



Sponsorship Prospectus



BE THERE

And Connect with more opportunities

Connect is one of the industry's leading users' conference that draws EFI™ customers from across the globe and from every level of the company – from business owners and decision makers to sales and marketing executives to day-to-day operations and production personnel. It's a place where EFI customers and industry leaders come together to learn, network, and build revenue generating ideas that make image driven businesses more successful.

As a sponsor, you'll play an integral role in providing attendees with world-class content and experiences. So, if you are looking for more opportunities in the commercial or industrial print space, don't miss this chance to become a Connect sponsor.



happening, what is available, plus the advantage of being able to speak to multiple people in the EFI network brought me here.

Peter Wagener, Owner All Flags Signs and Banners Perth, Australia



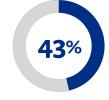
It's why our customers attend Connect

EFI Connect offers unique and valuable opportunities – with insight and outlook from some of the industry's leading experts, opportunities to learn from other owners and operators, access to EFI's executives and behind-the-scenes staff, and workshops and open discussion time.

Connect delivers the tools our customers need to maximize the capabilities of their systems, reduce costs, and increase efficiency, productivity, and profitability – helping them stay competitive and successful year over year!

Digital	14%	Folding Carton	4%
Sheet Fed	10%	Web	4%
Wide Format	9%	Publishing/Books	3%
Mailing	8%	Tag and Label	3%
Digital Soft Signage	7%	Fleet/Vehicle	2%
Labels	7%	Interior Design	2%
Busin <mark>ess Forms / Envel</mark> opes	6%	Superwide / Billboard	2%
Grap <mark>hic</mark> Arts	6%	Fashion / Apparel	1%
On Demand	6%	Film Extrusion	1%
Flexo	5%		







Solution users

Sales, marketing & other

second to none, and EFI Connect is an industry-must. I think it is one of the most well-done conferences in the industry. ??

Joe Straka, President Priority Press, Indianapolis, IN



Reasons to sponsor Connect

Interact with EFI customers and show them the services or solutions your company offers for the digital print industry and how they complement their EFI solutions.

- You will meet the most successful printers in the business, including hundreds of key decision makers and influencers
- You will have the opportunity to participate in pre- and post-conference promotions, including direct marketing campaigns targeting all EFI users
- During Connect, you will have a variety of opportunities to showcase your company and products during dedicated exhibit hours and networking events
- EFI sponsors a "Visit our Sponsors" sweepstakes to drive traffic to your booth
- Take advantage of more sponsorship opportunities for greater exposure



devices and have customers in the commercial print space, and you're considering your options for targeting the industrial print space, two or three days at Connect is a wise investment.

Scott Cullen, Editor The Cannata Report



For Connect details

Event highlights include a full agenda of MIS/ERP and Web-to-Print sessions for all skill levels, product demonstrations, user breakout sessions, and numerous networking opportunities designed to solve process and technical challenges, cultivate and share revenue generating ideas, and foster long-lasting business relationships.





And select your sponsorship package







GOLD \$22,999



BRONZE \$14,999

Conference benefits			
Booth	20' x 20' includes: back drape, side drape, four tables, eight chairs, one black-and-white ID sign, and four wastebaskets. * Priority booth placement over Gold and Bronze sponsors	10' x 20' includes: back drape, side drape, two tables, four chairs, one black-and-white ID sign, and two wastebaskets. * Priority booth placement over Bronze sponsors	to' x to' includes: back drape, side drape, one table, two chairs, one black and white ID sign, and one wastebasket.
Complimentary conference passes	Six (6) Additional passes \$999 each	Four (4) Additional passes \$1,099 each	Two (2) Additional passes \$1,199 each
Speaking opportunities	One 60-minute Breakout Session. Complete description due no later than November 8, 2021, to be included in the On-Site Guide.	One 60-minute Breakout Session. Complete description due no later than November 8, 2021, to be included in the On-Site Guide.	
EFI press release	✓	✓	✓
Pre-conference marketing	Logo included in all outbound communicationsLogo on Connect website	– Logo on Connect website	- Logo on Connect website
Onsite marketing — Verbal recognition from the podium during opening general session	 Verbal recognition during opening general session EFI's "Visit our Sponsor Sweepstakes" Logo exposure throughout conference communications 	EFI's "Visit our Sponsor Sweepstakes" Logo exposure throughout conference communications	EFI's "Visit our Sponsor Sweepstakes" Logo exposure throughout conference communications
Guide coverage	 Logo 50-word company description Four-color full-page ad in the Connect On-Site Guide: (page size: 4"x5.5" live area: 3.6"x5.1" bleed: 4.22"x5.75"). High Resolution .eps file due no later than November 8, 2021. Booth location called out on floor plan 	Logo 30-word company description Booth location called out on floor plan	Logo 20-word company description Booth location called out on floor plan



