



## ABOUT PODI & CASLON

[PODi members](#) are market and technology leaders representing all facets of the digital printing ecosystem. Caslon, a PODi Affiliate, provides strategic insight to give companies an edge in the digital printing arena.

**Service Provider** members offer marketing, solutions and print services. **Enterprise** members are organizations that utilize digital technology services to communicate to their customers. **Associates** include individual consultants and educational institutions related to the printing industry. **Executive, General** and **Vendor** members include suppliers of hardware, software & associated products.

We work together to enhance the digital printing market by educating print originators on the value of digital print, openly sharing ideas and strategies among printing professionals, & by creating industry standards.

Join this outstanding organization and take part in the future of digital print.

## PODi EXECUTIVE MEMBERS

- *Electronics for Imaging*
- *HP*
- *Pitney Bowes*
- *Xerox*

## Why Join PODi?

As a PODi member, you'll be joining hundreds of your industry's foremost innovators – companies who are three times more profitable than the printing industry as a whole.

Join PODi and get:

- **Unlimited access to over 300 digital case studies!** Energize your sales team; inspire your clients with the largest collection of digital case studies in the industry – real-world projects with results in our on-line database.
- **More than 20 proven sales tools!** Calling scripts, needs analysis questions, professionally designed sales presentations – everything you need to find opportunities, present your case and shorten the sales cycle.
- **Value calculators for five hot digital applications!** Exclusive tools based on real world data that prove relevant solutions will work.
- **Monthly webinars and special reports on key industry topics!** Keep your entire staff steps ahead of the competition and save on high training costs. Topics range from Sales Techniques to Choosing a Web to Print System to Pricing for Value. Also – great reports like 'Response Rates.'
- **Workflow tools, design templates and project management workbooks!** Increase efficiency, save money, work smarter – PODi can help.
- **Member discounts on AppForum attendance!** Network with colleagues, get answers, make connections at the ultimate digital event. January 19-21, 2009 in Las Vegas.
- **Plus!**
  - Save money on consultants – Ask the Experts and get answers to specific technical or marketing questions
  - Get tips from peers – Quarterly S3 Council meetings
  - Promote yourself – List your company on the PODi web site
  - Use the PODi logo in marketing and promotional materials
  - Stay informed with our monthly newsletter & blog
  - Sponsor PODi events for valuable industry exposure
  - Enjoy PPML implementation assistance via exclusive access to PODi technical support

## Who will benefit from PODi membership?

Owners; Senior Management; Sales & Marketing Teams. Consultants. Project Managers, Leaders & Coordinators; Digital Print Production Specialists. One company membership provides access for all employees.

**BECOME A MEMBER NOW** - call us at 585-239-6093

## PODi

### Application Form for New Service Provider Membership

Fax to: 650-649-2999

Membership fees are based on the number of employees in your business.  
**Please circle the membership level that applies to you.**

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

Number of Employees	1000+	251 - 1000	51 - 250	11 - 50	1 - 10
Annual Fee	\$10,000	\$5,000	\$2,500	\$1,500	\$750
One Time Joining Fee	\$3,000	\$1,500	\$750	\$450	\$225
<b>Total</b>	<b>\$13,000</b>	<b>\$6,500</b>	<b>\$3,250</b>	<b>\$1,950</b>	<b>\$975</b>

**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: \_\_\_\_\_