



Who will benefit from PODi membership?

Owners & Management
Sales & Marketing Teams
Digital Print Production Teams

Company membership provides full access for all employees

ABOUT PODi

PODi is global, with Affiliates in North America, the UK, Australia / New Zealand, and members worldwide. Our goal is to support our members and the industry by driving demand for marketing applications powered by digital print.

Caslon, a PODi Affiliate, provides strategic resources to give members an edge in the digital printing arena.

Service Provider members offer marketing, solutions, & print services. **Enterprise** members use digital technology services to communicate to customers.

Associates include independent consultants & educational institutions related to the printing industry. **Executive, Technical** and **Vendor** members are suppliers of hardware, software, & associated products.

PODi EXECUTIVE MEMBERS

- *EFI*
- *HP*
- *Pitney Bowes*
- *Xerox*

Grow Your Business with PODi Membership

PODi is the premier support organization for companies focused on dynamic growth opportunities powered by digital printing & relevant direct marketing. Make PODi your source for unbiased, vendor-neutral research, proven sales & marketing tools, & leading edge information.

"PODi membership has been the top resource we rely on for planning the strategic direction of our business. Resources, case studies and peer-to-peer networking are invaluable."

- Theresa Cloutier, Principal, DMM

- **Be more competitive with the latest strategies, leading edge applications**
 - **Free webinars** – unbiased, vendor neutral. Presented by top solutions providers who share first hand guidance and insights
 - Learn from real users on topics like cross-media, loyalty programs, social media, data management, predictive analysis – every month!
 - **Train your sales force to find hi-margin business and sell successfully**
 - **Energize sales.** The world's largest collection – over 470 digital print case studies. Nonmembers pay over \$10,000 for this resource alone
 - **Free online sales training** modules support your staff 24/7
 - **Proven tools to close more sales.** Your team will access a toolkit worth over \$9,000, making selling solutions easier & more profitable
 - **Industry intelligence.** Exclusive members-only vertical market research, free white papers and reports
 - **Get more leads and promote your company**
 - **Enhance credibility with content marketing.** Add a Resource Center to your online presence. Leverage our rich content library to enhance your position as an expert resource. Exclusive member discounts
 - **Reach over 60,000 visitors annually.** Free Premium Listings (a \$450 value) and featured placement on Find a Service Provider
 - **Build your reputation.** PODi members are widely recognized as industry experts
- "We get great return on our PODi membership. We learned new strategies and techniques to sell with and got the tools to prove the value of our solutions."*
- Tanner Shepard, Owner, Ranch Road Design & Printing
- **Save money with expert advice and member discounts**
 - **Easily recoup your annual fee.** Save money on expensive consultant services and hours of research time. Free Ask the Experts service. Connect with peers on Caslon's online S3 User Forum
 - **Keep up with technology.** Production Central helps you boost efficiency and stay ahead of the competition
 - **Enjoy members-only discounts on events & products** – like PODi's annual AppForum conference for digital printing (1/23-25, 2012 in Las Vegas), Caslon Resource Centers, CheckPPML_Pro

BECOME A MEMBER NOW

Call us at 585-239-6093 or join online at www.podi.org/membership

PODi

Application Form for New Service Provider Membership

Fax to: 650-649-2999

Membership dues are based on the size of your business.

Service Provider: companies that provide digital print, marketing or integration services

Number of Employees	1000+	251 - 1000	101 - 250	26 - 100	1 - 25
Annual Dues	\$10,000	\$5,000	\$2,500	\$1,500	\$750
Joining Fee	\$3,000	\$1,500	\$750	\$450	\$225
Total	\$13,000	\$6,500	\$3,250	\$1,950	\$975

Company: _____ **Street Address:** _____
City: _____ **State/Province:** _____ **Postal Code:** _____ **Country:** _____
Web Site: _____ **Telephone:** _____

Primary Contact Info:

Name: _____ **Title:** _____
Address: _____
Direct Phone: _____ **Email:** _____

Secondary Contact Info:

Name: _____ **Title:** _____
Email: _____

Payment: Credit Card Type: _____ Master Card _____ Visa _____ AmEx _____ Discover _____
 Credit Card Number: _____ Exp. Date: _____
 Cardholder Name: _____ Signature: _____

