

2020 Printing Industry Mergers & Acquisitions Symposium

Thursday, March 19, 2020

Newark Liberty International Airport Marriott
Newark, New Jersey

Mergers and acquisitions remain one of the key topics for the Graphic Communications industry. In an environment where organic growth can be challenging, many companies continue to look for acquisition opportunities that will get them into new markets, expand their geographic footprint, or help them win a new key customer. Additionally, entrepreneurs or private equity are finding printing companies attractive as acquisition targets as well. On the seller side, a sale to the right purchaser at the right time has become a popular exit strategy for many owners, while others utilize a strategic merger to spread expenses across a broader portfolio of customers or services and to achieve much needed economies of scale.

The 2020 Printing Industry Mergers & Acquisitions Symposium is a one-day event designed to frame all of the major issues for anyone interested in learning more about the M & A climate in the United States printing and packaging industry. We have major industry topic experts, top-flight business advisors, and C Suite printing executives, from the buyer and seller side, ready to share their knowledge and experience. There will be panels, "Q & A" and networking opportunities.

Whether you are a buyer, a seller, or neither, you likely will be some day, and you need to have the latest information on the M&A front to be prepared for the future.

Questions to be answered at the Mergers & Acquisitions Symposium will include:

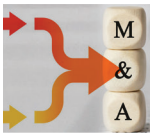
- What are the key factors that influence EBITA multiples?
- What markets are hot -- and what are not?
- What types of transactions are conducted and what are their underlying strategies?
- How do I build the value of my business and avoid the mistakes that will affect my ability to sell down the road?
- What is the impact of my technology infrastructure on the value of my business, and how should I phase my investments for optimum valuation and performance?
- How do buyers and sellers connect and what happens once they do?
- What are the key business, legal, and insurance issues I need to understand if I am considering buying, selling, or merging?
- Why is it important to have a succession plan in place and to keep it updated; and what are the most important considerations in developing one?
- Lessons learned from companies experiencing a sale, merger, or purchase.

Presented by:



Sponsoring Organizations:





Program Topics/Schedule

A SNEAK PEEK AT WHAT YOU'LL HEAR ABOUT AT THE M&A SYMPOSIUM

How to Tell When It's Time to Sell

Selling your business is incremental, not instant. It won't be a case of "they flip you the cash, you flip them the keys." It can take several months to close a deal, and depending on how its structured, you, as the owner of the business being sold, could have a commitment to stay involved for up to five years. As you think about your future, you should keep these timelines in mind.

Plus, to get maximum value out of a business into which you have invested a good portion of your life, preparation is also essential. It can take three years or more to get things in shape for a good sale, depending on where you are starting from.

So even if you don't think you are ready to sell today, it doesn't hurt to prepare for a possible sale in the future. We'll be talking about all these details during this must-attend symposium!

Is It Time to Follow Your Dreams?

Over the last decade, New Direction Partners has worked with many buyers and sellers to help them follow their dreams. In some cases, buyers were looking for a second career or a first opportunity to own their own companies. In others, sellers wanted to leverage the many years they invested in a successful printing business to pursue goals that were important to them, ranging from making time for missionary work to starting an organic farm, or just simply to be able to spend more time at the beach!

Is it time to follow your dreams? Come join us at the M&A Symposium to learn more about how to make that not only possible, but a rewarding experience for all parties concerned!

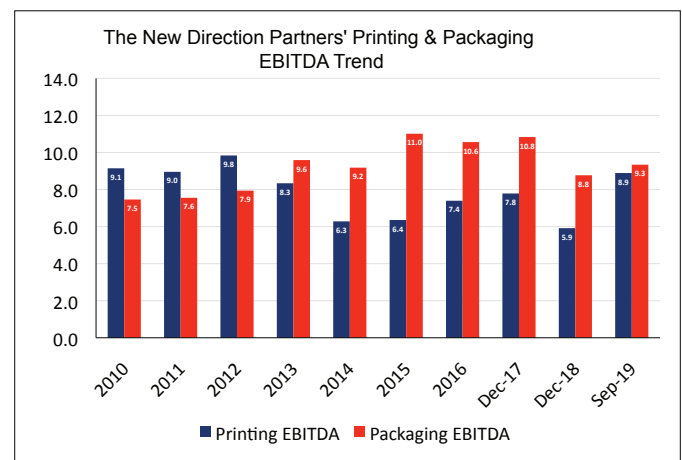
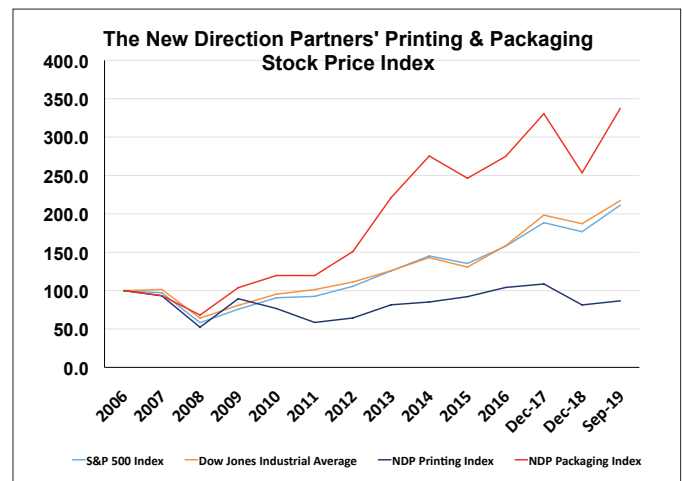
As a Buyer or Seller, Consider a Tuck-In

