



Services to attract people to your  
**Event, Open House,  
Trade Show Booth  
or UV Workshop**

## Services to attract people to your Trade Show Booth, Open House or UV Workshop

When you plan your next event, consider featuring Dr Nicholas Hellmuth so that your trade show, Open House, conference, or symposium can be announced to all the readers of the FLAAR web sites, such as over 340,000 a year on [www.large-format-printers.org](http://www.large-format-printers.org) and almost a million readers world wide on [www.wide-format-printers.org](http://www.wide-format-printers.org)

With FLAAR providing a speaker, your participants can meet Dr Hellmuth in person, and can learn from his experience evaluating UV-cured wide-format flatbed inkjet printer applications, markets, and technology advances.

By featuring the FLAAR Reports founder and author at your industry event, this provides your organization members a good opportunity to both ask questions directly as well as to learn the facts, insights, and trends in the fast-moving world of large-format inkjet printing and associated workflow.

By highlighting Dr Nicholas Hellmuth and FLAAR at your organization meeting, trade show booth, or at your Open House, more print shop owners, industry analysts and printer manufacturer managers will want to attend.

The more people that attend, the more activity in your event.

Print shop owners and managers enjoy a FLAAR lecture by Dr Hellmuth because print shop owners seek help in understanding

- When to switch from solvent to UV-cured printers
- What is the difference(s) between solvent, UV-cured and HP's new "latex ink"
- What kind of UV-cured printer to buy
  - Dedicated flatbed (Inca, Gandy Jeti, Mimaki, Oce 250, Gerber ion, etc)
  - Dedicated roll-to-roll (NUR Expedio/HP, Gandinnovations, Durst Rho 351R, etc)
  - Hybrid, entry-level (ColorSpan/HP, new Mutoh, Chinese UV printers, etc)
  - Combo (mid-range: Vutek, Durst Rho, Dilli, IP&I, Grapo, etc)

You can ask for a lecture that will discuss how UV-cured printers differ from solvent, and how solvent differs from the new latex ink that HP is introducing to completely replace all forms of solvent ink.

*Printshop owners and managers are also asking about printing on textiles and fabrics. The new UV-cured textile ink from Sensient, and new methods of handling dye-sublimation inside the printer, are all topics that FLAAR is interested in because people ask for help in understanding textile printing.*

*Naturally printshop owners are confused about the differences among textile printers from DigiFab, Yuhan-Kimberly, ATPColor, d-gen, Roland, Mimaki, and Mutoh.*

### Lecture Options:

You can opt for one lecture, two lectures, or an entire morning, or an entire afternoon.

If for a trade show, you can arrange:

- A lecture in an adjacent room (outside exhibits but still within the trade show center area)
- A lecture inside or adjacent to your booth
- A lecture in the evening, co-sponsored by a UV printer manufacturer, distributor, or dealer.





### **Cost for lecture, seminar, conference or comparable service(s):**

Round-trip airfare (economy class), hotel, meals and the international standard lecture fee (this is comparable to fees paid by European print organizations). The lecture fee varies between 2300 Euros (the standard lecture fee for distant locations, since it takes an entire day to get there and an entire day to get back) or 1600 Euros (for events nearer our office in the US or Guatemala, where we don't lose so much time on airplanes).

*Fee also depends on whether the sponsor is a commercial company (printer or RIP or inkjet media or ink manufacturer, distributor or dealer) or whether sponsor is an association of screen printing companies, or a graphic arts association. The fee for screen printing associations (or comparable) is 1600 Euros for up to two lectures on a single day, 600 Euros for the second day.*

The fee is negotiable and depends on in which country; and the nature of the event (whether a trade show, a seminar, conference, an Open House, or other kind of event).

The lecture fee rate covers up to two different lectures or topics associated with a trade show: either two the same day, or one the first day and another the second day. Any lower lecture fee covers one single lecture. Lecture fee for an all-day program is a bit more (again, depends on the country and nature of the event). Lecture fee that includes speaking over two or three day period is based on the amount of time that Dr Hellmuth is available to the event.

You can have co-sponsors: each sponsor can pay one portion:

- one sponsor pays the airfare and airport transportation
- one pay hotel & meals and transportation within the city
- another sponsor pays the lecture fee.

If you wish a third lecture, or a third day, the fee is 600 Euros outside North America and \$600 in North and South America. This is because to provide a lecture in Asia or Europe involves two days of flights plus time to recuperate from jet-lag both coming and going (so the lecturer is effectively away from his home office for 5 days).

