

MAY 21-23
MARRIOTT COPLEY PLACE
BOSTON



DSF'18
CONTENT. COMMUNICATION. STRATEGY.

JOIN THE REVOLUTION
2018 EXHIBITOR PROSPECTUS

A Holistic Conference Focused on Creating and Managing Content,
Communications and Strategies to Support Customer Experiences.

www.DOCUMENTstrategyForum.com

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JOIN THE REVOLUTION...

DSF '18 Boston is the industry's leading conference focused on creating and managing content, communications and strategies to support customer experiences.

Simply put, if you want to position your company in front of a highly motivated and qualified community of real-world content, communications and information leaders... join the DSF revolution.



"The quality of the education is something that really drives it for me. I know as an exhibitor that everyone here is going to ask great questions because they have been exposed to great content."

SCOTT DRAEGER

VP OF PRODUCT MARKETING
QUADIENT,
FORMERLY GMC SOFTWARE



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It's time to join the revolution and throw old-school trade show thinking overboard

Gone are the days of evaluating trade show success by how many business cards you collected or choosing shows to attend based on what your competition is doing.

Rather, it's about positioning your company before, during and after in front of a highly targeted and highly-qualified audience in an environment that is conducive to do business. And for the past 10 years, DSF has been honing that formula for success by implementing a variety of interactive methodologies.

TRIPLE D (DEMO + DATE + DRINKS) RECEPTION 2 HOURS



The best relationships are built on common ground, but connecting to the right prospect isn't always easy. That's where we come in!

Enjoy complimentary drinks and food at our Triple D Reception, and meet with attendees in an intimate environment conducive to doing business.

ALL-ACCESS CONFERENCE PASS 14.5 HOURS

Your exhibitor package includes 2 conference passes (a \$1,695 per value) for you and a colleague to take advantage of the incredible content being presented over the three-day conference. It's the perfect way to stay on top of the industry, network with attendees and get a better understanding of the business problems your customers are facing and the solutions that are top-of-mind.

EXHIBITOR SHOWCASE & LUNCHEON 3 HOURS

We will feature 3 hours of dedicated, non-compete Exhibit Hall hours in which attendees and vendors can spend quality, uninterrupted time in an environment that is conducive to doing real business. The last hour and a half will feature a working lunch on the Exhibit Floor. Entertain in your booth or continue your meetings in a more private setting on the Show Floor.



"We find exhibiting at DSF to be very different than other events we have participated in. They have figured out different methodologies to get attendees to be part of the experience and allow us to really engage with them."

RANDY BEALS
CHIEF REVENUE OFFICER
DATAOCEANS



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They've Joined the Revolution. Will You?

This is your once-a-year opportunity to be part of the conversation with key decision makers across wide-ranging industry segments.



"I think you guys are on to something with DSF. DSF represents a unique opportunity for companies like ours to share industry-specific knowledge and best practices, as well as to network with current clients and future prospects."

