

PROJECT

PEACOCK

PRINT
MEDIA
CENTRA

PRINTSPIRATION
FOR THE PEOPLE

2021



What is Project Peacock?



Project Peacock is an initiative created by Deborah Corn, Intergalactic Ambassador to the Printerverse at Print Media Centr. It began as a traveling, digital print show-and-tell brought to the conference rooms of ad agencies and in-house marketing departments at brands and corporations. The goal... expand print buyers' knowledge of the unlimited possibilities through print marketing, introduce them to new print applications, and provide Printspiration.



Since 2018, **Project Peacock has inspired more than 2,200 print buyers, designers, marketers, students and PSP's** in conference rooms and in event spaces. Peacock participants have experienced print and paper samples firsthand. They also learned about the latest press, paper, finishing and marketing technology available in the marketplace.

What Peacock Can Do for You

- Mandatory registration form provides you with qualified lead generation throughout 2021.
- Print Customers from around the world want to learn about new ways to create, produce and enhance printed materials on their own time. Peacock is open 24/7.
- Print Customers will search the Peacock Platform for new ideas and PSP partners to implement them versus random Google search.
- There is a thought-leadership benefit to participating in the education of print customers. Credibility matters to them.
- Gathering information from industry exhibitors and then being directed to PSPs who can help print customers execute is a highly successful strategy for more than 2200 past Peacock attendees from North America. Why be left out – no matter where you are?
- The intel you gather from DIRECT conversations with print customers is extremely useful in honing your talking points, pitches, presentations and content you share through your channels.
- Opportunity to grow your social following through Peacock is abundant.

Project Peacock: In-House Visits 2018

FCB HEALTHCARE NYC • SHOWTIME • VIACOM • GIGANTE VAZ

ADLER BRANDING AND MARKETING • FCB GLOBAL CHICAGO

ARC WORLDWIDE / LEO BURNETT • THE KRAFT / HEINZ COMPANY

ALBELSON TAYLOR • FCB WEST SAN FRANCISCO • NOISE 13

SEAGATE • ORACLE • ZOOKA CREATIVE • ART INSTITUTE OF AUSTIN

MCGARRAH JESSEE • GSD&M • CHARLES SCHWAB • CONCIERGE AUCTIONS

PROOF ADVERTISING • AETNA • APCNYC • UNIVERSITY OF MISSISSIPPI

Project Peacock Print Fair 2019



NEW YORK CITY
MARCH 14, 2019 6-9PM

JOIN US FOR A PRINTSPIRATIONAL EVENING AT
*ANGEL ORENSANZ FOUNDATION 172 NORFOLK ST

Applications for offset, digital, inkjet and wide format printing
Paper samples and stunning printed promotions
Funky finishing to WOW your clients and customers
Paper to Pixel marketing technology

JOIN **PRINTINGUNITED** AND **BRANDUNITED** FOR
COCKTAIL HOUR 6-7PM WITH SPECIAL PRESENTATIONS BY
Trish Witkowski, Chief Folding Fanatic at FoldFactory.com
Tobias Degsell, Founder of Combiner, Former Curator
of the Nobel Museum in Stockholm, Sweden

7-9PM SEE WHAT'S NOW POSSIBLE WITH PRINT MARKETING AND GET
PRINTSPIRATION DIRECTLY FROM THE PRINT AND PAPER PROS



FREE FOR PRINT CUSTOMERS!
\$45 donation for Printers and Service Providers to benefit the Advertising
Production Club of NYC, Graphic Communications Scholarship Fund (GCSF)

LIMITED SPACE! REGISTER AT:
PROJECTPEACOCK.PRINTMEDIACENTR.COM

#PROJECTPEACOCK IS POWERED BY **PRINT MEDIA CENTRA**
CONNECT WITH THE PRINTERVERSE AT PRINTMEDIACENTR.COM

SPECIAL THANKS TO **NAPCOMEDIA** FOR YOUR SUPPORT AND PARTNERSHIP

*The Angel Orensanz Foundation is a historical building with handicap accessibility to the main floor. Please alert us to your needs prior to the event.