Part of a sound plan for launching a printing business is thinking ahead to the day when the business will go forward under the control of someone other than the person who started it. Passing the company to family members is one way of accomplishing this. Nowadays, though, it's more common for the transition to take place in the sale of the company as a going concern or as a tuck-in that conveys some – but not necessarily all – of the business and its assets to a new owner. Tuck-ins aren't just good for individual sellers. They benefit the industry as a whole by taking fixed costs and excess capacity out of it. Key accounts continue to be serviced, and the companies that acquire them grow stronger.

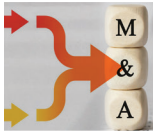
If you are the owner of a printing or a packaging company that ticks all the boxes for sale as a going concern, buyers are looking for you. Owners of companies that don't fit the profile often have more opportunities than they may realize in tuck-ins. Even in the toughest circumstances, never consider closing your doors before exploring this alternative.

PROGRAM SCHEDULE:

- 7:45 a.m. Registration and Continental Breakfast
- 8:15 a.m. Welcome and Opening Comments
- 8:30 a.m. Keynote – Acquisition Strategy & Criteria
- 9:00 a.m. M&A Environmental Scan
- 10:15 a.m. Break
- 10:30 a.m. Sellers Panel – Lessons Learned
- 11:30 a.m. Business, Legal and Insurance Considerations
- Noon p.m. Lunch
- 12:45 p.m. Analyzing the Successful Acquisition Process
- 1:45 p.m. Private Equity Panel – PE Buyers Perspective
- 2:15 p.m. Buyers Panel – The Acquisition Process
- 3:00 p.m. Break
- 3:15 p.m. Next Steps for Your M & A Journey
- 3:45 p.m. Q & A with Our Presenters
- 4:30 p.m. Networking with Drinks & Snacks



New Direction Partners publishes these statistics quarterly. To stay current with these important data trends and the M&A environment overall, subscribe to the quarterly New Direction Partners newsletter by sending an email to newsletter@newdirectionpartners.com



Speakers/Sponsors/Who Should Attend

SYMPOSIUM FACULTY:



PETER SCHAEFER
Partner, New Direction Partners

Peter Schaefer is an experienced dealmaker with over thirty years of investment banking and valuation experience and has closed more than one hundred transactions in virtually every segment of the printing and packaging industries. He has performed hundreds of company valuations for ESOPs, estate and gift tax planning, and strategic planning purposes. Previously, Peter spent fifteen years doing investment banking work at Compass Capital Partners, concluding as its President, as well as KPMG Peat Marwick and Coopers & Lybrand. Peter is a frequent speaker on M & A topics and a regular contributor of articles and interviews for NAPCO Media, What They Think, and more.



PAUL REILLY
Partner, New Direction Partners

Paul Reilly has over forty years of industry management experience and for the last twelve has been providing investment banking and financial advisory services for sellers and buyers, valuation services, financing and refinancing services, strategic planning, turnaround and restructuring services, and temporary/interim management consulting. Engagements have included packaging, label, commercial printing, direct mail, web-to-print, digital printing, envelope manufacturing, and graphic art supplier clients. Paul frequently speaks at industry conferences on leading, managing, and M&A trends in the graphic communications industry. Previously, Paul was CEO, President, and Chairman of Cenveo, Inc., one of North America's leading graphic communications firms.



JIM TEPPER
New Direction Partners

Jim Tepper joined New Direction Partners in 2012 following his retirement as President of Printing Industries of New England.

In his role as President of PINE, Jim provided considerable consulting and direction for

many companies regarding growth, market positioning, acquisitions, and establishing and executing stockholder exit plans. He applies that experience and knowledge to his support and service of NDP clients now. Prior to PINE, Jim worked in management at the University of Massachusetts in the Continuing Education Division.