Sponsorship opportunities

Badge holders



Place your company's name or logo on the badge holder that all conference attendees wear throughout the event.

FEE: \$5,000 exclusive sponsorship

Conference registration bags

Each attendee receives a complimentary tote bag with your company's logo and the EFI logo when they check in at registration. Your company will be top of mind throughout the conference, and attendees will continue to promote your company when they use the bags after the conference ends.

FEE: \$5,500 exclusive sponsorship

General session chair drop

Deliver your message directly to attendees by providing marketing collateral for placement in general session ballroom. This is a great opportunity to invite attendees to your booth and promote a new product.

FEE: \$1,500 per drop

Hotel key card envelope

Remind each attendeee of your company each time they reach for their hotel key card.

FEE: \$6 per envelope

Hotel room drop

Deliver your message directly to attendees by providing marketing collateral for placement in every attendee's hotel room. This is a great opportunity to invite attendees to your booth and promote a new product.

FEE: \$5,500 up to 1,500 rooms

Mobile app ads/notifications

Banner ads and landing page combo – \$750 One push notification/alert – \$500

Notebook

Receive exposure while attendees take notes by sponsoring the notebook with your company's logo as well as the EFI logo.

FEE: \$4,000 exclusive sponsorship

Pen

This sponsorship allows every attendee to have your company logo in the palm of their hands.



FEE: \$2,000 exclusive sponsorship

Registration bag insert

Share your message directly with EFI
Connect attendees by placing your
marketing collateral in the conference tote
bag issued at registration.

This is a great opportunity to invite attendees to your booth and promote a new product.

FEE: \$2,500 per insert

Shrouds for registration iPads

Over 1,200 attendees will see your company's info when they register for the event onsite.

FEE: \$1,500

Window clings

Promote your company to all attendees walking the halls at Connect! Various sizes available.

FEE: Starting at \$3,500

Year-round sponsorship opportunities

E-mail blasts

Sponsor an e-mail blast through EFI and deliver your message directly to past years' attendees and/or current year's registered attendees.



This is a great opportunity to invite attendees to your booth and promote your company.

FEE: \$1,500

Webinars

Sponsor and host an educational webinar for EFI customers. Reach potential customers while serving as an expert in your field and sharing your knowledge. (All webinars are archived on efi.com and available at any time providing webinar recording is available).

Note: Content must be educational in nature (e.g., integrated solution with EFI, case study co-presented with a customer, whitepaper presentation, etc.). Subject to EFI approval.

FEE: \$2,500





And secure your spot

Please complete, sign, and email this application with payment to: EventsInfo@efi.com

We hereby apply for exhibit space at the EFI Connect 2022 Users' Conference. We understand that this application becomes a contract when signed by us and accepted by EFI. We further understand that the contract is required to be accompanied by a 50% deposit for space to be held. We agree to comply with the exhibit regulations, instructions, and conditions as outlined in this agreement.

Exhibitor informa	ıtion:	
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Exhibitor information	on:	
☐ Platinum	☐ Gold	☐ Bronze
Company Name:		
Street Address:		
City:		
State	Zip:	
Logistical Contact Nar	ne:	
Title:		
Phone:	Fax:	
E-Mail:		
Sales Contact Name:		
Phone:		
E-Mail:		
Signature:		
Date:		

Booth space

Booths will be assigned on a first-come, first-served basis. Booths will be confirmed only when EFI receives a fully-executed exhibitor contract and full payment of the exhibitor fees.