DALLAS, TEXAS
JUNE 27, 2019 6-9PM

JOIN US FOR A PRINTSPIRATIONAL EVENING AT
BRAKE AND CLUTCH WAREHOUSE 3601 MAIN STREET

Applications for offset, digital, inkjet and wide format printing
Paper samples and stunning printed promotions
Funky finishing to WOW your clients and customers
Paper to Pixel marketing technology

DOOR OPENS 5:45
COCKTAIL HOUR 6-7PM WITH SPECIAL PRESENTATIONS BY
Deborah Corn, Intergalactic Ambassador, Founder of Project Peacock
Trish Witkowski, Chief Folding Fanatic at FoldFactory.com

7-9PM SEE WHAT'S NOW POSSIBLE WITH PRINT MARKETING AND GET
PRINTSPIRATION DIRECTLY FROM THE PRINT AND PAPER PROS



PRINTINGUNITED **Printing Impressions** **BRANDUNITED** **TargetMarketing**

FREE FOR PRINT CUSTOMERS!
\$45 FOR PRINTERS AND SERVICE PROVIDERS

REGISTER AT: PROJECTPEACOCK.PRINTMEDIACENTR.COM

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SPECIAL THANKS TO **NAPCOMEDIA** FOR YOUR SUPPORT AND PARTNERSHIP



CHICAGO
AUGUST 1, 2019 6-9PM

JOIN US FOR A PRINTSPIRATIONAL EVENING AT
THE IVY ROOM 12 EAST OHIO STREET

Applications for offset, digital, inkjet and wide format printing
Paper samples and stunning printed promotions
Funky finishing to WOW your clients and customers
Paper to Pixel marketing technology

COCKTAIL HOUR 6-7PM WITH SPECIAL PRESENTATIONS BY
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SPECIAL THANKS TO **NAPCOMEDIA** FOR YOUR SUPPORT AND PARTNERSHIP

Project Peacock Print Fair 2019



LOS ANGELES, CA
SEPTEMBER 12, 2019 6-9PM

JOIN US FOR A PRINTSPIRATIONAL EVENING AT
SONY PICTURES PLAZA ATRIUM 10000 WASHINGTON BLVD

Applications for offset, digital, inkjet and wide format printing
Paper samples and stunning printed promotions
Funky finishing to WOW your clients and customers
Paper to Pixel marketing technology

COCKTAIL HOUR 6-7PM WITH PRESENTATIONS BY

Deborah Corn, Intergalactic Ambassador, Founder of Project Peacock
Jack Noonan from MGI on Dimensional Design & Sensory Print

KEYNOTE BY ROXY PRIMA AND PHOEBE CORNOG FROM PANDR DESIGN CO!

These veteran Ted Talkers and Instagram design influencers will discuss their strategy for creating art pieces that create engagement, and how you can do the same.

7-9PM SEE WHAT'S NOW POSSIBLE WITH PRINT MARKETING AND GET
PRINTSPIRATION DIRECTLY FROM THESE PRINT AND PAPER PROS



FREE FOR PRINT CUSTOMERS!
\$45 FOR PRINTERS AND SERVICE PROVIDERS

REGISTER AT: PROJECTPEACOCK.PRINTMEDIACENTR.COM

#PROJECTPEACOCK IS POWERED BY **PRINT MEDIA CENTR**
CONNECT WITH THE PRINTERVERSE AT PRINTMEDIACENTR.COM

SPECIAL THANKS TO **NAPCOMEDIA** FOR YOUR SUPPORT AND PARTNERSHIP



TORONTO
NOVEMBER 7, 2019 6-9 PM

JOIN US FOR A PRINTSPIRATIONAL EVENING AT
STEAM WHISTLE BREWING 255 BREMNER BLVD

Applications for offset, digital, inkjet and wide format printing
Paper samples and stunning printed promotions
Funky finishing to WOW your clients and customers
Paper to Pixel marketing technology

COCKTAIL HOUR 6-7 PM WITH A PRESENTATION BY

Deborah Corn, Intergalactic Ambassador, Founder of Project Peacock

KEYNOTE FROM THE TEAM BEHIND 'EAT, PRINT, LOVE'
THAT WILL IGNITE YOUR CREATIVE MOJO!

