Photo Products Inc.
- * Thompson Products Inc.
- 3P InkJet Textiles Corp.
- The Tiffen Company, LLC
- * ToCAD America Inc.
- Toshiba America Information Systems Inc.
- Imaging Systems Division
- Tristar Photo Ind. Co.
- * 21st Century Photo Supplies Inc.
- * Tyndell Photographic

U

- * Ultra-PRO
- * UMI Tech Inc.
- * Unique Photo
- Uniross Batteries USA
- Universal Electronics Industries LTD
- * Uniwood / Fome-Cor
- * UR1
- * USA Buttons Inc.
- * USI International Inc.

V

- * Vanguard USA Inc.
- * Vantage Sales Inc.
- * Vastfame Camera Ltd.
- * Virtual Backgrounds
- * Vivitar Corporation
- * VUTEK Inc.

W

- Wacom Technology Corp.
- * Walter's Publishing
- * Westcott (The F. J. Westcott Co.)
- Wicker By Design
- * Winthrop
- * World Richman Mfg. Corporation
- Worldus Inc.
- * Wynit Inc.

Y

- * Yankee Plak Co.

Z

- * ZBE Inc.
- * Zoran Corporation

*Current PMA membership

Program information is available online

at <http://pma2004.pmai.org>

To receive separate programs by mail, please contact PMA at (800) 248-8804.



Capsule Schedule

All events take place at the Las Vegas Convention Center unless otherwise indicated

Monday, February 9

- 8:00 a.m. PSPA Golf Tournament - *Paiute Golf Resort*
- 12:00 noon - 6:00 p.m. Registration Open
- 3:00 p.m. - 6:00 p.m. PSPA Digital Seminar - *Las Vegas Hilton*
- 6:00 p.m. PSPA Early Bird Reception - *Las Vegas Hilton*

Tuesday, February 10

- 7:00 a.m. - 7:00 p.m. Registration Open
- 7:30 a.m. PSPA Convention - *Las Vegas Hilton*
- 8:00 a.m. PMA Golf Tournament - *Paiute Golf Resort*
- 2:00 p.m. - 6:00 p.m. DIMA Conference Sessions
- 5:00 p.m. - 6:00 p.m. PSPA Welcome Reception - *Las Vegas Hilton*
- 6:00 p.m. - 6:30 p.m. DIMA First Timer & New Member Reception
- 6:00 p.m. - 7:00 p.m. DIMA Welcome Reception

Wednesday, February 11

- 7:00 a.m. - 7:00 p.m. Registration Open
- 7:00 a.m. - 5:00 p.m. DIMA Conference
- 7:30 a.m. PSPA Convention - *Las Vegas Hilton*
- 8:00 a.m. PMA Golf Tournament - *Paiute Golf Resort*
- 12:00 noon - 3:00 p.m. PMA Sneak Peek 2004 - *Press ONLY Las Vegas Hilton*
- 5:00 p.m. - 6:00 p.m. PMA Welcome Reception
- 7:00 p.m. PIEA Dutch-Treat Dinner - *Z'Tejas Southwestern Grill*

Thursday, February 12

- 5:30 a.m. PIEA Photo Safari to Valley of Fire State Park - *Alexis Park Resort*
- 6:15 a.m. Fun Run - *Las Vegas Hilton*
- 6:30 a.m. - 5:30 p.m. Registration Open
- 7:00 a.m. - 8:00 a.m. Mini-Breakfast Sessions
- 8:00 a.m. PPFA Convention
- 8:30 a.m. - 9:45 a.m. Official Business Session
- 9:45 a.m. Trade Exhibits Open
- 9:45 a.m. - 5:30 p.m. Division Members Hospitality Lounge
- 12:00 noon - 2:00 p.m. Spouse Program
- 2:00 p.m. - 2:50 p.m. Midday Sessions
- 2:00 p.m. - 3:00 p.m. International Language Sessions
- 2:00 p.m. - 3:50 p.m. Tutorials
- 3:00 p.m. - 3:50 p.m. Midday Sessions Repeated
- 5:30 p.m. Trade Exhibits Close
- 5:30 p.m. PIEA Roundtable Discussions
- 5:30 p.m. Get Acquainted Reception
- 5:30 p.m. NAPET Reception
- 5:30 p.m. APCI Reception
- 6:00 p.m. - 7:00 p.m. International Reception - *Las Vegas Hilton*
- 7:00 p.m. PIEA Reception
- 7:00 p.m. - 9:50 p.m. Night Schools

