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Seven All-Day Intensives

Ten Technology-Specific Conferences and One Special Summit

A Comprehensive Tutorial Program

Five Full Days of the Best That Digital, Media, and Publishing Technology Have to Offer

The Gilbane Content Management Conference

PRICELESS FIELD-TESTED KNOWLEDGE FROM THE EXPERTS! (It's so good that we had to use all caps.)

Keep ahead of the competitive curve and gain the benefits of content management without undue risks—learn from the experiences of expert and objective practitioners.

Register for The Gilbane Content Management Conference by August 22 and save \$300!

The all-stars of content management come together for an interactive keynote panel -- "interactive" means you get to participate.

Make sure your organization is ready for all content management has to offer at the Content Management Projects track.

Tackle multiple content management projects at the same time, and look good doing it.

Conferences at Seybold San Francisco 2003







The Enterprise **Publishing Conference**

You come away from this Conference with a thorough, up-to-date understanding of the trends, the key technologies, and future directions in enterprise publishing. You understand strategies that will help your organization improve and distribute its publishing technologies and skills. Most important, you gain insight into the changes required to keep your publishing operations current and efficient in today's competitive marketplace.



Benefit from an unbiased, in-depth, and up-to-date understanding of content management technologies, vendors, trends, and best practices. The Gilbane Conference speakers have implemented every kind of content management system across all industries - get intimate with project issues, strategies, and best practices, and stay ahead of the competitive curve.



New! The Creative Pro Conference

Presented by creativepro.com, the Creative Pro Conference is for those involved in conceiving, directing, designing, and/or producing materials for communication. From inspiration to production, the creative workflow is entirely covered, and provides you with technical insights and practical advice for thriving in today's and tomorrow's world of opportunities.











The Seybold-WOW Web **Design and Development** Conference

Despite the economic challenges of the last few years, Web design is entering a renaissance. This WOW-sponsored conference zeroes in on the most contemporary approaches to managing design and development problems and looks at the future of the profession and how changes to design and technology methods will influence the way we work over time.



The Seybold-Romano **Future of Print** Conference

Welcome to the first conference on the future of print. By 2020, print will play a lesser role in communications and society, but it still will play a vital role. You learn about the major forces changing the print and publishing industries and gain insight into how to deal with those forces. There will be a future for print—what is your place in that future?



New! The Future Image Conference on Digital Imaging

<>> The Seybold-IDEAlliance

XML in Publishing Conference

Challenged by changing markets,

fierce competition, resistant

corporate cultures, and rapidly

evolving technology, publishers

and aggregators must respond

understanding of standards for

examples of how publishers are

publishing. You benefit from

using XML, and learn the increasing benefits of XML in publishing and print applications.

wisely or they will not survive. At

the conference, you gain a better

Digital imaging is rapidly becoming a powerful tool for businesses to interact with their clients, suppliers, and employees. Future Image, the leading provider of digital imaging information and analysis, presents a two-day conference that provides you with the information and skills you need to make your company more successful through the leading-edge use of visual information.



The PDF Conference

Companies around the world have generated considerable cost savings by replacing paper- and film-based workflows with PDF. How can they now move from the practice of "manually" generating PDFs to one that dynamically generates PDFs and cycles through these efficient workflows? The PDF Conference is the best place to learn about groundbreaking PDF innovations and true cost-saving best practices.



New! The Seybold Technical Illustration Conference: Communicating and Selling with CAD

In today's challenging environment, your effectiveness as a publisher of technical documentation depends on your ability to employ critical new standards and technologies. This conference provides you with information about new tools and technologies for the technical publisher and highlights how emerging technology standards will impact technical documentation in both the enterprise and government sectors.



NEW! The Digital Media Conference by Sundance Media Group's Douglas **Spotted Eagle**

Seybold San Francisco 2003 has combined forces with Douglas Spotted Eagle of Sundance Media Group to give you a comprehensive, interactive experience focusing the Digital Media Conference around today's most sought-after subject matter. Conference instructors include Emmy-and Grammy-winning producers, industry authors, community forum hosts, and full-time trainers.



