



## Dscoop9 Partner Program Call Minutes 1.7.14

### I. Welcome/Introductions

#### Meet the Dscoop HQ Team!

Mike Fogarty, Global Executive Director, Dscoop, [mfogarty@dscoop.org](mailto:mfogarty@dscoop.org)

Rebecca Baker, Sales Manager, [rbaker@dscoop.org](mailto:rbaker@dscoop.org)

Alexa Newman, Senior Manager, Partner Relations, [anewman@dscoop.org](mailto:anewman@dscoop.org)

Jackie Frett: Partner Program Benefits and Sponsorship Fulfillment, [jfrett@dscoop.org](mailto:jfrett@dscoop.org)

Jennifer Wishart: Payments, Registration, Online Directory Listing, and Partner Services Manual, [jwishart@dscoop.org](mailto:jwishart@dscoop.org)

### II. Partner Program Benefits- upcoming deadlines

<See benefit document>

On November 1, or upon receipt of your contract, you received a document containing all of the Dscoop9 conference and year-round benefits you will receive as a part of your Dscoop partnership, to include specifications and applicable deadlines. Take some time to read through this important document so that you can take advantage of all of the benefits available.

#### **Bronze Partners:**

A new partner benefit we instituted this year:

#### **Dscoop University**

Through engagement from both our members and partners, Dscoop University develops relevant content that supports our member's business goals in marketing and sales, operations, technology and general business categories.

Partners can suggest topics, sponsor educational program development and connect us with subject matter experts. And the delivery of this content can be through case studies, white papers, webinars, online courses and face-to-face seminars. Partners may also be asked to sit on the Dscoop University Advisory Board.

For additional information and ways to support, please contact John Tenwinkel, Director of Dscoop University, at [jtenwinkel@dscoop.org](mailto:jtenwinkel@dscoop.org)

#### **Gold Partners:**

Benefits that require your action at this time are:

- Your 30 minute presentation will take place in a meeting room within a designated Partner track. Presentation date, time, room location and additional details will be sent to you in January 2014.

**ACTION:** Submit your Session Title, Speaker Name(s), and Session Description **by Friday, January 17** via the Call for Content website below: <https://www.surveymonkey.com/s/Dscoop9CallforContent>

#### **Two new partner benefits we instituted this year:**

#### **Substrate Success Program**

For all Gold, Platinum and Diamond Partners, the Substrate Success Program allows substrate partners to send new Dscoop members an offering of complimentary quality, certified substrates. As part of this program, you will be able to showcase your substrates to first-time Indigo owners. You can choose to ship a carton of your best-seller, a printable sample packet that encompasses many selections of your media or a full skid of paper.

For additional information and ways to support, please contact Lindsay Mitchell, Dscoop Operations Manager, at [lmitchell@dscoop.org](mailto:lmitchell@dscoop.org)

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### **Platinum/Diamond Partners:**

Benefits that require your action at this time are:

Your 60 minute presentation will take place in a meeting room within a designated Partner track. Presentation date, time, room location and additional details will be sent to you in January 2014.

**ACTION:** Submit your Session Title, Speaker Name(s), and Session Description **by Friday, January 17** via the Call for Content website below: <https://www.surveymonkey.com/s/Dscoop9CallforContent>

**NOTE:** An email will be sent from Jackie Frett this week with your meter board and advertisement deadline reminders.

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## **III. Partner Logistics**

### **- Partner Registration**

Partner registration is now available! Your company registration password was emailed to the main contact from [dscoop@showcare.com](mailto:dscoop@showcare.com). This email includes the link and your password to the partner registration website, as well as the lead retrieval ordering information. *Note: Please check your spam/junk folder if you did not receive this email, as it sometimes gets caught there.* If you did not receive this information, please contact [Jenny Wishart](#).