Sponsorship opportunities desired:

An EFI representative will contact you to finalize details of opportunity. Payment for additional sponsorship opportunities will

be due upon completion of co	ntract.		
☐ Badge holders	☐ Mobile app ads/notifications		
☐ Conference bags	□ Notebook		
☐ General session drop	□ Pen		
☐ Hotel key card envelope	☐ Registration bag insert		
\square Hotel room drop	☐ Shroud for iPad		
☐ Window clings			
Year-round sponsorships:			
☐ E-mail blasts	☐ Webinars		
Cancellation In the event that an exhibitor cancels all or part of the exhibit space or sponsorship contracted for, the exhibitor must do so in writing and will be obligated to pay EFI fees based on the following cancellation schedule:			
Date of application to October 11, 2021 50% of fo			
After October 11, 2021 100% of f			
Payment method: ☐ Company check in US dollars made payable to EFI*			
	Master Card		
Card Number:			
Expiration Date:			
Billing Address (if different):			
City:			
State:	Zip:		
Cardholder Name:			
Signature:			

By signature above, the individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract. To guarantee space and to be included in pre-show marketing materials, a signed contract and full payment is due by November 9, 2021.

* Please contact EventsInfo@efi.com for instructions on how to submit a check for payment.

FILE PRINT

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1. CONTRACT FOR SPACE: By submitting an application for exhibit space, the applicant hereby releases EFI from any and all liabilities to applicant, its agents, licensees, and employees that may arise or be asserted as a result of submission of an application or of participation in Connect 2022 unless caused by EFI's gross negligence or willful misconduct. To be eligible for space, applicants should support the printing industry.

Acceptance of an application does not imply endorsement by EFI of the applicants' product, nor does rejection imply lack of merit of product or manufacturer. EFI has sole right to determine eligibility of any company or product for inclusion in Connect 2022 and retains the right to reject any application and/or rescind the contract without cause, if deemed to be contrary to the best interests of the show, in which event Exhibitor will receive a refund for monies paid under the contract. EFI has the right to move any Exhibitor's location in the exhibit hall for any reason. This application for space when endorsed by EFI with notice of space assignment constitutes a contract for the right to use the contracted amount of space.

- **2. EXHIBIT BOOTHS:** See specific sponsorship packages for complete booth details.
- **3. USE OF EXHIBIT SPACE:** No Exhibitor may sublet, assign, or apportion any part of the space allotted or represent, advertise, or distribute literature for the products or services of any other individual except as approved in writing by EFI, in its sole and absolute discretion. The purposes of the exhibit are to inform and educate. All exhibit activities must be confined to Exhibitor's booth space or optional hospitality suite. Attendees can make purchase commitments directly to Exhibitors. Cash and carry sales on the show floor are not permitted.
- **4. INSTALLING AND DISMANTLING:** Setup time and date is Monday, January 17, 2022, from 8 a.m.–5 p.m. All exhibits must be fully installed by Monday, January 17 at 5 p.m.

Tear-down time and date is Thursday, January 20, 2022, from 1–5 p.m. Exhibits may not be dismantled before 1 p.m. on Thursday, January 20, 2022. Exhibits must be removed by the Exhibitor from the premises no later than the time indicated in the official exhibitor manual. The premises must be left broom clean by the Exhibitor. Exhibitor will be responsible for all storage and handling charges resulting from the failure to remove exhibit material from the exhibit hall prior to the conclusion of the dismantling period as specified by EFI.

5. BOOTH REPRESENTATIVES:

Exhibitor's booth representatives shall be restricted to employees or contractors of the

Exhibiting companies who are actually working in the Exhibitor's booth. Booth representatives shall wear EXHIBITOR badge identification furnished by EFI at all times. The number of booth representatives allowed is specified in the Exhibitor Prospectus.

6. PROPER ATTIRE AND CONDUCT: Exhibitor representative's manner or appearance and dress must be such as not to offend even the most critical.

Any breach of this rule may result in Exhibitor being banned from the show, in which case all fees paid by applicant shall be forfeited and no refunds shall be made. Exhibitors operating sound motion picture equipment, record players, loudspeakers, or any other noise-creating devices shall do so only at a level that will not interfere with other exhibitors or add unduly to general acoustic inconvenience, or EFI may require discontinuance of their use. Should the wording on any sign or area in Exhibitor's booth be deemed by EFI to be contrary in any way to the best interest of Connect 2022, Exhibitor shall make such changes as requested by EFI. All demonstrations of services or equipment, interviews, and other exhibit activities must be conducted so as not to infringe on the rights of other exhibitors or offend visitors to the exhibit.