Friday, February 13

- 6:15 a.m. Fun Run - *Las Vegas Hilton*
- 6:30 a.m. - 5:30 p.m. Registration Open
- 7:00 a.m. - 8:00 a.m. Mini-Breakfast Sessions
- 7:30 a.m. PIEA Continental Breakfast
- 8:00 a.m. PPFA Convention

- 8:00 a.m. - 11:00 a.m. PIEA Educators Workshop
- 8:30 a.m. - 9:20 a.m. Consumer Markets, Portrait/School Markets, Commercial Markets and Emerging Digital Markets General Sessions
- 9:30 a.m. - 10:45 a.m. Official Business Session
- 10:45 a.m. Trade Exhibits Open
- 10:45 a.m. - 5:30 p.m. Division Members Hospitality Lounge
- 11:30 a.m. NAPET-Sponsored Manufacturers' Luncheon
- 12:00 noon - 2:00 p.m. Spouse Program
- 2:00 p.m. - 2:50 p.m. Midday Sessions
- 2:00 p.m. - 3:00 p.m. International Language Sessions
- 2:00 p.m. - 3:50 p.m. Tutorial
- 3:00 p.m. - 3:50 p.m. Midday Sessions Repeated
- 5:30 p.m. PPFA Reception "Face-to-Face Showcase"
- 5:30 p.m. Trade Exhibits Close
- 5:30 p.m. - 6:30 p.m. President's Reception
- 6:30 p.m. - 7:30 p.m. National Receptions
- 7:00 p.m. PIEA, An Evening With an Artist - *Las Vegas Hilton*
- 7:00 p.m. - 9:50 p.m. Night Schools

Saturday, February 14

- 6:15 a.m. Fun Run - *Las Vegas Hilton*
- 6:30 a.m. - 5:30 p.m. Registration Open
- 7:00 a.m. - 8:00 a.m. Mini-Breakfast Sessions
- 7:30 a.m. PIEA Continental Breakfast
- 8:00 a.m. PPFA Convention
- 8:00 a.m. - 11:00 a.m. Digital Short Course Seminar
- 8:00 a.m. - 12:00 noon PIEA Educators Workshop
- 8:30 a.m. - 9:20 a.m. Consumer Markets, Portrait/School Markets, Commercial Markets and Emerging Digital Markets General Sessions
- 9:30 a.m. - 10:45 a.m. Official Business Session
- 10:45 a.m. Trade Exhibits Open
- 10:45 a.m. - 5:30 p.m. Division Members Hospitality Lounge
- 12:00 noon - 2:00 p.m. Spouse Program
- 2:00 p.m. - 2:50 p.m. Midday Sessions
- 2:00 p.m. - 3:00 p.m. International Language Sessions
- 2:00 p.m. - 3:50 p.m. Tutorial
- 2:00 p.m. - 5:00 p.m. PIEA Special Workshop
- 3:00 p.m. - 3:50 p.m. Midday Sessions Repeated
- 5:30 p.m. Trade Exhibits Close
- 5:30 p.m. PMA Big Night Reception - *Mandalay Bay Resort*
- 7:00 p.m. PMA Big Night - *MAMMA MIA! - Mandalay Bay Resort*

Sunday, February 15

- 6:15 a.m. Fun Run - *Las Vegas Hilton*
- 6:30 a.m. - 1:00 p.m. Registration Open
- 7:30 a.m. - 9:00 a.m. Official Business Breakfast Session
- 7:30 a.m. PIEA Continental Breakfast
- 8:00 a.m. PIEA National Meeting and Board Meeting
- 9:00 a.m. Trade Exhibits Open
- 9:15 a.m. PPFA Convention
- 9:30 a.m. Hourly Prize Drawing
- 10:30 a.m. Hourly Prize Drawing
- 11:30 a.m. Hourly Prize Drawing
- 12:30 p.m. Hourly Prize Drawing
- 1:00 p.m. Trade Exhibits Close
- 1:00 p.m. Parting Shot
- 1:15 p.m. Grand Prize Drawing

