



# YOUR INVITATION TO SUCCESS

IPI MEMBERSHIP  
MARKETING SOLUTIONS PROGRAM  
THE PRINT REFINERY®



Revolutionizing our industry by making members wildly successful



# YOUR VISION. YOUR PASSION. YOUR NETWORK.

## WE ARE NOT JUST ANOTHER MEMBERSHIP ORGANIZATION.

IPI members are more than names and numbers to us - they make up our extended family. We witness established businesses grow and thrive through several generations, as well as startup companies establish new ventures from the ground up. Most importantly, we celebrate all of these successes right alongside you.

We offer guidance, information, feedback and support towards your smart business decisions. Our members are colleagues and friends, developing a rapport built on trust and collaboration. We are proud to be the facilitators who bring you together.

It is even more rewarding to watch you unleash your own creativity as you share your enthusiasm with your customers. We recognize and appreciate how fortunate we are to be a trusted ally, business partner and friend to our wildly successful members as we revolutionize this industry together.

*Now we invite you to join our family.*



## POOLING OUR EXPERTISE, DEDICATION AND CONNECTIONS WITH BUSINESSES LIKE YOURS,

we continue to develop a network unparalleled in this industry that spans the globe. IPI has been nurturing thousands of entrepreneurs in the print and photo industry since 1982.



**WE ARE CHANGE MAKERS.** At IPI, we work tirelessly to track and initiate industry trends. We connect thought leaders and introduce innovative new tactics that address your ever-changing needs. Fine-tuned programs and tools are the foundation of this cutting-edge model, which connects and empowers our member-driven network of diverse and talented business owners like you.

**CAPTURING MEMORIES HAS NEVER BEEN SO SIMPLE.** While you empower your customers to share, personalize and memorialize life's precious moments, IPI gives you the ideas and resources to do it profitably for a wider audience.

**HOW DOES IPI FIT INTO YOUR COMPANY'S BIG PICTURE?** It's simple: We provide businesses like yours with innovative marketing solutions, cutting-edge education, valuable networking opportunities and exclusive access to suppliers. IPI connects a passionate community of local, independent business owners that embrace a culture of sharing. We are the marketing team, educator, purchasing co-op, networking hub and business consultant for the world of digital, print, photo, signage, graphics and art. With IPI signature programs, you will increase sales, compete with national brands and remain at the top of this dynamic and exciting business.

*Then, all that is left for you to do is what you do best.*

# YOUR FOCUS IS OUR FOCUS



## PHOTO RETAIL

Specialty photographic retail businesses that include processing, printing and creative products + services



## COMMERCIAL

Focused on serving business and commercial clientele through creative partnerships and project production



## DIGITAL PRESS/STATIONERY

Featuring custom products printed with digital press technology, including stationery and other creative output



## SPORTS & EVENT PHOTOGRAPHY

Capturing fast-paced individual and team athletics as well as on-location events like parties, bar and bat mitzvahs and corporate events



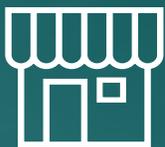
## PORTRAIT STUDIO

Indoor and outdoor portraiture for children, families, couples, graduates and business professionals



## CAMERA & HARD GOODS RETAIL

Selling cameras, camera accessories, mobile accessories, related hardware and merchandise to photo enthusiasts and everyday picture takers



## PHOTO BOUTIQUE

Targeting niche markets with a focus on unique and exclusive products and services



## SCHOOL PHOTOGRAPHY

Image capture businesses specialized in school portraits



## CONSUMER EDUCATION

Offering consumer education and training on photography, mobile applications and creative projects

# BUILD YOUR SUCCESS



## SAVINGS

Privileged pricing, discounts, special terms and promotions on a variety of supplies and services



## ONLINE NETWORKING

24/7 advice, tech support, idea sharing and relationship building with like-minded professionals



## CONTINUING EDUCATION

Online communications and virtual IPI events, plus in-person networking activities and conference sessions



## MARKETING TOOLS

Promotional materials, product templates, Signature Products and consumer classes designed to grow your business



## CONFERENCE + TRADE SHOW

Launching the latest innovations over 3 days of in-person education, networking, savings and fun



## INNOVATION

Redefining the future of photo retail through brand culture, customer experience and technology, in addition to continuous program development designed to facilitate member growth

# SAVINGS: INCREASE YOUR MARGINS!



As a business owner, you expect to make a profit. Well, we have good news for you! IPI fosters strategic relationships with a number of industry Vendor Partners on your behalf. IPI is a member-owned cooperative buying group that obtains lower prices on relevant goods and services. We answer to our members, who elect fellow members to serve on the Board of Directors that collectively decide how to run the business in the members' best interest. As IPI becomes more profitable, you benefit in the form of patronage. **EVERYONE LIKES TO SAVE MONEY, RIGHT?**



**PRIVILEGED PRICING:** Our generous IPI Vendor Partners often provide members with IPI-only privileged pricing and deep discounts. Additionally, you may also qualify for special terms on consumables, wholesale products and specialized services.



