

CHICAGO
June 15–18, 2014



Come for the content
Leave with a community

Who We Are

PePcon: The Print + ePublishing Conference was founded by publishing gurus David Blatner and Anne-Marie “design geek” Concepción, the same team that runs two of the web’s top publishing and design sites: InDesignSecrets™ and CreativePro.com®.

PePcon has been a huge success in North America since 2010, dedicated to the proposition that in today’s world, creative professionals and publishers need to think about print *and* e-publishing—not “or”!

With over 50 years combined experience, David and Anne-Marie bring together the best of the best at this 2014 event, offering world-class, real world, relevant information to help designers understand the newest technologies, and navigate the myriad choices when publishing to print, tablet, and desktop.

PePcon 2014 — Chicago, Illinois



PePcon 2014 will be held June 15–18 at the Marriott Magnificent Mile in downtown Chicago — the Windy City! PePcon is a three-track event with over 20 experts from around North America and

Europe presenting over 30 sessions and workshops. The last four PePcon events sold out; [register now](http://pepcon.com) while we still have seats available!

Additional information about the event can be found at: <http://pepcon.com>



PePcon 2013 in Austin, Texas



PePcon: The Faces of the Publishing Industry

PePcon features the top speakers and experts in the field of print and ePublishing, including best-selling authors, internationally known trainers, and consultants on the front lines of the publishing industry. We have built a reputation as the premier Adobe InDesign-focused event in North America, and our speakers are the heart and soul of what makes this *the* print + ePublishing conference.

Adobe and other leading developers also recognize the value of finding so many thought-leaders in the same place, and each year send product managers and engineers to PePcon to meet and interact with our audience. PePcon's community of publishers, designers, and developers makes it a unique opportunity for attendees, sponsors, and speakers alike to share and learn.

PePcon: Our Audience

Our attendees are professional designers, production artists, trainers, and publishers interested in keeping up with best practices and the newest innovations in software and publishing workflows. Our audience spans a wide spectrum of experience, from “newbies” to “mavens.”

Attendees at previous PePcon events have included designers, production staff, and educators from organizations such as American Council on Education, American Funds, Boeing, Costco, LifeWay, NASA, Starbucks, Random House, National Gallery of Art, National Science Foundation, The Smithsonian, Walmart, Wiley Publishing, and The World Bank.

PePcon is international — PePcon draws attendees from six different continents! (Unfortunately, no one has come from Antarctica.)

PePcon is community — Whether you’re an educator or art director, production person or prepress-operator-turned-html-codemonkey, PePcon brings you together with others who are working to solve the same kinds of problems you are.

PePcon is content — With a focus on InDesign and the Adobe Creative Cloud as the hub of publishing, PePcon helps you separate the wheat from the chaff, leverage your creative intelligence, and become a successful print + ePublisher!



5 Reasons You Can't Afford to Miss this Event

Stay Relevant Our industry is changing faster than ever, and new products and techniques emerge every day. PePcon helps you keep up!

Strengthen Your Skills We're assembling the greatest collection of InDesign, ePub, and digital publishing experts in the world! They're not just on stage—they're eating lunch with you, in roundtable discussions with you, answering questions, and exploring solutions!

Learn the Future of CC Adobe has not yet officially announced the next version of InDesign, but this may be the first place you get to experience the awesome new features of CC 2.0!

Forge a Future with Adobe Adobe is sending major players from the InDesign team to the conference. That means you'll enjoy rare access to the InDesign product managers and engineers.

Make Valuable Connections Get out of your office and meet colleagues from around the world! PePcon is the perfect place to learn what others in your industry are doing and how they're doing it.

Industry expert Keith Gilbert presenting at PePcon 2013



PePcon 2014: Location

June is the best month to visit Chicago!
Fly in early and spend the weekend on the beach, in the parks, and eating great food!

The Marriott Hotel is located in the heart of downtown Chicago, on Michigan Avenue's Magnificent Mile, just a few blocks from stunning Lake Michigan and its 18 miles of uninterrupted lakefront paths and beaches. Situated amongst world-class shopping and dining, this renowned hotel is also within easy walking distance of top attractions, including Navy Pier, Shedd Aquarium, the John Hancock Tower, Millennium Park, and the Theater and Museum Districts.

We have arranged for a block of rooms at a **special conference rate** of \$244 per night! See the [conference web site](#) for more details, or call the Marriott at 877-303-0104 and tell them you're attending PePcon. This **special discount is only good until May 22, 2014**, and we have a limited number of rooms available, so book your room soon!



FAQ

Q: What is the cost of the conference?

A: The cost depends on whether you want to add pre- or post-conference tutorials:

- 2-day conference: \$895 until April 21 (“early bird discount”).
After that date, it is \$995.
- Conference plus choice of pre-conference tutorial: \$1095 or \$1195 after April 21
- Conference plus choice of post-conference tutorials: \$1,195 or \$1,295 after April 21
- **Gold Pass:** Four days, choice of any tutorial plus all conference sessions: \$1,395 or \$1,495 after April 21

Q: Is there a discount for students or faculty members?

A: Yes, students, faculty, and staff at universities, colleges, community colleges, and high schools are eligible for \$100 off the cost of the 2-, 3-, or 4-day events. For information, please contact info@pepcon.com with proof of your position.

Q: What is included in the conference registration fee?

A: Besides admission to over 30 sessions packed with information presented by over 20 internationally-known speakers, you’ll get:

- Breakfast and lunch on Monday, Tuesday, and Wednesday, based on your pass type.
- A PDF event handbook with over 500 pages of additional information, speaker notes, and useful InDesign reference materials
- A free one-month “all you can eat” subscription to lynda.com, the largest online video training company in our field, with over 80,000 movies on InDesign, Photoshop, Dreamweaver, CSS, EPUB, and more.
- The InDesignSecrets *Top 40 Tips* eBook
- Automatic entry into “door prizes” worth over \$5,000, including Adobe Creative Cloud and more!

See You in Chicago!



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Don't miss PePcon 2014 in Chicago, IL

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