7-9 PM SEE WHAT'S NOW POSSIBLE WITH PRINT MARKETING AND GET
PRINTSPIRATION DIRECTLY FROM THESE PRINT AND PAPER PROS



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Project Peacock Print Fair Reviews

Jon Shook, Vice President, Metropolitan Press This is a wonderful event. We brought all nine of our staff so everybody can pick up a little bit of it and we're all really excited! It's actually more than I expected and it's great to interact with the vendors. We are getting a lot of information from it.

Joe Bolokowicz, Senior Print Producer, AbelsonTaylor Project Peacock Print Fair exceeded all my expectations. The advertising industry as a whole used to come together to talk about print production. I haven't seen that in the better part of eight years, so this has been fulfilling. It makes me miss the days of having a cohesive, local networking experience where print buyers and designers would come together quarterly, and talk about what's new, asking: 'what can we do to better our industry? What can we do to better our production?' The industry needs this!

Teresa Campbell, President, PIA MidAmerica We represent the industry as a local, regional printing trade association, and so we love to say that we are an extension of the industry staff. Bringing Project Peacock to Dallas is SO exciting, everything that we can do to talk about, promote, and educate people on all the potential that print and paper bring to the mix is fabulous.

Christine Yardley, Print Panther/Eat Print Love No-one else is doing anything like Project Peacock. It connects people, but it also tells younger people, clients and print providers what's needed, what people want to do, and what people are looking for. Everybody has been so positive!

Amanda Arone, 2nd year Graphic Communications Management, Ryerson University Project Peacock has really broadened our horizons because we're able to talk to different people in the industry and make new connections as well.

Project Peacock 2021

In 2021, Project Peacock manifests as a combination of online events, ongoing education and virtual interaction through the Project Peacock Platform on PheedLoop, accessible 24/7/365.

Project Peacock is proud to have **The Advertising Production Club of NYC (APCNYC)** who bring a built-in agency, brand and vendor network with them, and **Comperemedia** as platform and event sponsors. More partnerships to be announced soon.

Live Event Schedule*

Tentative Schedule (6-9pm)

6:00 PM: Welcome by Deborah Corn, Intergalactic Ambassador to the Printerverse

6:10 PM: Inspirational Speaker

6:30 PM: Peacock Partners introduce themselves to attendees (3-5 min each)

7:15 PM: Participants visit booths, interact with Partners, request samples/info.

**Dates and schedules for student and non-U.S. events TBD.*

Project Peacock 2021 Live Events



2021 Peacock Platform

Project Peacock will be live 24/7/365 on the PheedLoop platform and includes a Partner Showcase to dazzle attendees with the latest and greatest Printsapiration.



Register

Start by filling in your basic account details. You can edit these details later.

Email address *

info@printmediacentr.com

First name *

Deborah

Last name *

Corn

Organization *

Print Media Centr

Title *

President

Next Step

Registration Page

2021 Peacock Platform - Registration

Requested Demographic Info and Peacock Platform Privacy Policy

Attendee Category (check all that apply) *

- Print Buyer
- Creative
- Marketer
- Brand
- Ad Agency
- Student
- Equipment Manufacturer
- Specialty Finishing
- Paper Mill
- Paper Merchant
- Printer
- Mailing Service Provider
- Marketing Technology
- Trade Media/Press
- Other

If you selected other above, please indicate your Attendee Category *

To deliver the Partners you want to engage with and learn from on the Peacock Platform, please check all that apply: *

- Learn about New Print Applications
- Gather Print Samples
- Learn about New Paper/Substrates
- Gather Paper/Substrate Samples
- Learn about Digital Printing
- Learn about Digital Presses
- Learn about Inkjet Printing
- Learn about Inkjet Presses
- Learn about Wide Format Printing
- Learn about Wide Format Presses
- Learn about Direct-to-Garment Printing
- Learn about Direct-to-Garment Presses
- Learn about Direct-to-Object Printing
- Learn about Direct-to-Object Print Devices
- Learn about Offset Printing
- Learn about Offset Presses
- Learn about Print + Sustainability
- Learn about Specialty Finishing
- Learn about Print + Digital Marketing
- Learn about Add-On Marketing/Tracking Tech
- Learn about AR/QR/NFC
- Find Design and Marketing Service Providers
- Meet new Print Service Providers
- Meet and Network with Attendees
- Watch the Keynote Speakers