DAVE CRAIG

BUSINESS DEVELOPMENT MANAGER
CEDAR DOCUMENT TECHNOLOGIES

ACUITY, A MUTUAL INSURANCE COMPANY • SR BUSINESS ANALYST
AAA LIFE INSURANCE • DIRECTOR IT APPLICATION DEVELOPMENT
ACI WORLDWIDE • DIRECTOR - PRODUCT MANAGEMENT
ALBERTA HEALTH SERVICES • DIRECTOR, FORMS STRATEGY & MGT
AMEREN • TECHNICAL ARCHITECT
AMERICAN EAGLE FINANCIAL CU • MANAGER, DOCUMENT MANAGEMENT
AMERICAN FAMILY MUTUAL INSURANCE • MANAGER, DOCUMENT CREATION
AMERICAN FAMILY MUTUAL INSURANCE • DIR. DOCUMENT PROCESSING
AMERICAN FAMILY MUTUAL INSURANCE • TECH LEAD
AMERICAN MEDICAL ASSOCIATION • DIR, RECORDS MGMT & ARCHIVES
AMOCO FEDERAL CREDIT UNION • MANAGER, RECORDS & RETENTION
AO ASSET • PRINCIPAL
APRIA HEALTHCARE • VP, PATIENT FINANCIAL SERVICES
ARGONNE NATIONAL LABORATORY • CONTENT & RECORDS MANAGER
AUTO-OWNERS INSURANCE • SYSTEMS ANALYST
BC PENSION CORPORATION • SENIOR FORMS ANALYST
BERKLEY TECHNOLOGY SERVICES • TEAM LEAD
BLUE CROSS BLUE SHIELD OF IL • CONSUMER MARKETING
BLUE CROSS BLUE SHIELD OF NC • MANAGER, INFO GOVERNANCE OFFICE
BRADFORD EXCHANGES • SR BUSINESS ANALYST
CANADIAN IMPERIAL BANK OF COMMERCE • SR DIR, PROJECT MGMT
CAPITAL ONE • SOFTWARE ENGINEER
CATHOLIC ORDER OF FORESTERS • VP OF BUSINESS ANALYSIS & IT
CHARLES SCHWAB • MANAGING DIRECTOR
CIBC • VP, BUSINESS TRANSFORMATION
CITY OF LONDON, ONTARIO, CANADA • BUSINESS SYSTEMS ANALYST
CJFC • IT SECURITY MANAGER/OWNER
CNO FINANCIAL • VP DOCUMENT SERVICES
CNO FINANCIAL GROUP • DIR, IT
COMERICA BANK • VP, COLLABORATION ENGINEERING
CONSTELLATION BRANDS • FACILITIES MANAGER
COOK COUNTY RECORDS MANAGEMENT • RECORDS ADMIN
COUNTRY FINANCIAL • SUPERVISOR, DOCUMENT & FORMS MGMT
COUNTRY FINANCIAL • TEAM LEAD, ENTERPRISE CONTENT MGMT
COUNTRY FINANCIAL • TECHNICAL LEAD, PREPRESS OPERATIONS
COUNTRY FINANCIAL • PROJECT MANAGER
COUNTRY FINANCIAL • MANAGER, CUSTOMER ADVOCACY
CUNA MUTUAL GROUP • SR OPERATIONS MANAGER
CUNA MUTUAL GROUP • DOCUMENT STRATEGY ANALYST
DAIRYLAND POWER COOPERATIVE • RECORDS ANALYST
DATA COMMUNICATIONS MANAGEMENT • DIR NATIONAL PROGRAMMING
DEPARTMENT OF VETERANS AFFAIRS • FORMS MANAGER
DIAMOND HEALTHCARE COMMUNICATIONS • VP, BUSINESS SOLUTIONS
DISCOVER FINANCIAL SERVICES • SENIOR MANAGER
ENCYCLOPEDIA BRITANNICA • PRINCIPAL ENGINEER
FCI • DIRECTOR, NORTH AMERICA
FEDERAL HOME LOAN BANK OF CHICAGO • VP RECORDS & INFO MGMT
FEDERAL RESERVE BOARD • SENIOR FORMS SPECIALIST
FIDELITY INVESTMENTS • VP, DIGITAL MARKETING PLATFORMS
FIDELITY INVESTMENTS • ARCHITECT
FIDELITY INVESTMENTS • VP FORMS MANAGEMENT
GRANGE INSURANCE • MANAGER, DOCUMENT AUTOMATION
GRANGE INSURANCE • AVP, BILLING & ACCOUNTING
INTERNATIONAL MONETARY FUND • LEGAL RECORDS OFFICER
ISG • DIRECTOR
ISG • SENIOR DIRECTOR
J.D. IRVING, LIMITED-IT DIVISION • SOLUTIONS ARCHITECT
KEYPOINT INTELLIGENCE • DIRECTOR, CUSTOMER COMMUNICATIONS
LINCOLN FINANCIAL GROUP • DIRECTOR FORMS MANAGEMENT
LUBRIZOL CORPORATION • TECHNICAL SUPPORT SERVICES MANAGER
MANULIFE • DIRECTOR, INTEGRATION TECHNOLOGY
METLIFE • ANNUITY FORM DESIGNER
METLIFE • AVP SIMPLIFY CUSTOMER COMMUNICATION
MICHIGAN SUPREME COURT • FORMS & MANUALS ANALYST
MORGAN STANLEY • EXECUTIVE DIR. - INFORMATION MGT
MUTUAL OF OMAHA • SR TECHNICAL SOLUTION ARCHITECT
MUTUAL OF OMAHA • SUPERVISOR
MUTUAL OF OMAHA • SR APPLICATION SOLUTION ARCHITECT
MUTUAL OF OMAHA • DIRECTOR-DTC MARKETING & SALES OPS
NORTHERN TRUST CORPORATION • VP, GLOBAL COMPLIANCE
NORTHWESTERN MUTUAL • INFORMATION ARCHITECT
PROGRESSIVE INSURANCE • SYSTEM ENGINEER
PROGRESSIVE INSURANCE • SYSTEMS ANALYST
PRUDENTIAL • DIRECTOR, CUSTOMER COMM MANAGEMENT
PRUDENTIAL • DIRECTOR CUST COMMUNICATIONS MGT
SAMMONS FINANCIAL • SYSTEMS ANALYST
SC DATA CENTER • DIR - CONTACT CENTERS & ORDER PROC
SC DATA CENTER/COLONNY BRANDS • SR SUPERVISOR
SODEXO • GENERAL MANAGER
SOLIMAR SYSTEMS • CHIEF SALES & MARKETING OFFICE
SONY • GLOBAL BUSINESS DEVELOPMENT - DIGIT
SOUTHERN CALIFORNIA EDISON (SCE) • INFORMATION GOVERNANCE
STATE FARM • BUSINESS MGR, INTEGRATED SOLUTIONS
STATE STREET CORPORATION • VP, ENTERPRISE DATA GOVERNANCE
SUN LIFE FINANCIAL SERVICES • DIRECTOR, IMAGING & WORKFLOW SVCS
SUN LIFE FINANCIAL SERVICES • DIRECTOR, DIGITAL MAIL & IMAGE
T. ROWE PRICE • SR BUSINESS ANALYST
TALLGRASS ENERGY • ENGINEERING RECORDS COORDINATOR
TD AMERITRADE • MGR, OPERATIONS DOCUMENT DELIVERY
TD AMERITRADE • SR MANAGER
TD AMERITRADE • MANAGER
THE PRIVATE BANK • RECORDS & INFORMATION MANAGER
UBS FINANCIAL SERVICES, INC • DIR SPM FOR CLIENT & TAX REPORTING
UNUM • DIR OPERATIONS PRINT & DISTRIBUTION
UNUM • DIRECTOR, DOCUMENT MANAGEMENT COE
US RAILROAD RETIREMENT BOARD • PMP
USAA • DIR STRATEGY & INTEGRATION
USAA • DIGITAL PRODUCT MANAGER
USAA • ASSISTANT VP, APPLIED ANALYTICS
USAA • IT DIRECTOR
USAA • SOFTWARE DEVELOPER
USAA • BUSINESS RISK ADVISOR
USAA • EXECUTIVE OPERATIONAL PLANNING MGR
USAA • IT PRODUCT ECM OWNER
USAA • VP ENTERPRISE DOCUMENT MANAGEMENT
USAA • DOCUMENT TRANSFORMATION LEAD
WI DEPT. OF HEALTH SERVICES • RECORDS & FORMS MGMT SPEC-ADV
WPS HEALTH SOLUTIONS • SR. PRODUCTION DESIGN SPECIALIST
YUKON GOVERNMENT • MANAGER
YUKON GOVERNMENT • FORMS DESIGNER