*If a local university, Hochschule, cultural institute or museum also wishes Dr Hellmuth to lecture while he is in your city, the fee for a non-profit lecture is lower, \$400 for one or two lectures on medium format digital photography or large format digital photography, scanning, giclee.*

*This special price for universities etc. is assuming the other lectures on UV printers and all travel, hotel, and meal costs are covered by a commercial sponsor at the regular commercial lecture fee.*

You can request a customized lecture topic that best fits your own preferences and the needs of the invited participants, but it is best if you can select one or two from the following lecture topics:

*If you want or need more than two lecture topics, then you need a half-day or full-day program (see further on).*

***What is the difference between hybrid UV textile printing and printing textiles on a regular UV-curable printer or with a solvent or water-based printer (such as HP DesignJet 5500)?***

***What are the advantages of doing dye-sublimation directly (inside your printer) as compared with a separate heat transfer press?***

***What are the pros and cons of pigmented textile ink, acid dye textile ink, reactive dye, disperse dye, and sublimation inks: and what about the new UV-curing textile inks?***



***How does a UV-Curable Printer differ from a Solvent or Eco-Solvent Inkjet Printer?***

In some cases a print shop may need both (some form of solvent and also a UV). How will the introduction of HP's latex ink impact wide-format inkjet printing?

***Applications & Profit Potential with UV-curable Inkjet Printers:***

Features unique applications such as printing on wood, stone, tiles, leather, glass, etc.

***Advantages of UV Flatbed Printers for Producing Profitable Signage:***

Discussion of all Flat & Rigid Materials that Print Well with UV-Cured Inkjet printers.

***Digital Photography: How to Create Better Input for Wide-Format Solvent & UV Printers.******Anatomy of a UV-Curable Inkjet Printer:***

What are the differences between a Combo, a Hybrid, a dedicated Flatbed, and a dedicated Roll-to-Roll?

***Glossary of Jargon of UV-curable Inkjet printers:***

An informative general introduction so that everyone can learn and understand everything about what's inside a UV-curing flatbed inkjet printer.

*If you desire four, five, or all six of the above lectures, then select either a Complete Morning, a Complete Afternoon, or an All Day seminar from FLAAR.*

**Benefits to you, of having FLAAR lecture at your event:**

The FLAAR websites will announce your event (if you desire this). Just look at how many people read each FLAAR website per year (see the statistics on a separate page here). This kind of publicity for your organization, event, trade show, for your city, and for your sponsors is useful.

If you desire, FLAAR will write up an evaluation/review of your event and offer it as a free download to our readers.

But the real benefit is the education, information, and documentation that you, and the attendees of the lecture will receive. The sign shop owners, distributors, manufacturers, dealers, sales reps, and everyone associated with wide-format inkjet printers will receive a world-class introduction to the profitable potential of the fascinating new UV-curing inkjet printer technology.

## Lecture Fee

For a lecture within North America, lecture fee is \$2100 for a commercial sponsor, \$1800 for a trade association, franchise, or comparable group, \$1400 for an educational institute or university/museum association (museum, university, alumni group, etc).

*Experience at past events shows that printshop owners, managers, and investors often prefer to ask their questions in private, not in front of other attendees (they obviously don't want their competitors to know what they are planning). So Dr Hellmuth is available for answering questions privately before or after the lecture to people that attend, within reason, keeping in mind that some questions would be more appropriate for a consulting relationship that would include visiting the printshop (or if a manufacturer or distributor, visiting their headquarters).*

*Naturally for **full-scale consulting** there would be a normal professional fee, but for answering quick questions in private before or after the lecture, this is a courtesy at no additional cost that is available when a FLAAR speaker is contracted for your event. Of course Dr Hellmuth also answers questions during and after the lecture to the audience (and sponsors) as part of his lecture.*

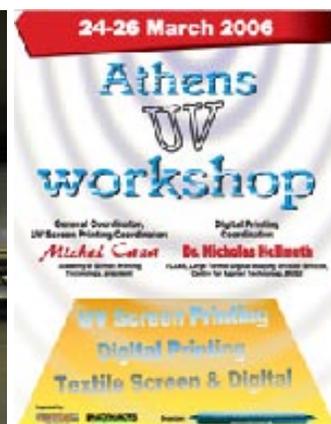
For a special event in **Europe or Asia**, not associated with a trade show, the lecture fee is 2300 Euros for a commercial sponsor, 1600 Euros for a non-profit association: for one or two lecture topics (can be one, or two different subjects). For an all-day presentation, fee is 3100 Euros. For an additional day, lecture fee for the second day is less, and depends on the location and nature of the event.

The cost for lectures not during a trade show is slightly more than the cost of a lecture during a trade show (because we can do other research at a trade show, so the days flying back and forth provide more return on our investment in time).

