



*FOR IMMEDIATE RELEASE*

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## **thINK 2016 Sets the Bar for Inkjet User Group Events with Hugely Successful Second Installment**

*Annual user group conference attracts more than 400 production print professionals, analysts, partners, and press*

**BOCA RATON, FL., October 18, 2016** – [thINK](#), an independent community of Canon Solutions America production print customers, today announced that for the second straight year, its interactive, educational conference was an overwhelming and resounding success.

The event, which brought in record numbers establishing it as the largest inkjet user group in the world, was held October 10-12, 2016 in Boca Raton, Florida at the beautiful Boca Raton Resort & Club, a Waldorf Astoria Resort.

“Sequels are, by nature, not always successful either in terms of scope or sheer impact,” said Victor Bohnert, thINK Executive Director. “We knew early on that building on the success of last year’s event would be a challenge – but one that we welcomed – and as the feedback we’ve garnered and results have shown, thINK 2016 was an overwhelming success. We are truly proud of this year’s event, and could not have done it without the support of such valued partners, industry professionals, and the entire thINK community.”

Throughout the three-day event, a prevailing sense of community, interaction, and education was ever-present as both new and existing thINK members united to share their inkjet experiences, learn from experts, and hear from some of the most successful inkjet service providers in the industry. Over 30 sessions, designed for all levels of inkjet experience and awareness, were held throughout the event giving the audience unprecedented access to a robust bank of inkjet-related knowledge.

Additionally, more than 60 engaging speakers shared their inkjet stories over the course of the three days on topics that included:

- ***Profitable Print*** – The Role of Inkjet in Profitable Print
- ***Beyond Print*** – Capture More Marketing with Inkjet
- ***Inkjet Color Basics*** – Color Management 101
- ***A Map to Inkjet*** – Optimizing Your Workflow for Smooth Sailing
- ***Get the Inkjet Edge*** – Transitioning Your Business with Inkjet
- ***Inkjet Paper 101*** – The Right Paper for the Right Job

Perhaps best illustrating the sense of inspiration cultivated by the event’s unique sense of unity and cohesion was a keynote speech delivered by Scott Burrows, an internationally recognized motivational speaker and bestselling author. During the height of Burrows’ collegiate career, his life changed dramatically and abruptly after surviving a horrific car crash. From the accident, Burrows suffered a serious spinal cord injury that left him paralyzed from the chest down and he was subsequently diagnosed a quadriplegic. Sharing his insights on turning setbacks into powerful comebacks, Burrows embodied the spirit of thINK with a stunning, moving, and truly triumphant keynote that detailed his successful journey to one day walk again and overcome the toughest of obstacles. A day later, guests were treated to a keynote from tennis legend Chris Evert that culminated the rousing event and served as a reminder to the spirit of community and achievement that defined thINK 2016.

“This was undoubtedly a pivotal moment in the evolution of this great user-based community,” said Eric Hawkinson, Senior Director of Marketing, Production Print Solutions, Canon Solutions America and thINK Board Member. “We are poised to continue this growth and build on the success of thINK 2016. This is a great time to be a part of one of the industry’s most forward-thinking initiatives.”

Canon Solutions America production print customers can access thINK 2016 Conference materials and other resources by joining the thINK Community. To join, register at [thinkforum.com](http://thinkforum.com).

### **About thINK Forum**

thINK is an independent community of Canon Solutions America production print customers, solution partners, and print industry experts. 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. For more information, visit [thinkforum.com](http://thinkforum.com).



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