



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*
- *Quark*
- *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.
- **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
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: _____