LARRY GILROY
President, Gilroy Kernan & Gilroy Inc.

Larry Gilroy provides Leadership of GKG's strategic planning and growth. Areas of focus include: risk management, employee benefits, safety, wellness, and financial services. He provides stewardship and strategic direction of GKG's largest clients while shaping strategies that address the inherent conflict between unsustainable cost trends and the need to reward, recruit and retain top talent. Larry's development of the "Far From Ordinary Team Experience" at GKG, including: culture, compensation, benefits, continuing education, leadership, and career planning, has been key to GKG's growth into one of the leading risk management firms in the country.

the printing and related industries. Services include merger advisory services through the representation of selling shareholders as well as buy side representation, valuation services, financing and refinancing efforts, turnaround and restructuring services, and temporary/interim management consulting. NDP's nine M&A professionals have had a hand in over 300 mergers and acquisitions in the printing and packaging industries across all markets and geographic locations. www.newdirectionpartners.com

Gilroy Kernan & Gilroy (GKG), located in New Hartford, NY, provides risk management services to a variety of clients across the United States and has a significant focus on issues impacting graphic communications companies. GKG has been a long-standing partner of Printing Industries Alliance by leading members in identifying and strategizing around risk. GKG's unique approach to risk, combined with their expertise specific to the graphic communications industry, has offered great opportunities for their clients within the industry. www.gkgrisk.com

Presenting Organizations

Printing Industries Alliance (PIA), headquartered in Amherst, NY, with regional offices in Brooklyn and Long Island, is the trade association representing graphic communications firms in New York State, Northern New Jersey and Northwestern Pennsylvania. **Graphic Arts Association (GAA)**, headquartered in Philadelphia, PA is the trade association representing graphic communications firms in Pennsylvania, Southern New Jersey and Delaware. Both PIA and GAA provide a variety of consultative, informational, advocacy and cost-cutting services for member firms throughout their geographic territory. www.PIAAlliance.org www.graphicartsassociation.org

Sponsoring Organizations

New Direction Partners (NDP) is an investment banking and financial advisory services formed in 2009 by Peter Schaefer, Paul Reilly, Jim Russell and Tom Williams to serve

WHO SHOULD ATTEND

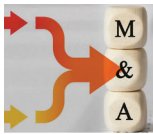
- Industry Executives who have a need or an interest in understanding the critical dynamics of the M&A environment within the United States printing and packaging industry.
- Owners and C-Suite executives from companies interested in acquiring or being acquired within the next five years.
- Owners interested in exploring exit strategies.

Presented by:



Sponsoring Organizations:





Conference Registration Form

COST TO ATTEND:

\$375.00 per person

(includes all conference lectures, handouts, breakfast, lunch and post conference networking)

HOW TO REGISTER:

Register using this form, call PIA at (800) 777-4742 or register online at www.PIAAlliance.org/events/

CONFERENCE FACILITY

Travel to the 2020 Printing Industry Mergers & Acquisitions Symposium

The Newark Liberty International Airport Marriott was chosen as a location for this program because it is easily accessible via air from most of North America as well as by train and auto for attendees located along the Northeast Corridor. Visit www.PIAAlliance.org/events for more information on arriving by air, car or train.

LOCATION:

Newark Liberty International Airport Marriott

1 Hotel Road, Newark, New Jersey 07114

Reservations:

Call (888) 236-2427 and reference the Printing Industries Alliance room block or go to

<https://tinyurl.com/wd29lr6>

Last day to book is February 18, 2020.

QUESTIONS:

Contact Kim Tuzzo at (716) 691-3211 or ktuzzo@PIAlliance.org

REGISTRATION FORM

2020 Printing Industry Mergers & Acquisitions Symposium

Thursday, March 19, 2020

**Newark Liberty International Airport Marriott
Newark, New Jersey**

Name (Main Contact)

Email

Add'l Registrant

Email

Add'l Registrant

Email

Add'l Registrant

Email

Company

Address

Phone

Check Enclosed (Payable to PIA) \$ _____

Invoice my Company \$ _____

Credit Card Payment \$ _____

Credit card: Visa MasterCard AmEx

Exp. Date (Month/Year)

Name on Card

Cancellation Policy

Reservations must be cancelled by March 10, 2020 to receive full refund.

RETURN FORM TO:

Printing Industries Alliance

636 North French Road, Suite 1, Amherst, NY 14228

Fax to: (716) 691-4249 | Email to: info@PIAlliance.org | www.PIAAlliance.org

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