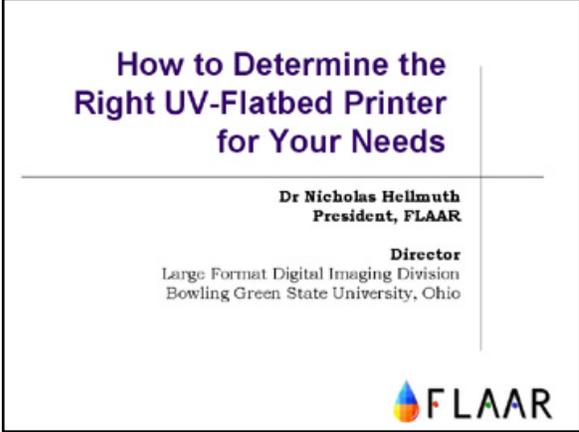
Round trip transportation FLAAR office to the event, hotel, and meals are traditional as well. Airfare can be economy rate but must be a major airline that is a member of one of the major airline alliances.

**To reach Dr Nicholas Hellmuth's appointment secretary, the number is 1 (419) 823-9218**

## Previous UV Workshop Samples: 3-day UV Workshop in Athens, Greece



### Previous UV Lecture Program Samples: 4-Hour UV Workshop in Cincinnati



### Previous UV Seminar Samples 6-hour All-Day UV Seminar in Seoul, Korea



## ***Additional Options at Trade Shows for Manufacturers or Distributors***

### ***Booth Appearance***

You can have FLAAR do a “booth appearance” at a set time every day, in case your clients may wish to speak with Dr Hellmuth in person.

The personal appearance will attract to your booth

- Screen printing owners and managers
- Offset press printing company owners and managers
- Franchise sign shop owners, managers and printer operators
- Digital print shop owners and managers
- Photo lab owners and management who need to switch to digital
- Fortune 500 company teams that now realize they too can use UV printers in-house
- Architects and interior designers (interested in both textile & UV)

It is noteworthy how many large corporations (who themselves have nothing to do with printing) are now asking FLAAR to assist them in selecting what UV or textile printer to bring in-house for their companies. Usually they need the UV printers for proofing on rigid or other unusual materials (usually directly onto their products).

The textile printers they need for printing samples as well as production.

### ***Booth Presentation***

Dr. Hellmuth can also give an informal presentation, or a PowerPoint lecture, in your booth, starting when the trade show closes its doors for the evening. A party is the usual way to attract people at this hour, before people go away for the entire evening to dinner or to their hotels.

### ***Presentation in a special room in the trade show building***

Sometimes it's more convenient to have the meeting in a separate room, outside the exhibit floor. Either elsewhere in the exhibit building, or in a major hotel within walking distance. But either location, the event should start quickly after the exhibit doors close, so that people come straight from the floor to this event. Otherwise, once people get back to their own hotels elsewhere, they are too tired to venture out again.

### **You can advertise these special FLAAR Presentations in advance**

*Your own web site can advertise these FLAAR presentations in advance. And, FLAAR itself will announce these events on our own web sites (read around the world).*

### ***Presentation for a private group, either end-users, or distributors + dealers***

We can do this under NDA or confidentiality agreement, since new products may be discussed at such a meeting. But the idea is to have Dr Hellmuth comment on your most recent products, and if you wish, to give his opinion on your next new forthcoming product(s).

*Dr Hellmuth is increasingly asked to lecture by the manufacturers or major distributors, to their own people. This allows a company's managers, pertinent staff, resellers, and key industry partners to hear directly and in person what FLAAR observes about their brand and their products.*

### ***Cost (valid only for trade show appearance)***

If either the trade show company or a corporate sponsor is already covering the transportation from USA to the event and hotel, then the Booth Appearance/Presentation/Lecture(s) would be 1200 Euros in Asia or Europe. You do not have to pay transport and hotel if someone else is already covering it.

If FLAAR is already attending this trade show on its own, you do not need to cover transportation or hotel: only the lecture/presentation fee (and usually a dinner tends to be included since most events are in the evening).

If your company is already a research sponsor of FLAAR projects, there is no lecture fee and no booth appearance fee: only transportation, hotel, and meals.

### If consulting is desired in addition to a lecture

If consulting is desired in addition to a lecture, please request the FLAAR PDF on its consulting services. We can naturally do consulting and lecturing on the same trip. Since you would already be covering the costs of the lectures, to add consulting as an additional service is \$1000 per day, with a one day minimum (consulting alone averages \$2500 for the first day in North America, \$3200 for Europe (because it takes extra days to fly back-and-forth), and \$3700 for Asia (again due to the many days to travel back and forth), less each subsequent day)). So a lecture or other presentation + consulting works out to be a favorable price because you get both services.