7. MUSIC LICENSING: Exhibitors using music in their booth, either live or mechanical, must provide EFI with a copy of the Exhibitors Licensing Agreement with ASCAP, BMI or other such licensing organization.

Further, should Exhibitor play music, Exhibitor agrees to indemnify and hold EFI harmless from any claims, loss, cost, liability, or damages, including reasonable attorney's fees, that EFI becomes liable for from ASCAP, BMI, or other such licensing organization for the playing of such music.

8. REJECTED DISPLAYS: Exhibitor agrees that his exhibit shall be admitted and shall remain from day to day solely in strict compliance with the rules herein laid down. EFI reserves the right to reject, eject, or prohibit any exhibit in whole or in part or Exhibitor or his representatives with or without giving cause. If an exhibit or Exhibitor is rejected, ejected, or prohibited for violation of these rules, or for any other stated reason, no refund shall be made.



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- **9. DAMAGE TO PROPERTY:** Exhibitors may not apply paint, lacquer, adhesive, or other coating to building columns or floors or to standard booth equipment. Exhibitor agrees to indemnify and hold harmless EFI, its affiliates, and subsidiaries and their respective officers, directors, agents, and employees from and against any and all claims, demands, obligations, causes of action, and lawsuits and all damages, liabilities, fines, judgments, costs (including settlement costs), and expenses associated therewith (including the payment of reasonable attorney fees and disbursements) arising out of any damage caused by the Exhibitor, its affiliates, and subsidiaries and their respective officers, directors, agents, and employees to Connect ²⁰²² attendees or exhibitors, Wynn Las Vegas, the exhibition space (including but not limited to building floors, walls, or columns or to the property of other exhibitors), or any other third parties.
- 10. FIRE AND SAFETY REGULATIONS: Exhibitor agrees to accept full responsibility for compliance with federal, state, and municipal regulations in the provision and maintenance of adequate safety devices and conditions for the operation of machinery and equipment. Exhibitor agrees to comply with all state and local fire and safety requirements. Combustible or explosive materials and substances must be flame proofed. Packaging containers, excelsior wrappings, and similar materials must be removed from the exhibit area and must not be stored behind displays or under tables.
- **11. ALCOHOLIC BEVERAGES:** The use of alcoholic beverages in the exhibit area by the Exhibitor is prohibited except by prior express permission of EFI.
- **12. ATTENDANCE:** EFI shall have exclusive control over admission policies at all times.

13. EXHIBITORS' ACCESS TO THE EXHIBIT HALL:

Exhibitors' access times to the Exhibit Hall is detailed in the Exhibitor Manual. Exhibitors having special needs that require additional time should check in at the show office the previous day.

14. FAILURE TO HOLD CONNECT 2022: Should any contingency prevent holding of Connect 2022, this contract shall terminate and the Exhibitor waives any and all claims for damages or compensation, and neither party shall have any further obligation to the other except that EFI shall refund to the Exhibitor the amounts paid under the agreement less pro rata share of EFI's actual expenses incurred in connection with Connect 2022. Said pro rata share of EFI's expenses is to be determined on the basis of proportion of the Exhibitor's booth space rental price to the total booth sales to all other exhibitors at the trade show under similar contracts with EFI.

15. EXHIBITOR REPRESENTATIVES RESPONSIBILITY:

Exhibitor agrees to indemnify EFI, its affiliates, and subsidiaries and their respective officers, directors, agents, and employees against and hold them harmless for any claims arising out of the services performed or actions taken by Exhibitor, his agents, or employees in connection with this agreement or out of labor disputes.

