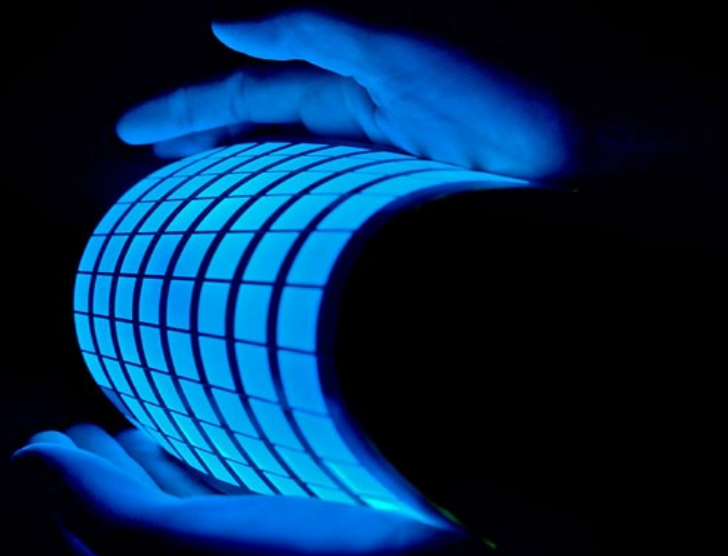


# GAA 2011 Printed Electronics And Intelligent Packaging Symposium



October 4-6 , 2011  
Clemson University  
Clemson, SC



2011

GAA

# Printed Electronics and Intelligent Packaging Symposium

## Schedule

### Tuesday October 4, 2011

- 7:30am Shuttle departs hotel for Clemson University Sonoco Institute
- 8:15am **Opening Remarks and Symposium Overview**  
*Bill Martin*, President & CEO, GAA  
*Don Carli*, Senior Research Fellow, Institute for Sustainable Communication  
*Sam Ingram*, Department Chair/Professor, Clemson University
- 8:45am **Beyond The Hype: The Promise of Printed Electronics & Intelligent Packaging**  
*Ken McGuire*, PHD, Senior Scientist, Proctor and Gamble
- 10:00am **Key Concepts, Materials, Technologies and Production Methods for Printed Electronics**  
*Jay Jacobs*, Visiting Lecturer, Clemson University
- 11:00am **Out of The Lab and Into the Market – How New Materials and Production Methods are Being Applied**  
**Moderator:** *Dr. Liam O'Hara*, Assistant Professor, Clemson University  
**Panelists:**  
*Mark Potter*, Publisher, Canvas Magazine,  
*Igor Luzinov*, Professor, Polymer Science, Clemson University  
*Eric Serenius*, Vice President, Daetwyler R&D Corp.  
*Ed Broadhurst*, Director of Manufacturing, Trident Americas
- 12:00pm Lunch
- 1:00pm **Hands-On Session in a Printed Electronics Pressroom: How Printed Electronics Works**
- 3:00pm **Toxicology and Lifecycle Environmental Aspects and Impacts of Printed Electronics Materials**  
**Moderator:** *Don Carli*, Senior Research Fellow, Institute for Sustainable Communication  
**Panelists:**  
*Dr. Bruce Kahn*, Professor, Clemson University
- 4:00pm **Printed Electronics-Pushing the Envelope**  
*Maynard Benjamin*, CEO & President, Envelope Manufacturers Association
- 5:00pm Shuttle returns to hotel

### Wednesday October 5, 2011

- 7:30am Shuttle departs hotel for Clemson University Sonoco Institute
- 8:15am **Symposium Reconvenes**
- 8:45am **High Value-Applications and High-Growth Markets for Printed Electronics**  
*Marc Chason*, Marc Chason & Associates
- 10:00am **Knowledge Competencies and Best Practices Required for Success in Printed Electronics**  
*Stan Drobac*, Consultant
- 12:00pm Lunch

Printed Electronics is a business opportunity for the Gravure Market and that opportunity is TODAY. The symposium will provide participants with an opportunity to learn from leading researchers, packaging professionals, brand strategists and printed electronics solution providers about key technologies, high-value applications and high growth markets for printed electronics in packaging, point of purchase and signage. Manufacturing, technology, consumer packaging, printing and retail, as well as research, will also be addressed.