Event Overview

Five full days. A new world of possibilities.

At Seybold San Francisco 2003 every significant aspect of media technology converges. Nine intense media-specific channels from Web publishing to 3D animation offer the most complete, unbiased publishing and media technology forum in the industry.

This all-new event gives you knowledge and opportunity never before seen. Find the advantage you need to get ahead from 11 visionary conferences, 44 in-depth tutorials, and seven technology intensives, covering:











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New! **Seybold San Francisco Pavilion** September 9–11

The new Pavilion gives you more free vendor educational programs than ever before. Meet the leading media technology companies, evaluate the latest products, and get the information you need to make a purchase. Participate in the dynamic Seybold 365 Marketplace at the center of the Pavilion, and discover the creative innovations that work for you.

Don't miss these exciting interactive programs:

Special Events

- WOW Iron Chef of Web Design Produced by The World Organization of Webmasters
- RESFEST

Seybold After Dark

The Matrix Reloaded: The IMAX Experience

Hot Spots

- WOW Professional Web Design Certification
- America 24/7 Art Gallery
- JDF Workflow Tour
- · Internet Bookmobile
- · Digital Imaging Gallery

Design Your Own Program

Seybold San Francisco introduces a revamped conference lineup. Choose programs that will give you the edge you're looking for. Go to www.Seybold365.com/sf2003 for full conference session descriptions.

Keynotes

Get inside with the next industry trends and innovations from the leaders of media technology.

Rob Burgess

CEO, Macromedia Tuesday, 1:00pm-2:00pm

- Tim O'Reilly, CEO, O'Reilly Books
- Brewster Kahle, President, Alexa Internet
- Rick Smolan, CEO, Against All Odds, America 24/7

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	
Sevbold		The Digital Medi Sundance Media Group			
SEMINARS SAN FRANCISCO 2003	The Gilbane Content Management Conference		The Seybold Technical Illustration Conference		
The Enterprise Publishing Conference		The PDF Conference			
The Seybold-Romano Future of Print Conference The Seybold-WOW Web Design and Development Conference			The Future Image Conference on Digital Imaging		
		A CO VER	The Seybold-IDEAlliance XML in Publishing Conference		
	The Creative Pro Conference		The Seybold-CIP4 JDF Summit		
Intensives					
Design Intensive		Print-On-Demand Intensive	Color Production Intensive	OS X Intensive	
Digital Rights Management Intensive		XML-Web Services Intensive		Technical Publications Intensive	
44 Tutorials					

Register at www.Seybold365.com/sf2003.

For full access to all Conference offerings, the Platinum Passport is the package for you. Save \$300 when you register by August 22, 2003, for the Platinum Passport, and you'll receive an exclusive gift. Or go ahead and build your own program that fits your needs. We'll leave it up to you.

Educational Offerings in Content Management

The Gilbane Content Management Conference

Tuesday-Wednesday, September 9-10, 2003



Conference Chair: Frank Gilbane, Editor, The Gilbane Report

Content management has become a core requirement of all businesses and is now necessary across all corporate functions. Most mid- to large-size companies have implemented at least one content management system, while larger companies have multiple systems in place.

Implementations usually are focused on either Web content, documents, digital assets, or XML data. But, companies recognize they often need to integrate different types of content from multiple repositories, as well as data from other enterprise applications, to achieve business benefits they envisioned. This integration requirement means that content management initiatives need to consider both the specific requirements of individual applications and the broader IT requirements to provide infrastructure support for integrating content across multiple applications. This conference helps you with both project issues and strategies.

The dramatic and continuing proliferation of content management technologies guarantees that it will remain a challenge to keep up with the product technology, market landscape, best practices, and newly uncovered business benefits of content management for some time. The only way to keep ahead of the competitive curve and gain the benefits of content management without undue risk is to learn from the experiences of current, expert, and objective practitioners. Our conference brings you this expertise.

