

## Agenda

### Monday, November 4

1:00-5:30 Airport Shuttle Service  
6:00-7:30 Welcome Reception @ Thunder Bay Grille (Pewaukee, WI)

### Tuesday, November 5

8:30 Transport from Hotel to Color Ink  
8:45-9:30 Breakfast-Opening Session  
9:30-11:00 Plant Tour  
11:00-11:15 Break  
11:15-12:00 Cohere One Presentation  
12:00-1:00 Lunch Presentation-Midland Paper  
1:00-1:45 J-Press/IS29 Demonstrations  
1:45-2:30 Sales Tool Box Kit  
2:30-2:45 Break  
2:45-3:30 Highcon Demonstration  
3:30-4:00 Special Effects-Reticulation Varnish  
4:00-4:45 Happy Hour Lab-Promotional Packaging  
5:00 Transport to Hotel  
6:00-8:00 Dinner @ Asiana (Pewaukee, WI)  
8:15 Transport to Hotel

### Wednesday, November 6

8:30 Transport from Hotel to Color Ink  
8:45-9:00 Breakfast-Opening Remarks  
9:00-9:45 Gilman Presentation  
9:45-10:00 Break

10:00-10:45 MGI JetVarnish Demonstration  
10:45-11:30 File Prep for Digital-Design Merge/PDF's  
11:30-12:00 Case Studies  
12:00-1:00 Lunch Presentation-MGI/Konica Minolta  
1:00-1:45 Agfa Wide-Format Demonstration  
1:45-2:30 Zund/Fabrication Workshop  
2:30-2:45 Break  
2:45-3:30 Agfa Apogee/Web Approval  
3:30-4:45 Happy Hour Lab-Mixed Media/3D  
5:00 Transport to Hotel  
6:00-7:00 Dinner @ Point Burger Bar (Pewaukee, WI)  
7:00-8:00 Go Karting @ Veloce (Pewaukee, WI) (next to Point Burger Bar)  
8:30 Transport to Hotel

### Thursday, November 7

8:30 Transport from Hotel to Color Ink  
8:45-9:00 Breakfast  
9:00-10:00 Market Trends  
10:00-10:30 Web Portals  
10:30-10:45 Break  
10:45-11:30 Structural Design for Folding Cartons & Displays  
11:30-12:00 Folding Carton Case Study  
12:00-1:00 Lunch-Q&A  
1:00-1:45 Pricing/Budgeting  
1:45-2:00 Closing Remarks  
2:00-4:00 Airport Shuttle Service



## See What Other Printing Professionals Have To Say About Their Prior Experience With ColorUp Events At Color Ink

"Being able to see a variety of digital production processes under one roof coupled with the open discussions among the participants and presenters allowed me to gain a perspective that would be difficult to obtain in any other setting"

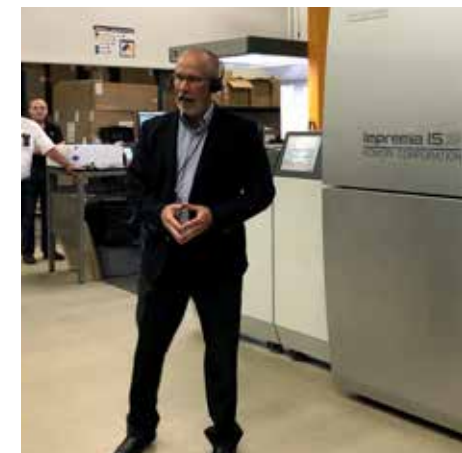
*Joe Olivo, President & Co-Owner, Perfect Communication, Moorestown, NJ*

"I would definitely attend more events like this in the future and encourage others to as well, so they learn from such an in depth experience as I have with Digital Boot Camp."

*Joey Dixon-VP Operations, GM Direct Marketing, Fort Worth, TX*

"I had a fantastic first time experience at the Color Ink Boot Camp, considering I am based in New Berlin, WI and planning to implement new technologies. They made the event seamless and everything was covered to my expectation. I look forward to future shows!"

*Robert Engel-Owner/Bolk Envelope, New Berlin, WI*



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# Got Print?

It's Time to Get Creative



## Plug Into the Experts

Unleash the Power of Digital Printing and Digital Enhancements



Register Online at: [www.colorupinc.com](http://www.colorupinc.com)



## Invitation Only

Register online at:  
[www.colorupinc.com](http://www.colorupinc.com)  
to see if you qualify.

## Questions?

Email: [Todd@colorink.com](mailto:Todd@colorink.com)  
or call Todd Meissner  
at 262.372.5225

## Date:

November 4-7, 2019

## Cost:

Invited Guests - Free  
Un-sponsored Guests - \$950  
GLGA Members - \$800

## Location:

Color Ink, Inc.  
W250 N6681 Hwy 164  
Sussex, WI 53089

Color Ink is ranked #5 of  
Top Shops 2018 Wide-Format  
& Signage as recognized  
by Printing News.



There is so much confusion and misinformation regarding digital printing these days. Although toner devices evolved to take a stronger hold in the marketplace, inkjet printing and digital embellishing technologies have exploded on the scene in the past few years to become a mainstream means of production for many shop owners.