Don Carli  
Symposium Chair

Don Carli is senior research fellow with the non-profit Institute for Sustainable Communication ([www.sustaincom.org](http://www.sustaincom.org)). He is also a principal of Nima Hunter Inc., a marketing research consultancy founded in 1986 that offers strategic planning, market research, technology assessment and marketing advisory services to clients on a worldwide basis.



- 1:00pm      **Application & Markets: A Substrates View**  
                 *Bob Rustin*, DuPont
- 1:45pm      **Application & Markets: A Security Perspective**  
                 *Wendell Smith*, President, Technology Transfer Group
- 3:00pm      **Application & Markets: Lighting**  
                 *Dr. Bill Ray*, Chief Scientist, Nth Degree Technologies Worldwide
- 3:45pm      **Application & Markets: Corporate Innovation and the Role of the Postal Service in the Digital Age**  
                 *Darrell Benjamin*, Deputy Assistant Inspector, US Postal Service

5:00pm      Shuttle returns to hotel

**Thursday October 6, 2011**

- 7:30am      Shuttle departs hotel for Clemson University Sonoco Institute
- 8:15am      Symposium Reconvenes
- 8:45am      **Printed Electronics: Innovation & Sustainability in Consumer Product Value Chains**  
                 *Hal Heinze*, Packaging Development, General Mills Inc.
- 10:15am    **The Business Case for Printed Electronics**  
                 *Don Carli*, Senior Research Fellow, Institute for Sustainable Communication
- 11:15am    Symposium concludes and shuttle returns to hotel

**REGISTRATION**  
**GAA 2011 Printed Electronics & Intelligent Packaging Symposium**

FAX TO  
201.523.6048

MAIL TO  
GRAVURE ASSOCIATION OF AMERICA  
P.O. Box 25617  
Rochester, NY 14625

**Lodging & Location Information**

Please make your reservations directly with the hotel and be sure to mention that you are attending the GAA /Gravure Association of America conference to obtain the special room rate of **\$99+tax**, single/double occupancy Executive room or **\$119+tax**, single/double occupancy Suites. Refer to reservation code GF8822. Rooms are available on a first come, first served basis so we encourage you to make your reservation early. We appreciate your patronage of the contracted hotel which makes it possible for GAA to secure the space needed at a greatly reduced cost.

**The Conference Center & Inn at Clemson University**  
(James F. Martin Inn)  
100 Madren Center Drive  
Clemson, SC 29634-5673

**Reservations:** 888.654.9020  
www.cuconferencecenter.com

Greenville-Spartanburg is the nearest international airport and is approximately 48 miles from the hotel. Both Charlotte Douglas in Charlotte, NC and Hartsfield-Jackson in Atlanta, GA are about 2.5 hours from the hotel. Special car rental pricing is available through Avis. Call 800.221.1600 and refer to code (AWD#) D130822.

**Register On-line at [www.gaa.org](http://www.gaa.org)....or fill out the form below and return to GAA**

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Company: \_\_\_\_\_ Email: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_  
Emergency Contact: \_\_\_\_\_ Phone: \_\_\_\_\_  
Food Allergies/Special Needs: \_\_\_\_\_

**FEES**

**GAA Members**

**Non-Members**

\$995

\$1,195

Check enclosed (payable to Gravure Association of America, Inc.)

Credit card:       Visa       MasterCard       American Express

Account #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Amount: \_\_\_\_\_

Casual attire recommended

**GAA Event Cancellation Policy**

Event registration cancellations must be received by September 4, 2011 to qualify for a full refund, less 10% handling fee. No refunds will be given after that date. However, 90% of the registration fee can be applied to a future program within the next twelve months, or a company substitute will be accepted. No-shows will be billed. GAA assumes no responsibility for travel costs should it become necessary to cancel/reschedule the event.

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