Who Should Attend

- · IT strategists, managers, and staff
- · Content management project managers
- Content management system designers
- Intranet, Internet, and extranet portal managers
- Information architects and knowledge managers
- Webmasters, developers, and administrators
- Business, market, and technology analysts
- · Consultants and integrators
- · Marketing and product executives

What You Take Away

Benefit from an unbiased, deep, and up-to-date understanding of content management technologies, vendors, trends, and best practices, from the most experienced and respected experts in the field. Our speakers have implemented every kind of CM system across all industries and have written books that others depend on. They help you get started, make vendor choices, benchmark your progress, or make strategic decisions. Project managers and implementers learn from others' experiences while IT strategists are able to make informed decisions, especially concerning integration. Business managers understand what can be accomplished with content management technology today and what their competition might already be deploying.

General Sessions

Tuesday, September 9

Keynote Panel: Interact with the Industry Experts 8:30am–10:00am

Our annual opening plenary panel looks at the big issues affecting content management strategies, including trends in the market, technology, and best practices. Frank Gilbane moderates a keynote panel of content management thought leaders. The panel discusses and debates content management versus enterprise content management, the role of database platforms, application servers, portals, open source, information integration, Web services, and other infrastructure technologies critical to content management strategies. Find out about upcoming technologies, market consolidation, and the tough issues facing both vendors and users, and hear predictions for the next 12 to18 months. This panel is for anyone with a stake in content management, whether project manager, business manager, IT strategist, consultant, integrator, market or financial analyst, or vendor, and provides an informed context for what you hear in the rest of the conference and see in the exhibition.

Content Management Projects Track

Our Projects track focuses on the issues you face during the life cycle of a content management project: from initial requirements definition, to vendor and tool selection, to content and metadata modeling, to rollout, to ongoing management and technology refreshment. The topics are relevant to both enterprise content management projects as well as departmental projects. Sessions cover issues important to those just starting their first content management project and to experienced veterans who need to keep up with the latest practices.

Tuesday, September 9

Can We All Just Agree on How to Evaluate a CMS? 10:30am-12:00pm

Planning and Choosing a CMS 2:00pm-3:00pm

Are You Ready for Content Management? 3:15pm-4:15pm

Competitive Content Analysis: A Methodology and Case Study 4:30pm-5:30pm

Wednesday, September 10

Content Management Strategies for Multichannel Delivery 8:30am-10:00am

The Role of XML in Content Management 10:30am–12:00pm

Content Models and Information Architectures 2:00pm-3:00pm

Electronic Forms and Content Management 3:15pm-4:15pm

Beat the Clock with a CMS Vendor 4:30pm-5:30pm



Content Management Strategies Track

Our Strategies track looks beyond individual content management (CM) projects to issues important to multiple CM projects and to other business applications. Achieving many of the benefits of content management requires a content-aware IT infrastructure that supports integration among a variety of enterprise applications and repositories. This means important strategic and architectural decisions must be made about the role of database platforms, application servers, Web services, portal and enterprise search tools, information architectures, and development tools. This track helps you formulate or fine-tune your content management strategy for the future.

Tuesday, September 9

Enterprise Search: What's New and How It Relates to Content Management 10:30am-12:00pm

Content Management and Portals 2:00pm-3:00pm

Do You Need Enterprise Content Management, or WCM, DAM, DM, KM, PDM, or XM? 3:15pm-4:15pm

Open-Source Content Management 4:30pm-5:30pm

Wednesday, September 10

Content Integration and Information Integration 8:30am-10:00am

Categorization and Taxonomy Strategies for Migrating Content 10:30am–12:00pm

Infrastructures to Support Content Applications 2:00pm-3:00pm

Fitting Content Management into Business Processes 3:15pm-4:15pm

New Technologies That Could Influence Your Content Strategy 4:30pm–5:30pm

Digital Rights Management Intensive

Monday, September 8, 2003 8:30am–5:30pm

Presented by: Bill Rosenblatt, President, GiantSteps Media Technology Strategies

Peer-to-peer file-sharing services refuse to go away, protecting sensitive corporate information has taken on ever-greater importance, and publishers are putting more and more premium content up for sale online. Digital rights management (DRM) is a key element in all of these developments, yet DRM remains as controversial as ever. DRM seems poised to become mainstream technology, but how will it get there—through open standards, vendor solutions, or legal mandates? What business and legal imperatives will lead publishers to implement DRM? Will DRM really solve corporate information security problems? Will it enable new business models for content providers, or is it just a finger in the dike against piracy? Join us for a full day of discussions on this crucial and multifaceted topic.