- **16. INSURANCE AND LIABILITIES:** General liability and fire insurance is the responsibility of the Exhibitor. A certificate must be sent to EFI naming EFI as co-insured with limits of liability of at least \$1,000,000 combined single limits including bodily injury and property damage. EFI assumes no risk, and by acceptance of this agreement, the Exhibitor expressly releases EFI, members, officers, directors, agents, and employees of each of these entities of and from liability for injury to Exhibitor, his agents, employees, or invitees while in Connect 2022 and exhibit quarters. Exhibitor agrees to hold EFI and official show contractors harmless for damage to the Exhibitor from any cause whatsoever or from any action of any nature by EFI, including damage to his business by reason of failure to provide space for his exhibit or failure to hold Connect 2022 as scheduled except as provided herein.
- 17. AMERICANS WITH DISABILITY ACT: Exhibitor acknowledges its responsibility under the Americans with Disabilities Act (ADA) to make its booth accessible to handicapped persons. Exhibitor shall also indemnify and hold EFI, members, officers, directors, agents, and employees of each of these entities harmless against cost, expense, liability, or damage that may arise out of or be caused by Exhibitor's failure to have its booth comply with the requirements of this act.
- **18. FLOOR LOAD:** Under no circumstances may the weight of any equipment or exhibit material exceed the hall's maximum floor load. Exhibitor accepts full and sole responsibility for any injury or damage to property or person resulting from the failure, knowingly or otherwise, to distribute the load of his exhibit material in conformity with the maximum floor load specifications set forth by EFI and Wynn Las Vegas. Exhibitor agrees to indemnify and hold harmless EFI, its affiliates and subsidiaries and their respective officers, directors, agents, and employees from and against any claims, loss, costs, or damages, including attorney's fees, for any claims arising out any failure to conform to the maximum floor load specifications set forth by EFI and Wynn Las Vegas.
- **19. LOTTERIES, CONTESTS:** The operation of games of chance or lottery devices or the actual or simulated pursuit of any recreational pastime is permitted only upon prior express written approval of EFI.
- **20. RESTRICTIONS:** EFI reserves the right to restrict exhibits that because of noise, method of operation, or any other reason become objectionable or otherwise detract from or are out of keeping with the character of Connect 2022 as a whole, which EFI shall determine



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in its sole and absolute discretion. It may forbid installation or request removal or discontinuation of any exhibit or promotion that if continued departs substantially from the description given for advance approval. In the event of such restrictions or evictions, all fees paid by Exhibitor shall be forfeited, and EFI is not liable for any refund, rental, or other expenses. Advertising, displays, demonstrations, conferences, entertainment, convention registration, and hospitality rooms in the interest of the business are not permitted except by written permission of EFI.

- **21. OBSTRUCTION OF AISLES OR BOOTHS:** Any demonstration or activity that results in the obstruction of aisles or prevents ready access to nearby exhibitors' booth shall be suspended for any periods specified by EFI.
- 22. INTERPRETATION AND ENFORCEMENT: These regulations and the regulations contained in the official exhibitor manual regulations become part of the contract between the Exhibitor and EFI. All matters in question not covered by these regulations are subject to the decision of EFI in its sole and absolute discretion. These regulations will be construed under California law (without regard to conflict of law principles), and Exhibitor agrees to the exclusive jurisdiction and venue of the state and federal courts for Santa Clara County, California. IN NO EVENT SHALL EFI BE LIABLE TO EXHIBITOR FOR ANY SPECIAL, INDIRECT, OR CONSEQUENTIAL DAMAGES, INCLUDING BUT NOT LIMITED TO PROFITS OR LOST PROFITS IN THE EVENT OF ANY CLAIMS BY EXHIBITOR AGAINST EFI. IN NO EVENT SHALL EFI'S LIABILITY TO EXHIBITOR EXCEED THE FEES PAID BY EXHIBITOR TO EFI UNDER THIS CONTRACT UNLESS SUCH LIABILITY IS CAUSED BY EFI'S GROSS NEGLIGENCE OR WILLFUL MISCONDUCT.
- 23. UNION RESTRICTIONS: Exhibitors are required to observe all union contracts in effect between EFI, the hotel, and various other organizations. EFI cannot take any responsibility for interference with Connect 2022 exhibits caused by disputes involving union personnel and individual exhibitors.
- **24. SECURITY:** EFI will provide reasonable security guard service and take responsible precautions to safeguard Exhibitors' property. The provisions of this service, however, shall not be construed as an assumption of obligation or duty with respect to the protection of Exhibitor property. Exhibitors shall not hold EFI liable for any loss, damage, theft, or destruction of Exhibitors' property and further shall indemnify EFI, members, officers, directors, agents, and employees of each of these entities and its affiliates against and hold them harmless from any complaints, suits, or liabilities in connection with the Exhibitors' use of space.

