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**Tuesday, April 13**

11:30 1:00 Welcome & Keynote Speaker, Bob Kelly

1:30 2:30 Virtual Exhibit Hall Open

3:00 3:45 Session **Pricing Strategy**

Pricing of printed products and services can be a challenge, especially when an in-plant has a wide variety of equipment and processes. John Yerger and Joe Geffre will present their thoughts on pricing strategies that will help keep your operation profitable while being competitive with commercial rates.

 Session **Canon Sponsored Session: Ink Jet & User Panel**

During this session you will hear from in-plants who will address questions about dealing with the rapidly changing market conditions, and will also shed light on the market landscape for the educational in-plant printer.

 Session **Mail Services 101: Bulk Mailings**

4:15 5:00 Roundtable **Small Shop/Large Shop Staffing Solutions**

Small shops and large shops share something in common. They both need a viable workforce to sustain operations now, and in the future.

 Roundtable **Open Roundtable**

Join this roundtable and bring your own topics and questions to discuss with other in-plant printers and mail shops. Conversation is driven by the table participants.

 Roundtable **The ‘How To” of Equipment Purchases and Justifications**

This roundtable discussion will focus on the steps needed in a major equipment purchase

 Roundtable **RSA Sponsored Roundtable: Web to Print for Recovery and Beyond**

Join our roundtable about Web to Print and automated workflows being used during the pandemic, for recovery, and beyond. Discuss the pivotal role workflow automation is playing to keep your operations functioning efficiency, remotely in some cases, and how it's positioning you for recovery**.**

5:30 6:30 After Hours Networking (optional)

**Wednesday, April 14**

12:00 1:00 Keynote Speaker Bob Neubauer

1:30 2:30 Virtual Exhibit Hall Open

3:00 3:45 Session **Contactless Solutions to Help Keep Your Mail Center Safe**

 Session **Promotional Products & Added Services**

Learn about promotional products and added services that can expand what you do for customers and enhance your bottom line.

 Session **Go Big or Go Home! Wide-format Applications**

Go Big or Go Home! Presenters Gary Warren and Chris Myers will share their expertise and knowledge about all things wide format

4:15 5:00 Roundtable **Mactac Sponsored Roundtable: Wide Format**

The conversation continues for wide-format printing with industry leader Mactac leading the discussion and answering questions.

 Roundtable **Garment Printing**

 Roundtable **Promotional Products & Added Services Discussion**

Join this roundtable discussion of promotional products and added services that can enhance your department's business.

 Roundtable **Brynka Sponsored Roundtable: Contact-free Package Lockers**

Continue the conversation from the Contactless Solutions to Help Keep Your Mail Center Safe at this roundtable discussion regarding contact-free package locker systems with our host Brynka Solutions.

5:30 6:30 After Hours Networking (optional)

**Thursday, April 15**

12:00 1:00 Membership Meeting & Conference Recap (ACUP+ Members Only)

1:30 2:30 Virtual Exhibit Hall Open

3:00 3:45 **Campus Shop Tours**

Join us for a unique Campus Shop Tour experience! Join John Yerger, University of Nebraska, Lincoln, Brandon Karcher, University of New Hampshire, and Donna Horbelt, University of California, Davis, as they each share a video tour of their individual print shops and production equipment. A live Q&A will follow

4:15 5:00 2021 ACUP+ Award Ceremony