Who Should Attend

- Technology executives
- Marketing executives
- · General management
- Digital and new media executives
- Corporate information managers
- Intellectual property attorneys
- Wireless content developers
- · Rights, permissions, and licensing managers

What You Take Away

Get a greater overall understanding of digital rights management as an industry and DRM applications in the corporate information and wireless markets. Learn how rights licensing can be used to create new revenue opportunities for existing content.

Sessions:

How Will DRM Go Mainstream? 8:30am-10:00am

DRM in the Wireless Industry 10:30am–12:00pm

DRM in Vertical Markets 2:00pm-3:00pm

Rights Licensing: Turning Back-Office Overhead into Revenue 3:15pm-4:15pm

DRM and Peer-to-Peer: Peaceful Coexistence? 4:30pm-5:30pm

Tutorials

Seybold San Francisco's tutorials give you the skills you need to work creatively and efficiently in today's work environment.

Cross-Media Publishing

Fundamentals of e-Content Management for the Web H710 Monday, September 8, 2:00pm–5:30pm Devan Shepherd, CEO and Chief Technical Officer, XMaLpha Technologies LLC

Building a Business Taxonomy H715 Thursday, September 11, 2:00pm–5:30pm Theresa Regli, Content Management Strategist, Molecular



Packages and Pricing

Platinum Passport \$1,995

(After August 22-\$2,295)

Your all-access pass to get it all! With the Platinum Passport, you have

the flexibility and freedom to attend any Conference, Intensive, or Tutorial of your choice—all week long. The Platinum Passport package includes lunch throughout the week, an official conference tote, and an exclusive, Passport-holdersonly gift—Palm Zire.



Conference Bag

Palm Zire

Conferences \$995 each

(After August 22-\$1,295)

Choose from ten conferences and one Summit covering all aspects of media technology. Each conference and Summit is packed with two days of education from industry experts. Conferences and Summit include lunch for two days, an official conference bag, and access to the Pavilion.

Intensives \$495

(After August 22-\$595)

Get up to speed in just one day! Each Intensive provides one full day of concentrated education to get you current on one of seven media technology topics. Each Intensive includes lunch for the day, an official conference bag, and access to the Pavilion.

Tutorials \$295

(After August 22-\$395)

Learn tips and tricks from industry gurus! Gain practical knowledge on the latest technologies. Half-day tutorials include an official conference bag and access to the Pavilion.

Hotel Accommodations

Don't miss out on exclusive Seybold Seminars hotel discounts. Take advantage of special rates while they're still available.

Receive discounts at our preferred hotels, check real-time availability, and change your reservation online! Reserve your accommodations at www.Seybold365.com/travel/ today! Or call toll-free 800-915-9801; Int'l: 508-743-0101.

Please note: All rooms are subject to availability. Please make your reservations early to ensure your choice of hotel. Room rate and room tax are subject to change. Change, cancellation, and refund policies are determined by individual hotels. Unless otherwise indicated, hotels may elect to charge your one-night deposit upon receipt of your credit card rather than wait for your arrival.

