



Marketing and Digital Printing Leaders to Drive INTERQUEST Personalized  
Communications Forum

Special 2007 ACUP Conference event

Charlottesville, VA (April 4, 2007) — INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, and the Association of College and University Printers (ACUP), the leading association of in-plant operations in the higher education market, today announced a world-class lineup of leaders in communications, marketing, and digital printing to deliver keynote and presentations at the Personalized Communications & Variable Data Printing in Higher Education Forum. The event will be held April 16, 2007, from 1:30 to 4:30 p.m., during the ACUP Conference at the JW Marriott Hotel in San Francisco, California.

JP Smith, founding partner, Celsius Marketing/Interactive and BRS Consulting, will deliver the Forum keynote address. His presentation “The Needs and Wants of the Millennial Generation” will focus on the communications challenges faced by marketers targeting the Millennial Generation. He will also address the differences with Generation X and shed light on how these differences impact how colleges recruit, teach, retain, and cultivate them toward graduation.

Other presenters will include Steven Rigby, Director of Printing & Web Services, Washington State University, and Eric Schanz, President, Contact Direct Marketing, who will share their experience and success stories with personalized communications. In addition, INTERQUEST analysts will present the results of market research they have recently conducted in the college and university market place.



The Forum is sponsored by leading industry vendors including Buskro, Canon, Hewlett-Packard, Konica Minolta, MindFire, Océ and PageFlex. It is supported by Innes Publishing and *High Volume Printing*.

For more information on the 2007 ACUP Conference and the INTERQUEST Forum please visit: <http://acup2007.ucdavis.edu>

#### About INTERQUEST

INTERQUEST, founded in 1989, is a market and technology research and consulting firm in the field of digital printing and publishing. Over the past 17 years INTERQUEST has conducted extensive research and organized numerous seminars on color production printing and variable imaging—in both transactional and graphic arts environments. INTERQUEST can be reached by calling (434) 979-9945, by fax at (434) 979-9959, or on the Web at [www.inter-quest.com](http://www.inter-quest.com).

#### About ACUP

The Association of College & University Printers (ACUP) was founded in 1964 by a group of Atlantic Coast Colleges' printing managers. The first official conference of this group was held in 1965 and hosted by the University of Virginia. Since those early days ACUP has grown to become an "International" association with members representing hundreds of Universities and College campuses throughout the United States and as far away as Great Britain, Canada, New Zealand and Australia. The annual ACUP conference has become the largest gathering of Higher Education Printing In-Plant operations.