



VENDOR PARTNER

MARKETING PROGRAM AND TRADE SHOW

POOLING OUR EXPERTISE, PASSION AND CONNECTIONS WITH BUSINESSES LIKE YOURS

We have developed an unparalleled network of Members and Vendors. These powerful partnerships allow members to focus on their business growth while competing with national brands, increasing sales and remaining relevant in a continually changing industry.



IPI has collaborated with a growing network of partners in a variety of imaging related fields since 1982. Together we serve members as a full-service marketing team, educator, purchasing co-op, networking hub and business consultant in all aspects of digital, print, photography, signage, graphics and art.



WE BELIEVE THAT SALES ARE CREATED THROUGH RELATIONSHIPS.

OUR PROGRAMS FOCUS ON BRINGING VENDOR PARTNERS AND MEMBERS TOGETHER.

The IPI business development team can consult closely to help the Vendor make full use of the many marketing tools available as an IPI partner. Further, the team will help with member profiles and identifying opportunities for the Vendor Partner. The annual tradeshow (IPIC) allows for face-to-face contact and is very good for acquiring new customers or closing sales with established relationship Members. More importantly, the year-round tools available – virtual events, The Forum chat rooms, and email list engagement - create a community where Members always consider our Vendor Partners first in the purchase process.



A GLOBAL MEMBERSHIP OF THE MOST SUCCESSFUL BUSINESSES IN THE PRINT + IMAGING INDUSTRY

IPI members are focused in the following areas:

- Photo Retail
- Archiving
- Digital Press/Stationery
- Photo Lab Services
- Portrait Studio
- School Photography
- Commercial
- Camera/Hard Goods
- Signage + Graphics
- Promotional Products
- Sports + Event Photography

BUILD YOUR BUSINESS

Vendor Partner benefits include:



ACCESS TO WORLDWIDE MEMBER NETWORK

Receive the complete membership list with the ability to market directly to members by email, phone + mail.



TRADE SHOW BOOTH INCLUDED

All Vendor Partner levels include a booth at the IPI Trade Show. Take advantage of an engaged audience to promote new products, meet members and make sales.



MARKETING OPPORTUNITIES

Promote your products + services through a variety of IPI platforms including: printed newsletters and online events.



EXCLUSIVE PRICING

Build loyalty and attract new customers by offering promotions and discounts, exclusive to IPI members.



24/7 ACCESS TO MEMBERS

Chat directly with members on the IPI online Forum. Introduce new products, answer questions and develop relationships. Learn more below.



EDUCATIONAL COLLABORATION

Collaborate with the IPI HQ team to share advice on relevant topics and help members become successful solidifying your status as an industry leader.

ONLINE FORUM:

THE #1 WAY TO REACH OWNERS, MANAGERS + DECISION MAKERS!

Members are watching the Forum daily for fresh ideas, new product concepts, services, equipment solutions and technical support.

Every Vendor Partner has it's own private thread where members can ask questions and communicate directly with you.

The more active you are, the better. Launch a new product, announce a training event, share a new promotion and develop relationships. Keep your business top of mind with IPI members by posting weekly and monitoring your thread frequently.

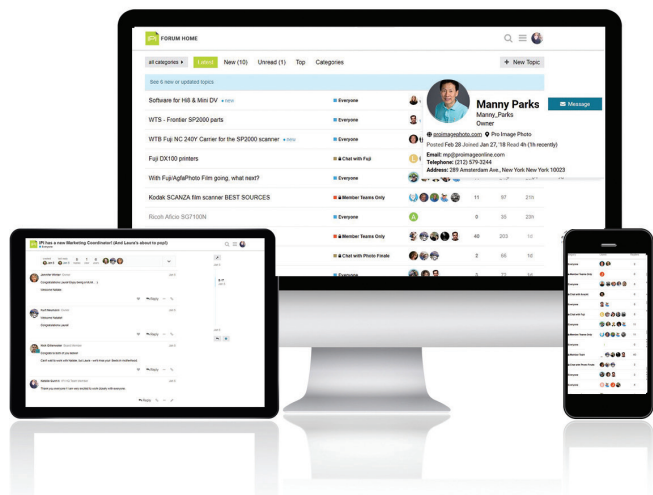
What do you find is the most effective way to capture more customer email addresses?



I'm in the market for a new digital press. What printers do you have and what do you like about them?



Who would you recommend for a photo book fulfillment company?