### Presenting via PowerPoint to a Corporate Marketing Team

Increasingly companies are asking Dr Hellmuth to give a presentation to their marketing team, sales team, executives, or other groups within their company who are responsible for learning about trends within the industry.

Often these groups wish to learn about each competing product: manufacturer by manufacturer, model by model (we have this information in our lectures, plus naturally Dr Hellmuth carries most of this in his head).

This is, in effect, a consulting visit, not just a lecture, since it involves question-and-answer sessions, both during the lecture and afterwards. So this is billed as consulting+lecture but the rate is the same as consulting (there is no extra charge for PowerPoint or lecture format):

- \$3200 in North America,
- \$3500 for Europe (because of the days it takes to fly back-and-forth),
- \$3700 for Asia (because it takes extra days to fly back-and-forth),

Plus round trip (economy) airfare, hotel, airport transportation, and meals.

### Consulting would entail

(you select what other themes, but we suggest these):

- A comprehensive scrutiny, feature by feature, of each of your past, present, or future UV machines. No other individual or company offers this penetrating comparative evaluation. This detailed service looks at every single aspect of your printer(s) and compares them to features on competing printers.
- Market analysis: why your market share is what it is, and how to improve it.
- Which manufacturers in Korea, Taiwan, or Korea are best to partner with, to act as OEM manufacturers? FLAAR has visited most of these factories and already inspected them, so you can receive valued information before you decide whom to visit on your own.
- Which other companies should you buy? We are increasingly asked discretely for help in deciding which other companies to buy. And occasional how to improve the company's products once the company is purchased.
- "Image", how your brand name and product is perceived around the world. If you prefer not to know the truth, then don't ask Nicholas to answer this question.



- How to improve your brand name and image. This depends very much on whether your printer is made in China, Taiwan, Korea, Japan, the US, or Europe. Much of the perceived image can be changed, but first you have to understand how people in the real world accept, or dismiss your printer.
- You know your printer is well designed, sturdy in construction, etc, but what about potential buyers in the US or Western Europe? They may have a pre-conceived bias. For example, they don't understand the differences between a printer made in Mainland China, in Taiwan, and in Korea.

So all this is to answer the question, "since you know your printer is good, why don't people around the world buy your nice printer?"

There are more than 65 UV printer models from over 37 manufacturers available in 2009 and dozens more from recent years. What will happen to your market share when Seiko unleashes their UV printers and when Mimaki, Roland, and Mutoh catch up with the Korean UV printer manufacturers? What will happen when HP unleashes an entry-level UV that functions better than their current problematical model?

*For textile printers the impact of HP getting into this market will be serious for all current manufacturers of textile printers. So today, 2009, now is the time to strengthen your market share and most importantly, to strengthen your brand name recognition with the thousands of readers of the FLAAR Reports.*

*Do this before HP enters the textile market. It will be too late afterwards.*



*Dr Hellmuth has been guest in the factories, main demo rooms, R&D departments, and world headquarters of the leading printer manufacturers in Korea, Taiwan, and China. Since he comes as a professor, not as a competitor, he is able to learn, and assess the reality of the capabilities (and issues) of each manufacturer. So even if you visit these same manufacturing plants, you can still learn from Nicholas's experiences, since in most cases he has also visited actual printshops that use the printers produced in these factories.*

*You will not easily find this level of experience elsewhere. So it's good to put these years of experience to work for your own company.*

***Or, Bring FLAAR+Dr Hellmuth to an event, such as an Open House, or Workshop, or Seminar not necessarily associated with a trade show***

You can also arrange a workshop, Open House, seminar, or conference that is not associated with a trade show.

By advertising that FLAAR will be a featured speaker, this will help attract an audience to this event.



*The event can be open to the public, as shown here, in Cincinnati (for a local dealer), or as the recent all-day seminar in Korea (over 100 people attended). Or the event can be private for only your own invited guests. Dr Hellmuth is available for each kind of event that you prefer.*



*You can either have Dr Hellmuth speak all day (on diverse aspects; he spoke for over 6 hours in Korea, about 7 different topics related to UV-curable printers), or you can have him as one of several different speakers.*





*Or, the event can be private, just for your company and special invited guests. Here is Dr Hellmuth speaking at a private Open House for Mimaki Europe. This was a two-day event. Nicholas gave a presentation once each day.*



### Topics:

Textile, UV, Solvent, Water-based, Giclee

Dr. Hellmuth is interested in UV-flatbed, UV roll to roll, textile printers, solvent (eco-, lite-, mild-, bio-, and full-strength).