To expedite sample requests, please fill in your preferred mailing address. *

Street Address

City *

State/Province

Zip Code/Postal Code

Country *

Project Peacock Partners *

By completing the registration process, you give consent for all information provided on this registration form to be shared with Project Peacock and our Platform Partners. See PheedLoop's data privacy policy here <https://pheedloop.com/more/privacy>

- Yes, I understand and give permission for my information to be shared with event partners

If attendees do not give permission, they cannot complete registration.

2021 Peacock Platform



PROJECT
PEACOCK
PRINTSPIRATION
FOR THE PEOPLE

Email Address

Password

Login

APRIL 29, 2021 - MARCH 10, 2022


RESET PASSWORD



Login Page



Peacock Virtual Lobby



Deborah Com

- Lobby
- Sessions
- Partners
- Networking
- Account
- Help
- Logout

POWERED BY PHEEDLOOP



PRINT MEDIACENTRA

CONNECTING
Print Buyers, Creatives,
Marketers, Brands,
Ad Agencies & Students
WITH...
Press Makers, Specialty
Finishing, Paper People,
Printers, Marketing Tech
& More!



1 [A] [X] [User Icon] [Bell Icon]

[Messages Icon] 2 [Users Icon] 1

Public Lobby Chat

Deborah Com
CA CAWWWW!!!!

Deborah Com

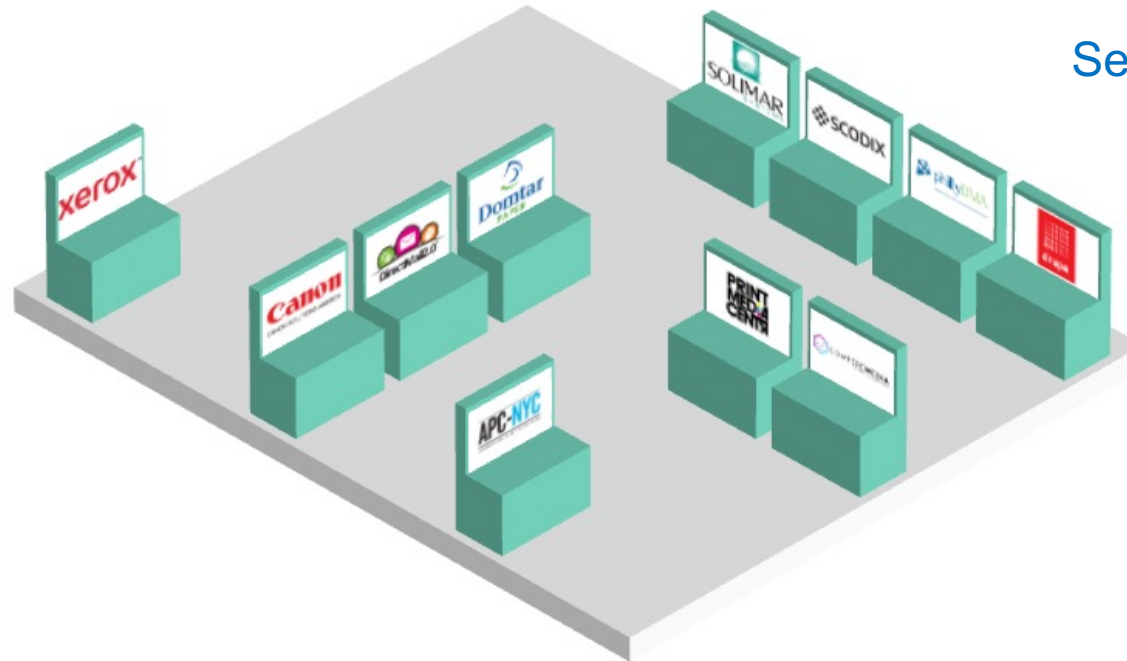
Write a message .. [Smiley Icon] [Send Icon]

- Easy Navigation
- Event Information
- Public Q&A Chat
- Private Chat
- Private Video Chat

Peacock Partner Showcase

Using the familiar trade show imagery, visitors can easily find Partners to strike up a discussion on how their solutions will benefit their clients.