NETWORKING AT ITS VERY BEST

conference.ipipphoto.com

BE PRESENT. LEAVE A LASTING IMPRESSION.

Considered one of the most effective Vendor Partner benefits, this annual event is the perfect opportunity to meet with IPI members, participate in educational sessions and network with those making purchasing decisions about the products and services you sell.

IPIIC OPPORTUNITIES:

- Booths are included in all Vendor Partner levels.
Each booth includes: 5 AMP electric, WIFI, 6' table, 2 chairs, wastebasket + booth sign.
- Additional marketing opportunities are available
- Network & build relationships during IPI hosted activities
- Meals at IPIIC are included with your Vendor Partner fee
- Invitation to attend all sessions with IPI members
- Presentation opportunities

The IPIIC Trade Show is unlike any you've attended -- packed with sales opportunities, networking and fun.



ALL-INCLUSIVE ACCESS!

Vendor Partners are invited to participate in everything that members do. Join us for all provided meals, educational sessions and social events at no additional cost!

VENDOR PARTNER SPONSOR LEVELS

	PREMIUM PLATINUM	PLATINUM	GOLD
Annual participation fee	\$15,000	\$7,500	\$3,400
Quarterly rebate percentage paid to IPI on member purchases	1.75%	1.75%	1.75%
CONFERENCE + TRADE SHOW BENEFITS:			
Number of booths included at IPIC	3	2	1
Complimentary Trade Show exhibitor badges with meals included	6	4	2
Education session presentation opportunity at IPIC	✓	✓	
Premium Trade Show booth space	✓	✓	Standard Included
Your own sponsorship at IPIC	✓	✓	
General session presentation opportunity at IPIC	✓		
YEAR-ROUND BENEFITS:			
Access to the IPI Forum community including your own company category called "Chat with your Company"	✓	✓	✓
Participation in online educational + networking events	✓	✓	✓
Ad space in IPI Printed Newsletter	✓	✓	✓
Individual business profile on ipiphot.com	✓	✓	✓
Membership list provided with complete contact information for all IPI members	✓	✓	✓
Promotions displayed on the IPI website homepage banner.	✓	✓	
Educational webinars featuring your business and products, hosted by IPI, presented to IPI members	2	1	
Self-managed online event - promoted and hosted by IPI	✓		
Concierge service from IPI HQ Team – strategize marketing, develop ideas for product sell-through, and assist with educational opportunities	✓		