For water-based inks he is interested in giclee, fine art photography, CAD, and basic indoor signage.

Dr. Hellmuth is also interested in the new alcohol-based inks, green inks (latex), and the several exciting new ink chemistries that will eventually replace current inks.

### Cost

For a lecture within North America, lecture fee is \$2100 for a commercial sponsor, \$1800 for a trade association, franchise, or comparable group, \$1400 for an educational institute or university/museum association (museum, university, alumni group, etc).

A modest lecture fee is added if lectures are also requested a second day.

Experience at past events shows that printshop owners, managers, and investors often prefer to ask their questions in private, not in front of other attendees (they obviously don't want their competitors to know what they are planning). So Dr Hellmuth is available for answering questions privately before or after the lecture to people that attend, within reason, keeping in mind that some questions would be more appropriate for a consulting relationship that would include visiting the printshop (or if a manufacturer or distributor, visiting their headquarters). Naturally for consulting there would be a normal professional fee, but for answering quick questions in private before or after the lecture, this is a courtesy at no additional cost that is available when a FLAAR speaker is contracted for your event. Of course Dr Hellmuth also answers questions during and after the lecture to the audience (and sponsors) as part of his lecture.

For a special event, not associated with a trade show, the lecture fee is 2300 Euros for a commercial sponsor, 1600 Euros for a non-profit association: for one or two lecture topics (can be one, or two different subjects). For an all-day presentation, fee is 3100 Euros. For an additional day, lecture fee for the second day is less, and depends on the location and nature of the event.

Round trip transportation to the event, hotel, and meals are traditional as well. Airfare can be economy rate but must be a major airline that is a member of one of the major airline alliances. Star Alliance, OneWorld, or SkyTeam).

The cost for lectures not during a trade show is slightly more than the cost of a lecture during a trade show (because we can do other research at a trade show, so the days flying back and forth provide more return on our investment in time).

If you wish Dr Hellmuth to attend your Open House, but not to give any lecture or presentation, there is no fee per se, only round trip transportation to the event, hotel, and meals.

If you also wish consultation before or after the event, please budget an honorarium for consulting. However consulting is not required to be requested, nor is a lecture, in which case there is no fee (only basic airfare, hotel and meal expense).

**Sources of the Documentation on UV Printers:  
Site-Visit Case Studies**

If the goal is to learn how to become successful managers of profitable print shops, then what better way for a professor to learn than by immersing himself into printshops that are already successfully adding UV-printers to their equipment.

If the goal is to assist printshop owners and managers to learn when to switch to UV (and to which kind of UV-curing technology, brand, and model), then visiting successful printshops that are already making a profit with UV-cured inkjet printers is sure a clever method.

So all our lectures are based on visiting flourishing printshops and asking lots of questions there. The answers form the basis for FLAAR lectures and documentation.



*Two days in this digital printshop in Lisbon was very educational.*



*An entire way was dedicated to learning about the Vutek PressVu 200/600 UV in St Louis, MO.*



*We have made many trips to inspect solvent and UV printers in this sign shop in Guatemala.*



*Have inspected the Luscher UV printer in two parts of the world: Europe and the US.*

## ***Factory Visits as a Unique Way to Learn about UV Printers***

Sometimes you can learn more going directly to the source. So Nicholas heads to the actual factories and corporate headquarters where the UV printer technology is developed. With permission, he is allowed into the factory to study the printers inside out.

These visits average two or three days, so there is time for Professor Hellmuth to meet with ink chemists, engineers, management, sales team, marketing teams, and the owners in person. What a perfect way to assist students by bringing back information from such unique access such as all this.

Thus you can see the various ways that have led FLAAR to become the de-facto international resource on UV-cured inkjet printing technology.



*In the Grapo factory, Czech Republic, Dr Hellmuth spent two full days inside the factory. As you can see, he has access to learn about UV printers in a manner not accessible to other professors.*



*This is a brand new Gandinnovations printer, not even shown to the public yet (yes, we do have permission to publish this photo). We sign an NDA and honor verbal NDAs also.*



*Here is Nicholas actually inside the factory, inside the printer too! This is the structure of the newest Gandinnovations flatbed machine. That's how we learn: direct and in person. This is what makes the FLAAR Reports unique, and the de-facto resource worldwide.*

## ***Learning UV-Cured Flatbed Inkjet Printers via Lectures, FLAAR Reports, & Consulting***

To book Dr Nicholas Hellmuth for your lecture, e-mail [FrontDesk@FLAAR.org](mailto:FrontDesk@FLAAR.org) or telephone 1 419 823-9218."

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