YOUR INVITATION TO SUCCESS

IPI MEMBERSHIP MARKETING SOLUTIONS PROGRAM
THE PRINT REFINERY™

Revolutionizing our industry by making members wildly successful
BUILDING A PASSIONATE LOCAL COMMUNITY BY INSPIRING PEOPLE AND BUSINESSES TO CREATIVELY USE PHOTOGRAPHS, IMAGERY AND VIDEO.
The Print Refinery™ is a business created by artists, designers and photo enthusiasts. And we think owning a business should be as fun as our trade. So, we give creative people like ourselves the opportunity to turn their talents into profit. With stand-alone and co-branded licensing opportunities, we can get your location up and running in as little as 90 days. The Print Refinery™ model is highly compatible with print shops, camera stores, stationery boutiques, gift shops and portrait studios.

The Print Refinery™ (PR) business model serves two types of customers: retail guests and commercial clients. 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.

Whether our clients are looking to update their business’ on-site marketing signage or recreate their living room focal point, we work with them to bring their vision to life. From passion to professional projects, we are master storytellers with an array of creative printing solutions that make ideas a reality.

We offer our clients unlimited printing solutions, but here are some of the one-of-a-kind services that set us apart from our competitor.

**SPECIALTY PHOTO SERVICES**
- Photographic Printing
- Custom Wall Décor
- Fine Art Printing
- Archiving Solutions
- Film Processing
- Scanning
- Video Services
- Photobooks + Calendars
- Personalized Gifts + Keepsakes
- Stationery
- Signature Products
- DIY Classes + Events

**COMMERCIAL PRINTING SERVICES**
- Large-Format Printing
- Wall-sized Murals
- Custom Wallcoverings
- Signage + Banners
- Business Printing
- Promotional Products
- Trade Show + Event Graphics
- Window Graphics
- Directional Signage Systems
- Print Collateral
- Custom Graphic Design

[theprintrefinery.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. We consistently develop innovative ways for you to impress your customers and build a following.

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 packaging, emotional storytelling 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.
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.

CONSUMER EDUCATION
Complete consumer workshops, classes and events - designed to drive traffic and build a loyal customer base.

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.

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
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.

MEMBER QUOTE:

“IPI is a great group of people. They have answers to all sorts of questions you haven’t thought of yet”
- Jennifer Winter, Winter Photographics, Cochrane, AB, Canada
POOLING OUR EXPERTISE, DEDICATION AND CONNECTIONS WITH BUSINESSES LIKE YOURS,
we continue to develop a network unparalleled in this industry. With a global membership of 450 members representing 600 retail locations, 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 additional strength and courage.

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 coop, 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

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

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

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

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

DIGITAL PRESS/STATIONERY
Featuring custom products printed with digital press technology, including stationery and other creative output

CAMERA & HARD GOODS RETAIL
Selling cameras, camera accessories, mobile accessories, related hardware and merchandise to photo enthusiasts and everyday picture takers

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 Live IPI events, plus in-person immersion training Boot Camps 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
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 Supplying 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 profit sharing. **EVERYONE LIKES TO SAVE MONEY, RIGHT?**

**PRIVILEGED PRICING:** Our generous IPI Supplying 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 quarterly Supplying Partner Electronic Trade Show and annual Supplying Partner Trade Show and Madness events - all limited to our member base.

**EXCLUSIVE PROGRAMS:** Some of our Supplying 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 Supplying 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, Click Inc. - Libertyville, 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 Supplying Partners through a variety of channels and cultivate relationships that enhance your business.

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 19 year archive of resources and support, is humming at all hours of the day, as members and Supplying 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 BROADCAST EVENTS: IPI's online educational 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 merchandising, in-store events, social media, video marketing, consumer education and growing online sales. 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.
IPIC is your annual International Print + Imaging Conference. The IPIC experience has been reimagined to focus on 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.

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 SUPPLYING PARTNERS IN PERSON. I ABSOLUTELY LOVED EVERY MINUTE OF IT. I CAN’T WAIT FOR NEXT YEAR.”

- MARY BETH, APERTURES, - TULSA, OK
>> 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. Over 50 different sessions on topics ranging from best marketing practices to workflow + production techniques.

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

>> NETWORKING
30+ hours to network like a boss with peers + industry leaders. Finally have that hallway or poolside conversation that changes your life.

FOR MORE INFORMATION + UPCOMING DATES VISIT IPIPHOTO.COM