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First Managed Print Services European Conference Coming to Amsterdam ***Call for Speakers announced; sponsorship and exhibiting opportunities available***

Lexington, KY – June 4, 2009 – Following an extremely successful MPS Conference in Austin, TX, the first [MPS 2009 European Conference](#) has been scheduled for Amsterdam, The Netherlands, October 21-23. Hosted by the [Photizo Group](#), leading research firm and consulting firm specializing in the Managed Print Services (MPS) industry, the event addresses the urgent need for information about the fast-growing [managed print services market](#). The conference will feature case studies, panels, exhibitions and interactive sessions that highlight successful approaches and practical ideas from actual MPS engagements. MPS decision makers, vendors and channel partners can network and share insights and experiences regarding successful MPS programs.

The MPS Conference in Amsterdam will include several new features, including pre-conference workshops for beginners. In addition, in response to attendee demand, regular sessions have been expanded to hour-long presentations for more in-depth coverage. Also, exhibit space has been increased to accommodate growing interest in trade fair connections. [Speakers, case study presentations and other session ideas](#) are now being accepted at [mpsconference.com](#). The deadline for speaker submissions is July 31.

Pre-conference Sessions to Build Foundation of MPS Knowledge

The pre-conference workshops on October 21 will help MPS newcomers quickly gain a solid foundation of MPS knowledge. Pre-conference sessions will be offered for both end users and channel partners with less background and knowledge of managed print. These sessions will provide a solid foundation of the subject and offer practical strategies for selecting an appropriate MPS partner or provider for first-time MPS engagements.

Two Tracks for End Users and Service Providers

With sessions divided into two tracks, the MPS Conference is designed to support all levels and types of MPS experience. The end user track is for CIOs, CFOs, IT Managers, Facilities Managers and Purchasing Departments who have implemented MPS or are considering it. This track consists of best practices, case studies, how-to guides and more. The second track is targeted at vendors, resellers and infrastructure

providers. It offers information on the emerging hybrid channel, infrastructure, best practices, research, market projections and more.

A Thriving European MPS Market

The first annual Managed Print Services (MPS) Conference in San Antonio, TX exceeded target attendance by more than 30 percent. Over 130 CIOs, consultants, managers, directors, vice presidents, owners, presidents and others came together with a common interest in MPS, and feedback was positive. "This conference has been absolutely phenomenal, far exceeding my expectations. The presentations were great, well focused and content is exceptional; the amount of companies here is exceptional. This is one big validation for MPS! Next year you better be prepared for a much larger audience," said Mike Stramaglio, MWA Intelligence, Inc.

"The success of the US conference made it clear there is high demand for MPS information. Based on our extensive research of the dynamic European MPS market, we believe the region is a logical choice for a conference because of the increasing level of MPS activity," said Ed Crowley, Founder and Senior Partner of the Photizo Group. Earlier this year, the Photizo Group authored the most comprehensive look yet at MPS in the Western European market. The report, ["Understanding the European Managed Print Services Market: Brand Positions, Purchase Dynamics, and Market Opportunity."](#) offers exclusive forecast and market size data not currently available from any other source. Among the findings are that this market has the potential to grow from \$4.25B in 2008 to \$10.25B by 2012.

"End users, vendors, dealers, manufacturers and the media and analyst communities will benefit from this unique opportunity to share best practices, explore trends and network with other professionals," Crowley continued. "The stimulating 'cross pollination' of ideas can lead to productive engagements and profitable results."

"We were very pleased with the Platinum Sponsorship. It gave us access to several new MPS opportunities and key partnership development," said Robert Simmons, Enterprise & Solutions Marketing executive with Samsung Electronics America, Inc. "I highly recommend any vendor wanting to drive their MPS channel programs consider partnering with Photizo Group in this effective platform to access this emerging market."

For more information about MPS 2009 speaker and sponsorship opportunities, agendas, registration and more, visit www.mpsconference.com.

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About MPS Conferences

The Photizo Group, leading research firm specializing in the analysis of the printing and imaging industry and specifically the Managed Print Services market, hosts the popular Managed Print Services (MPS) Conferences. The events are dedicated to MPS decision makers and provide a forum to network and to share their experiences and knowledge with other professionals. Each conference features panel discussions, interactive sessions and case studies. Conference speakers are MPS practitioners from a range of companies who bring practical, real world experience. The conference benefits companies that have existing MPS programs and those considering launching an MPS engagement.

About The Photizo Group

The Photizo Group is the market's main source for ongoing business intelligence about the rapidly growing opportunity of Managed Print Services. Since its landmark MPS study released in April 2008 to ongoing research covering North America and Europe, Photizo has emerged as a leader in dynamic business intelligence about the MPS market. Clients include eight of the top ten imaging manufacturers in the digital marketplace. Vendors, dealers and enterprises can find MPS information and resources at <http://www.managed-print-services.com/>.

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