Now is your chance to take advantage of this unique opportunity to see a variety of these technologies in a “real world” modern day digital print production facility. As an attendee, you will be experiencing “press-side” demos of a handful of these cutting-edge devices. In addition, we have partnered with several high-profile vendor partners to provide valuable training and tips related to digital print production targeted for design professionals and print buyers.

Our objective is to clear up a lot of the confusion by addressing many of the following questions...

- How does digital print quality stack up against litho?
  - When does it make sense to utilize digital production methods?
  - What are “digital embellishments” and what are the practical applications for them?
  - Do I need to prepare files differently for digital devices?
  - Does digital printing change how I specify or purchase print?
  - What are the challenges associated with digital print technologies?
  - Can you address the issue of color consistency and calibration of digital devices?
  - How do you specify and estimate digital?
- .....and many more

This 3-day event is offered up by “invitation only” to print buyers and graphic designers. To register for the event, go online to [www.colorupinc.com](http://www.colorupinc.com) to fill out a qualification form. If you qualify as a complimentary participant, you will receive more detailed information regarding the event.

Color Ink, Inc. is recognized as an industry leader in the area of digital print production. Among the many technologies you will see in the 105,000 square foot facility including:

- Fujifilm J Press 720S (B2 format cut sheet production inkjet press)
- Komori Impremia IS29 (23”x29” format cut sheet production inkjet press)
- Fujifilm Inca SpyderX (64”x126” flatbed UV inkjet digital printer)
- Zund G2 Digital Routing/Cutting System
- MGI JetVarnish 3DL with iFoil
- Agfa Apogee Workflow Solution
- Cimex CAD Software & Gerber CAD Cutting Device for Packaging
- Design Merge Variable Data Software
- Highcon Euclid III Digital Laser Cutter

## Attendee FAQ

### Q: Does the registration fee cover any travel or lodging expenses?

A: Lodging and travel costs to/from the event are not included in the registration fee. Attendees are responsible for these, however, we are happy to assist.

### Q: Will meals be provided?

A: Food and drinks will be provided beginning Monday night through lunch on Thursday, November 7. Attendees are responsible for incidentals during the event.

### Q: Do I need to rent a car or secure ground transportation?

A: We will provide ground transportation to all attendees for the duration of the event.

### Q: What is the dress code for the event?

A: Dress code is business casual.

### Q: Can I take photographs or videos during the event?

A: As a general rule, videos and photographs will be allowed. Any restrictions will be identified during the event.

### Q: What do I need to bring?

A: We will provide curriculum, samples and vendor materials. Bring your business card and a list of questions or topics you wish to discuss.

### Q: Will I have any personal time during the duration of the event?

A: Dinner and entertainment during the evening will be optional for attendees. Also, in addition to the scheduled breaks, attendees will have the ability to break away at any time to tend to business or personal matters.

### Q: What resources will you have on-site for me to use for business purposes?

A: Wi-Fi, phone, basic office supplies, fax and scan/email/print services are available at no charge.

A Milwaukee Visitors Guide and Map will be included in your Welcome Packet.



Milwaukee Art Museum

## Helpful Travel Tips

Milwaukee Mitchell International (MKE) is the local airport. Ground transportation will be provided to/from airport starting Sunday, November 4 through Thursday, November 7.

UBER and Lyft service are available.

A special discounted hotel rate has been secured for this event:

### Wildwood Lodge

N14 W24121 Tower Place, Pewaukee, WI 53072

[www.thewildwoodlodge.com](http://www.thewildwoodlodge.com)

Reservations: 888.506.2005

Special Rate (Reference “Color Ink Block”) \$109/night + taxes

Check In 4:00 pm / Check Out 12:00 pm

Note: Machine Shed Restaurant and Thunder Bay Grille are adjacent to the hotel listed above, along with a Mobil gas station/convenience store.

For assistance with your travel and lodging arrangements, feel free to contact Stephanie Brooks via email at [sbrooks@colorink.com](mailto:sbrooks@colorink.com) or via phone 262-372-5231.

## Milwaukee Area Points of Interest

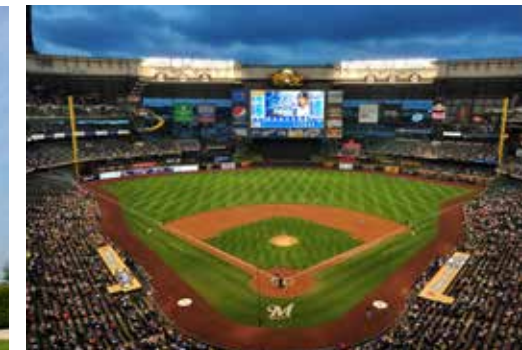
While in the Milwaukee area you may want to take some extra time to visit some of the area’s points of interest like the Harley Davidson Museum, Milwaukee Art Museum, Miller Park (Home of the Brewers), Milwaukee County Zoo, Mitchell Park Domes or the Milwaukee Public Market. A detailed map and Tourist Guide will be included in your Welcome Pack.



Harley Davidson Museum



Mitchell Park Domes



Miller Park



Milwaukee County Zoo