**REGULAR PROMOTIONS:** Continue to boost your bottom line when you take advantage of our year-round Vendor Partner specials and annual Vendor Partner Trade Show - all limited to our member base.

**EXCLUSIVE PROGRAMS:** Some of our Vendor Partners also offer programs, portals, products or services that are only available to members of IPI. **YES, THEY ARE THAT AWESOME.**

## MEMBER QUOTE:

**"MY BUSINESS IS THRIVING THANKS TO IPI. THE VENDOR PARTNER RELATIONSHIPS AND SUPPORT ALLOW ME TO EXPERIMENT WITH NEW PRODUCTS AND EQUIPMENT, WHILE SAVING ME HUGE MONEY. MEMBERS ARE ALWAYS AVAILABLE TO HELP ME SOLVE PROBLEMS AND TEACH ME NEW THINGS."**

- NICK GILLENWATER - VERNON HILLS, IL

# NETWORKING: YOU'RE NOT ALONE!

## READY TO COLLABORATE WITH DIVERSELY TALENTED COLLEAGUES?

In need of input from business owners just like you? Seeking advice on new equipment, service models or technical support? We've got you covered! Connect with other IPI members or Vendor Partners through a variety of channels and cultivate relationships that enhance your business.



What do you find is the most effective way to capture more customer email addresses?



I'm in the market for a new digital press. What printers do you have and what do you like about them?



Who would you recommend for a photo book fulfillment company?



## ONLINE FORUM

Whether you're a morning bird or night owl, you always have access to the robust IPI Forum. The 24/7 networking hub, with a 20+ year archive of resources and support, is humming at all hours of the day, as members and Vendor Partners ask advice, buy and sell equipment and services, exchange ideas and success, discuss business strategies and operations, tackle challenges and develop relationships that often turn into life-long partnerships and friendships.



# EDUCATION: AMPLIFY YOUR BRILLIANCE!

You can't put a price tag on knowledge, and that's especially true in our ever-changing industry. It is essential to stay current, relevant and aware of the latest developments and technology. Along with our diverse array of partners, we provide you with professional, frequent and forward-thinking learning opportunities on a variety of subjects.

**ONGOING COMMUNICATION:** Our member communications provide bite-sized business ideas, progressive educational content and nuggets of brilliance designed to challenge the status quo and keep your company fresh and invigorated.

**IPI VIRTUAL EVENTS:** IPI's online educational and networking events deliver in-person learning straight to your computer or favorite smart device. Meet us online where expert contributors chat about a variety of topics including hot/new products and services, targeting new customers and increasing traffic, effective social media, etc. Plus, hear from members about their success stories, participate in brainstorming sessions and share ideas with other business owners.

**COACHING + CONSULTING SOLUTIONS:** Whether you need a fresh set of eyes on your store layout, a second opinion on a new business development or a professional coach to help improve your bottom line - we'll connect you with an IPI affiliated consultant with expertise in your specific areas of need.





**YOU WORK HARD.  
TREAT YOURSELF TO THE BEST  
WORKING VACATION EVER.**

**FREE REGISTRATION // MOST MEALS INCLUDED // 3 ACTION-PACKED DAYS**

# **IPIC** INTERNATIONAL **PRINT + IMAGING** CONFERENCE

IPIC is your annual International Print + Imaging Conference. The IPIC experience features epic networking conversations and member-driven education that you cannot find anywhere else.

Uncover member success secrets and discover unexpected morsels of knowledge as we turn the tables and put the audience on the stage. Learn from your fellow attendees!

If you can't make it, anyone from your business can benefit - regardless of position or experience level.

BE EPIC. BE DARING. BE INCREDIBLE. Ignite your journey at IPIC!

**MEMBER QUOTE:**

"IT WAS MY FIRST TIME ATTENDING AND IT WAS AMAZING. JUST BEING ABLE TO TALK TO THE OTHER PARTICIPANTS; THEIR POSITIVE SUPPORT WAS PRICELESS. I REALLY ENJOYED CONNECTING WITH NEW VENDOR PARTNERS IN PERSON. I ABSOLUTELY LOVED EVERY MINUTE OF IT & CAN'T WAIT FOR NEXT YEAR."

HIGHEST  
ATTENDED  
EVENT OF THE  
YEAR

# KICK SOME BUSINESS!



## >> EDUCATION

Learn from some of the most talented and successful experts on how to strengthen your skills, market your services and operate a profitable business. Two days of sessions on topics ranging from best marketing practices to workflow + production techniques.



## >> TRADE SHOW

Shop the best deals of the year and meet your Vendor Partners in person. Connect with your Vendor Partners on a personal level and discover new solutions around every corner. Oh, and don't miss their killer IPIC only offers!



## >> NETWORKING

Lots of time built in to network like a boss with peers + industry leaders. Finally have that hallway or mealtime conversation that changes your life.

FOR MORE INFORMATION + UPCOMING DATES VISIT  
[CONFERENCE.IPIPHOTO.COM](http://CONFERENCE.IPIPHOTO.COM)

# MARKETING: DEVELOP YOUR BRAND

**HANDS UP: DID YOU GET INTO THIS INDUSTRY SO YOU COULD SPEND YOUR TIME FIGURING OUT THE INTRICACIES OF MARKETING?** We didn't think so. Help your customers find their creative spark and provide them with inventive avenues to share these special moments.