SAMPLE OF DSF '17 REGISTERED ATTENDEES

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A Revolutionary Audience...

Our position as being the only **Holistic Conference Focused on Creating and Managing Content, Communications and Strategies to Support Customer Experiences** is why we attract an audience not found anywhere else.



"The ability to hear from people who are in the trenches is really pretty amazing. And then to meet with companies that can help apply what they are learning is awesome!"

JOE SHEPLEY

VP & PRACTICE LEADER
DOCULABS

PRIMARY JOB RESPONSIBILITY

- 31% C-Level (CEO/CIO/CTO/COO/VP)
- 29% Manager/Supervisor
- 19% Director/Department Head
- 18% Consultant
- 3% Other

AVERAGE MONTHLY DOCUMENT OUTBOUND (PRINT & ELECTRONIC)

- 43% 1 - 499 Million
- 5% 500 - 999 Million
- 5% More than 3 Billion
- 3% 1 - 2.9 Billion

COMPANY'S PRIMARY BUSINESS

- 21% Insurance
- 20% Financial
- 18% Consultant Firm
- 11% Government (Federal/State)
- 8% Commercial Printing/Service Bureau
- 7% Manufacturing
- 6% Healthcare/Medical/Pharma
- 3% Utilities
- 6% Other (Education, Legal, Non-Profit, Transportation)

PURCHASING AUTHORITY

- 59% Specify/Recommend
- 23% Final Approval
- 18% None

AREAS OF INTEREST

- 51% Customer Communications Management
- 49% Business Process Management
- 47% Customer Experience
- 42% Enterprise Content Management
- 40% Document Design/Composition
- 38% Omni-Channel Delivery
- 35% Document Capture/Imaging
- 32% Information Management
- 29% Data/Document Security
- 25% Marketing/Personalization
- 21% Compliance/E-Discovery
- 21% Records Management/Disaster

AREA OF RESPONSIBILITY

- 42% Management / Strategy
- 26% Content / Form
- 19% Information Management
- 13% Delivery & Inbound

*Demographics compiled from 2017 registered attendees.



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"I wanted to take a moment to thank you again for all of your hard work to make DSF '17 a huge success. The devil is in the details, and I thought everything went unbelievably well."

KATHI MOLLOY
VP - RECORDS &
INFORMATION MANAGEMENT
FEDERAL HOME LOAN
BANK OF CHICAGO

It's Time...
Join the Revolution!

**HURRY, ONLY 45
BOOTHS AVAILABLE.
RESERVE YOUR
SPACE TODAY!**

CALL: 866.378.4991 x201

EMAIL: sales@EventEvolution.com