The screenshot shows a user interface for a trade show. On the left is a dark blue navigation sidebar with a user profile for Deborah Corn and menu items: Lobby, Backstage, Sessions, Partners (highlighted), Networking, Account, Help, and Logout. The main content area has a search bar at the top, a 'Map View' button, and a list of partner cards. Each card includes a logo, company name, description, and 'Contact'/'Join Live' buttons. The visible partners are APC-NYC, Comperemedia, PRINT MEDIA CENTR, and Canon Solutions America.



Easy Navigation
Map View
Partner Directory
Search Capability

Peacock Partner Booth

Awareness and engagement is easy since visitors can request print samples and product info and download assets year round. During scheduled events, participants can speak with Partner hosts and even join you live in a secure conference room (max 25 attendees).

The screenshot displays the Peacock Partner Booth interface. At the top left is the Project Peacock logo. The main header features the 'PRINT MEDIA CENTRA' logo with a tagline 'PRINT LONG AND PROSPER'. A navigation bar includes 'Join Live' and 'Request Information' buttons. A search bar is positioned above a list of partner cards, including APC-NYC, Comperemedia, and Canon Solutions America. A user profile for Deborah Corn is visible on the left sidebar. A chat window on the right shows a 'Public Exhibitor Chat' with a message: 'No one has started chatting here yet. Leave a message to be the first!'. The interface is powered by Pheedloop.

Partners Can:

- Customize Profile
- Upload Sharable Assets
- Invite Guests to Private Chat
- Engage Everyone in Booth
- Host Live Sessions During Events
- 3 Dedicated Staff Hosts + Support Team

Peacock Partner Live Event

The screenshot displays the Peacock Partner Live Event interface. At the top left is the 'PROJECT PEACOCK' logo. The user profile 'Deborah Com' is visible in the top left corner. A search bar is located at the top center. Below the search bar is a 'Map View' button. The main content area features a list of partner cards, each with a logo, name, and 'Contact' and 'Join Live' buttons. The partners listed are APC-NYC, Comperemedia, PRINT MEDIA CENTRA, and Canon Solutions America. A large central window shows a live event with a 'Join Live' and 'Request Information' button. The event window displays a video feed of a person and a chat area. At the bottom of the event window are controls for Menu, Mute, Camera, Screen, and Speaker. A 'Private Chats' button is located at the bottom left of the interface.

Partners Can:

- Host Live Presentations (Capacity: 25 People/Each)
- Share Video or Slides
- Host a Guest Speaker
- Video Chat with Attendees
- Schedule Booth Meetings and Demos
- Follow Public Event Chat

Peacock Gamification

It wouldn't be Project Peacock without a little fun. While it's not an open bar, visitors can win prizes by engaging with Partners and accumulating points throughout 2021.

The screenshot displays the Peacock Gamification platform interface. A modal window titled "Earn, Lead, Win" is open, showing a user's points earned (200) and redeemed (200). Below this, there is a "Claim Points" button and a "Private Chats" button at the bottom. The background shows a sidebar with navigation options like "Lobby", "Sessions", "Exhibit Hall", "Gamification", "Networking", "Event App", "Account", "Solar System", "Help", and "Logout". The main content area features a search bar and a list of exhibitors, including "Little Green Men Group", "Martian Robotics Corporation", and "Space Launch Systems Ltd.". A "Leaders" tab is selected, displaying a leaderboard of top performers.

| Leader | Points |
|---|--------|
| Simon Young Event Manager, PheedLoop Exhibitor Member Speaker | 302 |
| Sally Parker Event Manager, Event Host Inc. Exhibitor Member | 226 |
| Leland Melvin Astronaut, NASA / NFL Speaker | 200 |
| Katherine Johnson NASA | 130 |

This is your opportunity to use your social media accounts to drive followers to the Peacock Platform and download a whitepaper or watch a video.