	Hotel	Single/Double	Distance from Convention Center
1.	Argent Hotel	\$195	0.1 mile
2.	Canterbury Hotel	\$95	0.7 mile
3.	Crowne Plaza Union Square	\$155	0.5 mile
4.	Galleria Park Hotel	\$119	0.4 mile
5.	Grand Hyatt San Francisco	\$185	0.4 mile
6.	Handlery Union Square	\$135 [†] , \$155	0.4 mile
7.	Hotel Nikko	\$164	0.4 mile
8.	Hotel Palomar	\$194	0.2 mile
9.	King George Hotel	\$125	0.5 mile
10.	Maxwell Hotel	\$115	0.4 mile
11.	Palace Hotel	\$224	0.3 mile
12.	Pickwick Hotel	\$111	0.2 mile
13.	Powell Hotel	\$119	0.3 mile
14.	Renaissance Parc 55	\$164	0.3 mile
15.	San Francisco Marriott	\$230	0.2 mile
16.	Sir Francis Drake	\$164	0.5 mile
17.	Villa Florence Hotel	\$156	0.4 mile
18.	W San Francisco	\$235	Across Street
19.	Westin St. Francis	\$200	0.4 mile

[†] Historic Room

Every day. Every hour.

Bookmark www.Seybold365.com, your portal to publishing and media technologies 24/7/365.

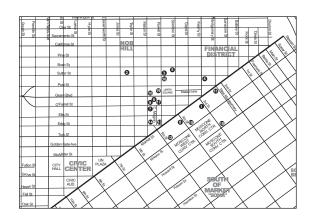


Look to Seybold Seminars, Publications & Consulting for a full-solutions publishing partner. We offer:

Events—dynamic conferences, interactive Pavilion, and more

Consulting services—solutions to fit your unique needs

Publications—technology advice you can trust from the top-notch, twice-monthly newsletter, *The Seybold Report*







Registration Form

Pavilion September 9-11, 2003 Conference September 8-12, 2003 Moscone West, San Francisco

How to Register

1. Web site: www.Seybold365.com/sf2003 2. Phone: 800-915-9801 International: 508-743-0101

To register, please complete sections 1-4. Note: Registrations must be accompanied by full payment to be processed. For additional registrations,

3. Fax: 508-759-4552 4. Mail: Seybold San Francisco 2003, c/o CDS, 107 Waterhouse Road, Bourne, MA 02532

please make a copy of this form. (Each registration MUST be filled out separately.)				
First Name/Given Name:	Last Name/Surnar	ne:		
ob Title:	Company:			
Address:				
City:	State/Province:	Zip/Postal Code:	Country:	
Felephone:	Facsimile:	*Email:		

Enter the Priority Code found on your direct mail or email and you will be eligible to win an Apple 5 GB iPod!*

*This prize drawing is open to all Seybold SF 2003 registrants who include a valid priority code with their registration. Drawings will be held on or before September 10, 2003, and the winner will be notified by email. You do not September 10, 2003, and need to be present to win.

Priority Code:

PDFM

*A valid email address is required for your Registration confirmation. Medialive will only use your email address to confirm your registration and, with your permission, may also send you related news, updates, and special offers. We will not release your email address to any third party.

☐ Keep me informed about Seybold sponsored events.

☐ I'd like to receive information and news that's of interest to me from Medialive exhibitors or other companies.

Register for Seybold San Francisco 2003

For group discounts, please call 650-372-6785

☐ Platinum Passport: five full days \$1,995 (\$2,295 after 8/22/03) Your all-access pass to get it all! With the Platinum Passport, you'll have the flexibility and freedom to attend any Conference, Intensive, or Tutorial of your choice—all week long. The Platinum Passport package includes lunch throughout the week, an official conference tote, and a special gift exclusive to Passport holders.

Conference: two-day conference \$995 (\$1,295 after 8/22/03)

Creative Pro Conference, Sept. 8-9	□ IDEAlliance XML Conference,
Digital Imaging Conference,	Sept. 11-12
Sept. 11-12	□ PDF Conference, Sept. 10-11
Digital Media Conference, Sept. 11-12	☐ The Enterprise Publishing
Future of Print Conference, Sept. 8-9	Conference, Sept. 8-9
Technical Illustration Conference,	☐ Web Design Conference, Sept. 8-9
Sept. 11-12	☐ Seybold-CIP4 JDF Summit,
Gilbane Content Management	Sept. 11-12