MEMBER NETWORK™



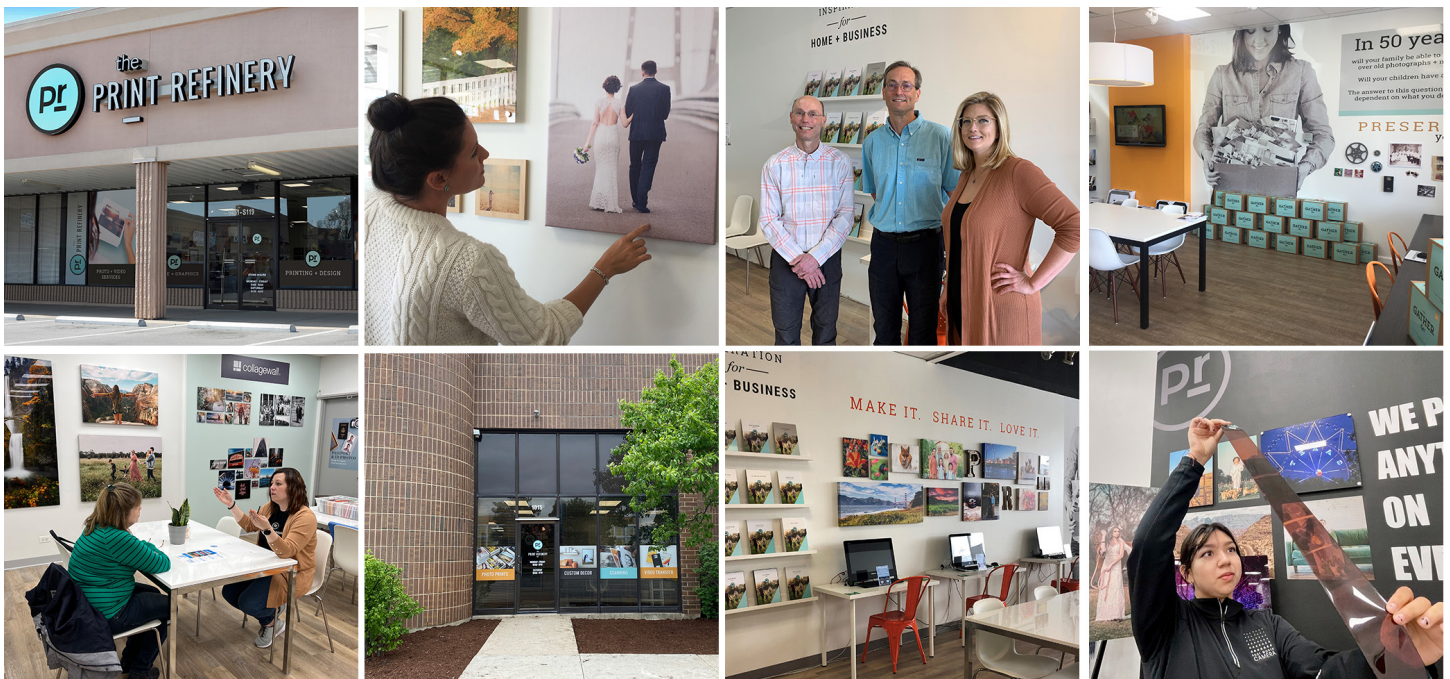
the PRINT REFINERY®

In 2016, IPI started The Print Refinery®, a licensed business model designed to attract new people to the photo/print industry and help existing business owners accelerate success. Today, The Print Refinery® is reinventing the way people experience images, graphics and all forms of visual communication with an innovative new approach to the specialty photo space. Each one of our locations is unique and resonates an individual flair that you will not find with a cookie-cutter printing franchise.

Our licensees work with upscale retail and commercial clients – turning photo memories and graphics into prized possessions and big marketing statements. From passion to professional projects, licensees are master storytellers with an array of creative printing solutions that make ideas a reality.

The Print Refinery® model is highly compatible with existing businesses and established professionals including: print shops, camera stores, custom framers, stationery boutiques, gift shops, portrait studios, sports/event photographers, personal organizers and genealogists. The Print Refinery® model is also a great fit for passionate entrepreneurs without any prior experience in the printing/photo businesses.

- Retail Store Design
- Merchandising + Displays
- Hiring Assistance + Team Development
- Local + Global Managed Marketing
- Website + Email Management
- In-Depth Team Training Programs
- Goal Setting + Execution
- Commercial Sales Training
- Business Operations Solutions



PLAY VIDEO

For more information please visit license.theprintrefinery.com.



Marketing Solutions Program™
by Independent Photo Imagers

IPI assists IPI members with a robust palette of proven marketing tools and strategies – similar to what would be expected from an advertising agency but with a specific focus on our unique industry.

IPI takes the guesswork out of marketing communications with the Marketing Solutions Program, a toolkit designed specifically for small business owners. Packed with innovative products and solutions, the MSP is fluid, shifting with new demands and developments to ensure IPI members are always on the cutting edge of industry trends, distribution methods and customer-centric services.



PRODUCTION/OUTSOURCING

Partner with members to provide fulfillment solutions for products and services they don't offer in house.



PRODUCT DEVELOPMENT

Collaborate with the IPI Marketing Team to reinvent + create relevant new products + services.



SIGNATURE PRODUCTS/ THE PRINT REFINERY

Be a part of IPI's new business model and help develop unique products and services that scream innovation for the consumer + commercial industry.



SUPPLY CONSUMABLE MATERIALS + MERCHANDISE

Become THE resource for specific production materials, supplies and merchandise within the MSP.



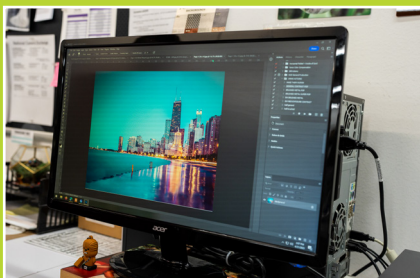
PROVIDE EQUIPMENT + TECHNOLOGY FOR IN-HOUSE PRODUCTION AND SERVICES

Supply the tools and equipment needed for members to produce products and services efficiently at the store level.



SOFTWARE/TECHNICAL INTEGRATION

Provide technical expertise and software support that integrates MSP content with e-commerce, workflow and ordering processes.





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