People encounter thousands of messages every day, and cutting through this noise has become increasingly difficult.

Not to worry. IPI assists small businesses like yours with a robust palette of proven marketing tools and strategies.



## MARKETING SOLUTIONS

In the age of personalization, a one-size-fits-all marketing program just doesn't cut it. Our Marketing Solutions Program™ (MSP) bundles unique products and services that keep you innovative and interesting with stand-out promotional materials to reach potential customers across a wide variety of media.

Fully customizable to your individual needs, the MSP offers a blend of traditional marketing tools, digital and multi-media merchandising, high-impact visuals, value-added training, storytelling assets and video marketing solutions.

The time, effort and cost that you save by us taking on the challenges of research, development, copyrighting and designing makes this one of our most popular member benefits.



CLICK OR SCAN  
FOR VIDEO

## BUILD YOUR BUSINESS WITH THE MSP



### PRODUCT TEMPLATES

1000+ creative product templates for greeting cards, calendars, stationery, photo gifts and wall décor.



### MARKETING MATERIALS

1000+ professionally designed, customizable assets like signage, email templates, social media, video marketing and brochures.



### TEAM TRAINING

Complete professional training modules - developed to support retail products, business operations and the overall client experience.



### WEB + KIOSK READY

Expand your offerings! Our product templates, web banners + graphics are ready for activation on many online + kiosk platforms.



### SIGNATURE PRODUCTS

Exclusive to IPI members, these innovative, outside-the-box ideas are designed to inspire consumers and make you stand out.



### FULFILLMENT OPTIONS

Don't offer a specific product in-house? No problem! Utilize our outsourcing network for production support.

## DON'T HAVE THE RIGHT TOOLS OR TIME?

No problem! We do it for you with our Managed Marketing Services™ (MMS). Whether you want to use MMS to supplement your existing marketing strategy or prefer to be hands off, we've got you covered. Keep running your successful business with confidence knowing IPI is behind the scenes effectively and consistently managing your marketing distribution efforts.

## MANAGED marketing services



CLICK OR SCAN  
FOR VIDEO



### SOCIAL MEDIA

- Creative + relevant content
- Consistently posted to Facebook + Twitter
- Unlimited access to manage all your social accounts on the IPI Social Media Dashboard



### EMAIL MARKETING

- Engaging email campaigns
- Customized with your branding + linked back to your website for ordering
- Distributed to your customer list



### DIGITAL SIGNAGE

- Dynamic content + video messaging
- Automatically sent to your digital monitor(s)
- Insert your own custom content in addition to ours



**MODERNIZE YOUR  
PRINT BUSINESS.**

GROW + THRIVE

EXPAND INTO NEW MARKETS

POSITION FOR RETIREMENT





# the PRINT REFINERY®

**Revolutionize with The Print Refinery®.** The Print Refinery® is a dynamic licensed business model filled with personality and potential. The Print Refinery™ is reinventing the way people experience images, graphics and all forms of visual communication with an innovative new approach to the specialty photo market. The Print Refinery® model is highly compatible with existing businesses and established professionals including: print shops, camera stores, custom framers, stationery boutiques, gift shops, portrait studios, sports/event photographers, personal organizers and genealogists.

**TURN YOUR PASSION INTO PROFIT.** The Print Refinery® is an independent licensed business model created by artists, designers and photo enthusiasts. We think owning a business should be as fun as our trade. So, we give creative people the opportunity to turn their skilled talents into profit – without all the restrictions of a typical “cookie-cutter” printing franchise. Each one of our locations is unique and resonates an individual flair. With stand-alone and co-branded licensing opportunities, your location can be up and running in as little as 90 days.

**BUILD A BUSINESS ON MULTIPLE REVENUE STREAMS.** The Print Refinery® business model serves two types of customers: upscale retail guests and commercial clients – turning photo memories and graphics into prized possessions and big marketing statements. There are many synergies within these markets – specifically when it comes to printing. This makes it easy to provide diverse solutions using the same technology, equipment and creative resources.

**WE TAKE THE GUESSWORK OUT OF OWNING A BUSINESS.** As a licensee, you and your team receive comprehensive, strategic support along with an array of critical operations solutions that every business needs to be successful, including:

- Retail Store Design
- Merchandising + Displays
- Hiring Assistance + Team Development
- Signature Products + Services
- Local + Global Managed Marketing
- Website + Email Management
- In-Depth Team Training Programs
- Business Operations Solutions
- Business Development Coaching
- Goal Setting + Execution
- Commercial Sales Training



SCAN FOR MORE  
INFORMATION

[license.theprintrefinery.com](https://license.theprintrefinery.com)



**MEMBER NETWORK™**

11500 S. Eastern Ave, Ste.150  
Henderson, Nevada 89052

Brenda DiVincenzo  
Vice President of Member Success  
Phone: 702-524-1415  
brenda@ipipphoto.com

[WWW.IPIPHOTO.COM](http://WWW.IPIPHOTO.COM)