25. CONFLICTING MEETINGS AND SOCIAL ACTIVITIES: In the interest of the success of the entire Connect 2022, Exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of attendance of Connect 2022 attendees from Connect 2022 sessions or Exhibit Hall during official exhibit or Connect 2022 attendees' hours.

26. WYNN LAS VEGAS ADVERTISING OPPORTUNITIES:

All Exhibitors/Sponsors taking advantage of any hotel advertising opportunities are required to include the EFI logo, EFI Connect 2022 Theme, and event dates (January 17-21, 2022) to the in-room channel, video display board, duratran, and/or banners, logo'd key card, and room drops. The EFI logo, EFI Connect 2022 Theme, and event dates (January 17-21, 2022) must be proportional to the Exhibitor/Sponsor company name and logo.

27. EACH EXHIBITOR MAY ONLY SHOW PRODUCT/

SOLUTION offerings that complement the EFI product line. If your product line offers products/solutions that compete with similar EFI products/solutions, these products/solutions cannot be shown in your booth at Connect.

28. COVID-19: EFI shall be entitled, immediately upon written notice, to cancel or postpone the Connect 2022 event due to the occurrence of any COVID-19 or pandemic related event. In the event of such cancellation or postponement, you shall be entitled to a credit of an amount equivalent to the cancellation charges set forth above against any fees due to EFI for any future EFI Connect booking which may be made between you and EFI. The credit has no cash value; may not be redeemed for cash; and may not be transferred or assigned to any third party or combined with any other offer or discount; and may only be applied as described in the preceding sentence.

For the avoidance of doubt, EFI shall not be liable to refund any amounts paid and shall have no liability to you for such cancellation or postponement of the Connect 2022 event (including, without limitation, for any costs incurred by or on behalf of you for flights, accommodations, marketing, and/or services to be supplied). You fully understand and appreciate the risks that are inherent to your activities in connection with your attendance at Connect 2022, including but not limited to the risk of exposure to COVID-19, and you hereby assume the risk of bodily injury or illness resulting from your activities. You expressly and irrevocably waive, disclaim, abandon and release any and all claims, demands, debts, costs, liabilities, obligations, actions and causes of action (whether in contract, tort or otherwise), whether actual, vested or contingent, which you have or may have, against EFI arising from or in relation to COVID-19, or the postponement and/or cancellation of the Connect 2022 event.

We develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, building materials and personalized documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process, increasing your competitiveness and boosting productivity. Visit www.efi.com or call 650-357-3500 for more information.



Nothing herein should be construed as a warranty in addition to the express warranty statement provided with EFI products and services.

The APPS logo, AutoCal, Auto-Count, Balance, BESTColor, BioVu, BioWare, ColorPASS, Colorproof, ColorWise, Command WorkStation, CopyNet, Cretachrom, Cretaprint, the Cretaprint logo, Cretaprinter, Cretaroller, Digital StoreFront, DocBuilder, DocBuilder, DocBuilder, Pro, DockNet, DocStream, DSFdesign Studio, Dynamic Wedge, BDOX, EFI, the EFI logo, Electronics For Imaging, Entrac, EPCount, EPPhoto, EPRegister, EPStatus, Estimate, ExpressPay, FabriVU, Fast-4, Fiery, the Fiery Poirse, the Fiery Poirse, Merita logo, Fiery Diven, the Fiery Poirse, the Fiery Poirse, Spark, Fiere Marker, Fiery Laink, Fiery Navigator, Fiery Prints logo, Fiery Spark, FreeForm, Hagen, Inktensity, Inkware, LapNet, Logic, Metrix, MicroPress, MinNet, Monarch, OneFlow, Pace, Pecas Vision, PhotoXposure, PressVu, PrintsCeptic, PrintsFire, PrintFlow, PrintMe logo, PrintSmith Site, PrintSmith Site,

All other terms and product names may be trademarks or registered trademarks of their respective owners, and are hereby acknowledged.