Intensive: one-day course \$495 (\$595 after 8/22/03)

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☐ Color Production, Sept. 11	☐ Print On Demand, Sept. 10
☐ Design Intensive, Sept. 8	☐ Technical Publications, Sept. 11
☐ DRM Intensive, Sept. 8	☐ XML-Web Services Intensive, Sept.10
☐ OS X Intensive, Sept. 12	

☐ Half-Day Tutorial: \$295 (\$395 after 8/22/03)

Number of Tutorials (\$295 each): Please fill in the course number of all Half-Day Tutorials you are registering for (found at www.Seybold365.com/sf2003): #

All of the above items include FREE admission to Pavilion floor and Keynotes.

Seybold Publications

Conference, Sept. 9-10

☐ The Seybold Report—Domestic Address: \$99 ☐ The Seybold Report—International Address: \$124

☐ Pavilion Pass: FREE before September 5 (On site, \$25)

PAYMENT METHOD (Prepayment is required)

Payment in U.S. funds, drawn on a U.S. bank, MUST accompany this form. Check Number _(Made payable to Seybold Seminars) for \$

CREDIT CARD AUTHORIZATION

I would like to use my credit card to charge my

 $\hbox{$^{\hbox{$\ \ \, a}$}} ccommodations$ The Seybold Report subscription **a**ttendance

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CARD NUMBER EXPIRATION DATE

SIGNATURE OF CREDIT CARDHOLDER

Persons under the age of 18 are not permitted on the Pavilion floor, including infants. Recording devises and cameras, still or video, are prohibited. Attendee consents to any recording of the event by Medialive International, Inc. or its designees. Students admitted by prior arrangement only.

CANCELLATION, SUBSTITUTION AND REFUND POLICY: If you must cancel your Seybold San CANCELLATION, SUBSTITUTION AND REFUND POLICY: If you must cancer your seybold San Francisco 2003 registration for any reason, notify our registration department in writing by fax 508-759-4552 or email Seybold365@cdsreg.com. All cancellations received by August 8, 2003, will be subject to a \$250 cancellation fee. After August 8 all cancellations are liable for full Seybold San Francisco 2003 registration fee, no refunds. Registrants may send a substitute attendee for this event if written notice is received prior to Seybold San Francisco 2003. Medialive International, inc. Inc. reserves the right to rescind any registration and in that event will return 100% of the registration fee. All dates and times of the Seybold San Francisco 2003 program are subject to change. program are subject to change.

If you have a disability and require special assistance, please call us at 508-743-0101 by Friday, August 8, 2003.