We'll track the points for you and award prizes to drive global engagement year-round.

NEW: Printer Showcase

We're expanding the Project Peacock to include the entire Printerverse by inviting **PRINTERS** to participate in the Partner Showcase!

By creating a closed loop for print customers, marketers and students to gather info about new print applications, equipment, paper, substrates and marketing technology, we're helping printers meet qualified prospects and create profitable business opportunities.

All-Access PSP Peacock Package: \$1,800 USD

- Participation in all events and attendee lists
- 2021 Partner Booth and complete platform registration list
- Monthly analytics for platform and your booth
- Partner Podcast to promote your participation and products
- Promotion of your participation, events and platform

CONTACT YOUR EQUIPMENT PARTNER OR PARTICIPATING ORGANIZATION TO ACCESS PREFERRED PEACOCK PRICING!

See our current Partner list at:
projectpeacock.printmediacentr.com

Project Peacock Printer Fair

But wait, there's more!

If at least 10 printers join us on the 2021 platform, we will produce an additional event for the Printers to take center stage!



- All Peacock Partners can participate in the Printer Fair.
- **Only Printers** will speak on main stage!

PSP Content Support

Don't let a lack of assets stop you from taking advantage of Project Peacock – we can help!
This incredible pricing is for Peacock Partners only!

INKISH TV Video Package: \$1,000 USD

- We provide a shot list, you film on your phone and send to Inkish
- Inkish will edit and create a virtual tour/about us and 3 print sample videos
- Share videos in your booth, your site and on social media – They are yours!

Additional Partner Podcasts: \$400 USD/each

Keep your Peacock promotion going all year long. Share on your site and in your booth!

Case Study (up to 750 words): \$350 USD

Tell the story of your success through the success of your customers. This will involve a brief interview with your company and/or your customer/s. Use at Project Peacock and beyond!

Press Release (450 words): \$250 USD

Maximize the benefits of Project Peacock and reach a wider audience by sharing your involvement with your connections and the trade media. This will involve a brief interview with your company.

+ Single Country Distribution: \$300 USD / + Global Distribution: \$350 USD

PSP Content Support

Don't let a lack of assets stop you from taking advantage of Project Peacock – we can help!
This incredible pricing is for Peacock Partners only!

Blog Post (500-600 words): \$250 USD

Boost your Project Peacock message with a concise and effective blog article that captures your company's tone of voice. The article can be published on your website, shared on social media and uploaded as a PDF to your Peacock booth. We will work with you to craft the perfect Peacock topic for your biz!

Thought Leadership Article (750 words): \$350 USD

Affirm your position as an authority and industry leader on a subject that resonates with Peacock print customers and promotes your business and capabilities. Thought leadership articles are ideal for publishing on your website, sharing on social media and uploaded as a PDF to your Peacock Booth.

ABOUT THE AUTHOR: KARIS COPP

Karis Copp is a UK-based writer, journalist, and communications professional, specializing in print. As well as leading Print Media Centr's public relations projects since late 2018, Karis coordinated the communications activity for Project Peacock Print Fair, supporting at live events in 2019. This included interviewing attendees and partners, creating compelling content around the events, and working with trade media to amplify the project's unique message. Karis understands first-hand why Project Peacock makes an impact, what resonates with the creative professionals in attendance, and how to tell those stories from a community, business and industry perspective.

Project Peacock Fine Print

1. Print Media Centr reserves the right to withhold any promotion or sharing of information that is in direct conflict with our endeavors, misleading, or inappropriate in any manner.
2. Print Media Centr does not guarantee any interest in Project Peacock. We will however guarantee the correct people will be aware of these events, and all of our partners.
3. Print Media Centr will not provide any personal information about the audience beyond the registration list as specified.
4. Attendees will be made aware the registration list with their contact information is being distributed to Project Peacock Partners as specified.
5. Partners may be presented with additional sponsorship opportunities for Project Peacock and APCNYC as they arise.
6. Dedicated podcasts can be purchased separately from this proposal.



PEACOCK LONG AND PROSPER!

Deborah Corn • deborah@printmediacentr.com