



*FOR IMMEDIATE RELEASE*

Victor Bohnert

[victor@thinkforum.com](mailto:victor@thinkforum.com)

330 N Wabash Avenue, 18<sup>th</sup> Floor

Chicago, IL 60611

[email@thINKForum.com](mailto:email@thINKForum.com)

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

@thINK\_Forum



## **thINK, A Community of Canon Solutions America Production Print Customers Announces Third Annual thINK Conference**

*Annual user group conference sets its sights on yet another impactful and industry-defining event*

**BOCA RATON, FL., March 9, 2017** – [thINK](#), an independent community of Canon Solutions America production print customers, today announced that thINK 2017, its third annual user conference, will be held at the Boca Raton Resort & Club on October 9-11, 2017. Once again, the event intends to bring together over 400 esteemed industry guests and educate members on the rise of inkjet and its continued transformation.

“The decision wasn’t a hard one – the venue was extremely well received at thINK 2016 by the thINK community and post-event surveys showed it to be one of the top choices for thINK 2017,” Victor Bohnert, thINK Executive Director stated. “Response from our sponsors has been overwhelming; we are projecting sponsorships to be sold out by the end of March. More than anything, I think this shows the resounding commitment to an industry that’s becoming bigger and more beneficial each year. We’re truly proud of its growth.”

thINK 2016 attracted more than 400 production print professionals, analysts, partners, and press, establishing it as the largest inkjet user group in the world. Across the three-day event, over 30 sessions, designed for all levels of inkjet experience and awareness, were held throughout the event. In addition, post-event resources provided the audience with unprecedented access to a robust bank of inkjet-related knowledge. New to this year’s event, guests who want an in-depth look at a particular line of inkjet presses will have access to two product-centric sessions. The sheetfed Océ VarioPrint i300 and Continuous Feed Inkjet tracks are sure to augment the excitement for all the inkjet enthusiasts participating this year. Additionally, Business, Advanced, and Technical tracks will also be included, further expanding the scope and breadth of information for think 2017.



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“We expect thINK 2017 to be even more successful than 2016, and have no doubt that it will help both new and existing members expand their inkjet knowledge by interacting with some of the great minds leading this industry,” said Mark DeBoer, thINK President. “With dynamic intermediate and advanced educational sessions last year, attendees left with best practice techniques they could apply immediately. We know they will want to come back to continue the learning process.”

Known best for the annual interactive, educational thINK conference, thINK extends beyond the conference to facilitate inkjet education year round.

Recent inkjet education and resources made available to thINK members include:

- **Paper Selector:** thINK members can now easily find the right paper for the job with the new Paper Selector tool on thINKforum.com. Members simply select their inkjet press and narrow their search to the right media for the job.
- **Vertical White Papers:** Six vertical white papers detail print opportunity in each vertical segment: Healthcare, Finance, Insurance, Non-Profit, Retail and Higher Ed.
- **Profitable Print Webinar Series:** This monthly webinar series (March – July) will kick off March 15 and outline the importance of vertical marketing, the steps needed to successfully execute a targeted approach, and an overview of print opportunities in various segments. Follow-on webinars will detail targeted marketing approaches for specific high-growth verticals.
- **thINK Member Case Studies:** In the interest of creating a dynamic learning environment many thINK members have shared their stories as articles in the monthly thINK eNewsletter, quarterly printed thINK Forward publication or as blogs on thINKforum.com. Recently shared case studies include: Core Publishing Solutions, Gasch Printing, Impact, OneTouchPoint, Pinnacle Data, The Mailworks.

Registered thINK members will receive more information and registration details about thINK 2017 in the months to come. As in the past, thINK membership is free and exclusive to Canon Solutions America production print customers. thINK members 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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