1. What is your company/	O 21. Graphic Consulting	○ 5B. Specify
organization's primary business	O 2J. Graphic Designer	O 5C. Recommend
activity? (Select ONE only)	O 2K. IS/IT Consulting	O 5D. No Role
O 1A. Advertising, Public Relations,	O 2L. Marketing	6. What is your company/organi-
Promotions	O 2M. Non-IS/IT Consulting	zation's size? (Select ONE only)
D 1B. Architecture	O 2N. Photographer	O 6A. Less than 25
1C. Commercial Printer	O 2O. Prepress/Production	O 6B. 25-99
D 1D. Defense/Military	O 2P. Print Management	O 6C. 100-499
O 1E. Digital Media/Video Producer	O 2Q. Production Management	O 6D. 500-999
O 1F. Education/Training	O 2R. Public Relations	O 6E. 1,000-9,999
O 1G. Engineering /R&D	O 2S. Publication Management	O 6F. 10,000 or more
1H. Entertainment/Media	O 2T. Sales	7. Which of the following
11. Financial	O 2U. Systems Manager/Director	
Services/Banking/Insurance	O 2V. Technical Documentation	products are of interest to you?
1 J. Government	O 2W. Venture Capital/Investor	(Select ALL that apply)
1K. Graphics Arts/Design	O 2X. Video/Audio/Digital Media	O 7A. Animation Software
1L. Healthcare/Medical/	Production	O 7B. Business Applications
Pharmaceuticals	O 2Y. Web Administration	O 7C. Commercial Printers
M. IS/IT Consulting	O 2Z. Web Development	O 7D. Computer Systems/Workstation
Nagazine/Newspaper/Book	O 2AA. Writing/Editing	O 7E. Content Management
Publisher	O 2BB. Other (Specify)	O 7F. Desktop Printers
10. Mfg: Computer/IT	3. What are your areas of interest	? O 7G. Desktop/Portable Imaging
P. Mfg: Non-computer/IT	(Select ALL that apply)	Devices (Scanners, Digital
1Q. Non-IS/IT Consulting	O 3A. Content Management	Cameras)
1R. Publishing/Production	O 3B. Creative/Design Publishing Too	O 7H. Digital Imaging Hardware O 7I. Digital Imaging Software
1S. Service Bureau/Prepress	O 3C. Digital Imaging	71. Digital imaging software
1T. Software Developer/Publisher	O 3D. Digital Media	O 7J. Digital Media Hardware
10. Systems Integration	O 3E. PDF	O 7K. Digital Media Software
1V. Travel/Hospitality/Food Service	O 3F. Print	O 7L. Engineering (CAD/CAM)
1W. VC/Investment Bank	O 3G. Technical Documentation	O 7M. Graphic Design Hardware
1X. Web Publishing	O 3H. Technical Illustration	O 7N. Graphic Design Software
 Y. Wholesale/Retail/VAR/VAD: 	O 31. Web Design and Development	O 7O. Internet Development Tools
Computer/IT	O 3J. XML	J /P. IVIUITITIEUIA SOTTWATE
1Z. Wholesale/Retail/VAR/VAD:		O 7Q. Multimedia Hardware
Non-computer/IT	4. What is your job responsibility?	
1AA. Other (Specify)	(Select ONE only)	O 7S. PDF
. What is your primary job	O 4A. President/CEO/Owner	 7T. Prepress/Imaging Hardware
function? (Select ONE only)	O 4B. Vice President	O 7U. Print Production Software
2A. Advertising	O 4C. Director	O 7V. Publishing Management Tools
2 2B. Animation	O 4D. Manager	O 7W. Storage
2C. Art/Creative Director	O 4E. Professional	O 7X. Systems Management
2 2D. Content Management	O 4F. Staff	O 7Y. Web Technology Tools
2E. Digital Imaging	O 4G. Student	O 7Z. XML
22. Digital imaging 25. Education/Training	O 4H. Other (Specify)	O 7AA. Prepress/Imaging Software
2 2G. Effects	What is your purchasing	O 7BB. Other (Specify)
O 2H. Executive Management	authority? (Select ONE only)	
> Z Z Z Z	O 5A. Final	

Hotel Accommodations Complete this section for hotel reservations.

To reserve a discounted Seybold SF room, our staff must make a reservation for you at one of the hotels listed at www.Seybold365.com/travel. Please indicate your hotel choices, in order of preference, by writing the hotel names in the spaces pro-vided below. Also, please indicate single or double occupancy as well as your arrival and departure dates. IMPORTANT: All hotels require a one-night deposit plus 14% room tax (tax subject to change) to guarantee your reservation. Please supply your credit card name, number, expiration date, and the cardholder's name and signature in space provided.

NOTE: Changes, cancellations, and refund policies are determined by the individual hotels. Some hotels may elect to charge your one-night deposit upon receipt rather than waiting for your arrival. Also, a minimum credit card fee may apply at some hotels. Room rate and tax are subject to change. Please note: A credit card MUST be supplied to guarantee your hotel reservation.

Please list in order of preference; four choices must be indicated, or for the latest availability and online reservations, visit

www.Seybold365.com/travel.				
lotel Choice	Single/Double		Single/Double	
1	3			
2	4			
rrival Date	Departure Date			
hare with (Name)				
pecial Request				
REDIT CARD INFORMATION (if different from registration information)				
Cardholder Name				
Credit Card Number	Exp.	. Date		
silling Address	·	·		
Cordholdor Cianaturo				