

# thINK.

## thINK is more than just an event.

### thINK is Community

More than an inkjet user group, thINK is a collaborative and connected group of digital production print professionals who are at the forefront of inkjet technology. They come together to discuss the rapidly growing inkjet curve, discover new ways to capitalize on new inkjet applications, and share their experiences as pioneers in this new age of digital print.

thINK members represent leaders in production inkjet printing, as well as those who are looking for the advice and information they need to either successfully make the transition to inkjet, or for those who have made the transition to learn how to strategically take it to the next level. Whether their focus is commercial printing, book publishing, direct mail, or statements and transpromo, they share a common need for education and support as they navigate the changing digital printing landscape.

### thINK is Inkjet Networking and Knowledge

That inkjet networking and knowledge happens at our annual conference, where we pool our knowledge and tackle the topics that are top of mind for our members – from selling inkjet printing to inkjet color management and media. It happens with the connections made between members and the member communications that help us stay connected. It also happens on the thINKforum website, where members have access to the community resources they need to understand the inkjet technologies and applications that will help them be successful now and in the future.

### thINK History

#### The Building of an Inkjet Community

The thINK user group was a natural outgrowth of the customer advisory groups sponsored by Canon Solutions America. In early 2014, group members felt the time was right to develop a larger forum where more Canon Solutions America customers could network, gain knowledge, stay abreast of technological advancements, and discuss common challenges.

Today, thINK is a growing community of more than 2,000 members. Its inaugural conference, held in September of 2015, drew more than 350 attendees, making it the largest user group event for inkjet production printing. Today, the thINK conference hosts well over 600 print production professionals. The event's focus remains on innovation, best practices, and world-class education. The organization's goal is to give production print providers a forum to share stories, knowledge, and experiences that will help the entire community be more successful.

### Get Connected!

**Become a thINK Member:** Visit [www.thinkforum.com](http://www.thinkforum.com) to register. thINK Membership is free — and exclusive — to Canon Solutions America production print inkjet customers. Register now by visiting [thinkforum.com](http://thinkforum.com).

**Visit the Resource Center:** While you're on the website, take a minute to look through all of the tools and resources available to you.

**Stay Plugged In:** Look for monthly thINK email communications to stay up-to-date on the latest resources and thINK activities. Also, be sure to follow thINK on Twitter, Facebook, and LinkedIn.

Printed on an Océ VarioPrint i300 inkjet press on Accent Opaque Text White Smooth 100 lb.

thINK is an independent community of Canon Solutions America Production Print customers, solution vendors, and print industry experts, and Canon Solutions America is a proud executive sponsor. Led by some of the most successful inkjet service providers in the country, it provides a forum for members to network, gain knowledge, discuss common challenges, and share best practices.

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## Are You Maximizing Your think Membership?

As a think member you have access to benefits all year around. View a checklist of these benefits below then log in to [thinkforum.com](http://thinkforum.com) to start maximizing your membership today.



### ATTEND THE ANNUAL CONFERENCE

Mark your calendar for the annual think conference to learn and network with peers, partners and industry experts. Learn more at [thinkforum.com/attend](http://thinkforum.com/attend).



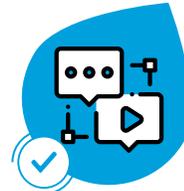
### JOIN OUR WEBINARS

Join the live quarterly webinars with topics spanning from Profitable Print to Building Your Bottom Line.



### VIEW ON-DEMAND WEBINARS

Choose from a library of 40+ recorded webinars to learn everything you need to know about inkjet.



### PARTICIPATE IN VIRTUAL WORKSHOPS

Attend small, interactive, hands-on virtual workshops on inkjet sales, marketing and production strategies.



### READ INDUSTRY WHITE PAPERS

Access the latest industry research in almost 200 white papers.



### JOIN THE MEMBER DIRECTORY

Connect with peers and industry experts using the online think member directory.



### PROMOTE YOUR BUSINESS

Add your company to the print provider tool and promote your business in the community.



### REFERENCE THE PAPER SELECTOR TOOL

Select the best paper for your project using the paper selector tool.



### GENERATE LEADS FOR INKJET PRINT JOBS

Use the MKTG Lab resources, including videos, templates, and ready-made direct mail campaigns to generate leads for inkjet print jobs.



### ENTER THE INKJET INNOVATION AWARDS

Enter your innovative inkjet print projects to be recognized as a leader among your peers.