Everyone at Dscoop9 is required to wear an official Dscoop9 badge while attending the exhibits, sessions or other sanctioned events. Complimentary badge allotments are described below:

<u>Partner Level</u>	<u># of Full Conference Badges (total)</u>
Diamond Partner	8
Platinum Partner	5
Gold Partner	4
Bronze Partner	2

Additional Partner full conference badges may be purchased for **\$599 each**. *Please note that all technicians operating equipment or machinery in your booth are required to wear a full-conference badge during the solution showcase hours.*

#### **- Partner Housing**

It has come to our attention that an organization that goes by the name of Global Travel Partners has been contacting Dscoop9 partners to promote their hotel booking services and to attempt to have partners book a room through their services.

Dscoop has not authorized these solicitations and Global Travel Partners are not affiliated, sponsored or approved by Dscoop. If you receive any inquiries from third parties other than Dscoop, we ask that you contact Jenny Wishart at [jwishart@dscoop.org](mailto:jwishart@dscoop.org) or (312) 673-5759 to report the occurrence.

Partners can book their housing directly through the [Dscoop Housing website](#) by **Thursday, January 30, 2014** to receive the special negotiated Dscoop rate of \$199 for a single or double room, plus tax.

#### **- Online Partner Directory and Logo for Onsite Guide**

Using the new capabilities of the Dscoop website, you can now update your personal information in the Online Partner Directory, leading to greater exposure among the Dscoop community and Dscoop9 attendees.

Instructions:

1. Login to the Dscoop website ([www.dscoop.org](http://www.dscoop.org))

2. Under Membership Tab, Select 'Update Company Profile'

3. Click on the gray 'Edit Profile' button and Update Company information

To View what the Dscoop Community can see, please visit the [Dscoop North America Partner Directory](#)

4. Update your logo – Click on Actions and Update Picture

Please be sure to send a high resolution EPS or JPEG of your logo to [Jenny Wishart](#). If you participated in past Dscoop conferences, please let us know to use your logo that we have on file.

**ACTION:** Enter your company information as you would like it listed in the printed Conference Guide and confirm/submit your logo no later than **Friday, January 17**.

#### **- Partner Services Manual**

The Partner Service Manual was emailed to the main contact from your company during the first week in December. This manual includes important ordering information for booth furnishings, utilities, shipping, material handling, lead retrieval and other services to make exhibiting at Dscoop9 as easy as possible. Deadline dates to pay close attention to for discounted pricing:

- Feb 11: Internet, Electrical, Rigging, AV, Catering, Booth Security and Floral deadline

- Feb 12: Freeman deadline

- Feb 14: Lead Retrieval deadline

#### **- New Product Program**

Once again, Partners have the opportunity to introduce new products and services to the Dscoop membership at Dscoop9. This program recognizes and promotes new and innovative technology in the printing industry. Introduce a new product, build your company's brand and drive traffic to your booth with this program. Plus, your company can participate in this new program for FREE. Last year 27 partners participated, and we'd like to increase the # of new products promoted at Dscoop9.

Jackie Frett will be reaching out towards the end of the week requesting:

- Product/service name
- 50 word product/service description
- Key features of your new product/service

ELIGIBILITY REQUIREMENTS (Up to two new products per company)

Your product or service must adhere to the following two (2) requirements:

- Must not have had any exposure at any prior Dscoop conference
- Must have been officially announced or released in or after March 2013

*Enhancements or upgrades to an existing product or service are permitted.*

## **V. Solutions Showcase Schedule**

Tuesday, March 4:

- Partner Move-in for 20x20's and larger (by appointment only) (8:00 am – 5:00 pm)

Wednesday, March 5:

- Partner Move-in (8:00 am – 5:00 pm)

Thursday, March 6:

- Partner Move-in continued (8:00 am - 2:00 pm)
- Partner Recognition Lunch
- Solutions Showcase Opening Reception (**6:00 pm - 9:00 pm**) \*All unopposed time

Friday, March 7:

- Solutions Showcase Open (**9:30 am - 5:30 pm**), to include lunch, and coffee breaks

Saturday, March 8:

- Solutions Showcase Open (**10:00 am - 2:30 pm**), to include lunch and coffee breaks

## **VI. Open Items**

Next call to take place in early February 2014.