

Combined Membership Q&A

The impact and benefits of a merger of Idealliance and Epicomm

For Members of Epicomm

1. Who is Idealliance?

2016 marks the 50th Anniversary of Idealliance, a not-for-profit industry group that has been a leader in information technology and graphic communications since 1966. Idealliance has always been a catalyst for technological advancement and innovation across the TOTAL media production process, developing standards and best practices to enhance efficiency and speed information across the end-to-end digital media supply chain.

2. What industries and markets does Idealliance serve?

Idealliance members are more than 1,600 content and media creators, and their publishers, print and digital service providers, material suppliers, and technology partners.

3. What are the primary benefits of membership in Idealliance?

Through its active Working Groups, networking events, and training resources, Idealliance and its members collaborate to craft best practices, advance standards, and certify people, processes, and systems to achieve the highest performance in creation, production and delivery of graphic communications.

4. How will Epicomm members benefit from a merger with Idealliance?

Idealliance resources support its members in building and operating state-of-the-art workflows to meet and exceed their business objectives and clients' expectations. As new technologies are transforming business models and customer demands, Epicomm members will benefit from the increased focus on the processes and technologies used to accomplish their business objectives.

For Members of Idealliance

5. Who is Epicomm?

Epicomm is the product of a merger of three of the graphic communication industry's best-known trade associations: The Association of Marketing Service Providers (AMSP), the National Association for Printing Leadership (NAPL), and the National Association of Quick Printers (NAQP).

6. What types of companies does Epicomm currently serve?

Epicomm serves approximately 1,600 members who provide marketing, printing, mailing, and fulfillment services.

7. What are the primary benefits of membership in Epicomm?

Through its team of business advisors and menu of products and services, Epicomm provides research and trends analysis, management insight and guidance, education, networking, advocacy, and specialized consulting services for leading companies across the broad industry spectrum, encompassing printing, mailing, fulfillment, and a wide variety of marketing services.

8. How will Idealliance members benefit from a merger with Epicomm?

The resources of Epicomm support its members in building a strong strategic foundation on which they can prosper and grow, and gain a better understanding of the markets and clients they serve. Idealliance members will now benefit from an expanded set of benefits to ensure that their human resources and strategic vision are sufficient to meet the business challenges of today, and tomorrow.

For All Members

9. Epicomm only recently emerged from combining three associations. Why merge now?

Epicomm exists to serve its members and support the industry to grow and prosper. This opportunity for partnership mirrors the industry we serve, where growing through strategic partnership extends the potential impact of the organization and creates more value for its stakeholders. The combining of Idealliance and Epicomm memberships offers an extraordinary opportunity to bring together two organizations which serve a common industry yet have few overlapping members, have distinctive competencies that complement - not compete, and who together are better positioned to serve its memberships today and long into the future.

10. What will be the name of the combined organization?

Since Jan. 1, 2014, a merger of three associations operated under the name AMSP/NAPL/NAQP, until rebranding as Epicomm in January, 2015. Idealliance was formed in 1966, with 2016 marking its 50th Anniversary as a global leader in uniting industry leaders to advance innovation in the global media supply chain. Honoring its brand equity and name recognition, the combined organization will retain the name, Idealliance.

11. Is there much overlap of companies who are members of both organizations?

No. Only 129 companies hold dual memberships, accounting for approximately 4% overlap in a combined membership of more than 3,000 companies.

12. What are the member benefits of the combined organization?

Adding the strategic and economic focus of Epicomm with the processes of innovation of Idealliance offers a powerful combination of benefits for all who support the graphic communications supply chain. Members of the combined Association will benefit from state-of-the-industry research and trends analysis, management insight and guidance, advocacy, and specialized consulting services. Members will participate in working groups to craft best practices and participate in global leading validation programs to certify and transform their people, processes, and systems to achieve the highest performance in the creation, production and delivery of graphic communications.

13. How will smaller owner-operator members benefit from this merger?

The owner-operated firm will remain a critically important part of the new association's membership going forward – by number it is the major portion of our combined membership! Understanding the need for affordability, we are committed to maintaining the existing dues level for companies with 25 or fewer, employees for two years following the completion of the merger. Products, services, and content unique to the stated needs of owner-operators will be developed and delivered. An annual event focused on owner-operator challenges will be held in 2016. Most importantly, we recognize time out of the office means time away from your

business and customers, so look for more online programs and webinars to meet your time constraints. The support of a member led “steering committee” will continue to help communicate wants, needs, and expectations to senior staff members and with representation on the Board of Directors. Epicomm members will now receive color and workflow management programs, certification programs for operations, and best practices from Idealliance for the benefit of every owner-operator member.

14. What are the combined products and services to be offered?

Combining the distinctive competencies of Idealliance and Epicomm will provide a full complement of products and services, educational programming, training and networking events to serve companies across the total graphic communications supply chain. The full menu of products and services will be defined in the following six primary categories:

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| 1. Best Practices & Specifications | 4. Certification & Training |
| 2. Strategy & Consulting | 5. Education & Events |
| 3. Advocacy & Standards | 6. Research & Resource |

15. What are new products and services to be provided by the combined organization?

- a. New deliverables of the combined organizations will include the training and certification of mail preparation and processing professionals, as well as fulfillment professionals, to be launched before end of year, 2016.
- b. Programs supporting the advancement of young professionals will be expanded to further develop our industry’s next generation of employees.
- c. Supporting a broader segment of markets within graphic communications will generate new resources in market channel optimization and an expanded portfolio of conferences and training programs.

16. When will the merger take place?

A final vote of approval by each of the respective memberships will be conducted before the end of February, 2016. Upon approval, the organizations will be combined on July 1, 2016. In the interim months, each organization’s staff, board of directors, and volunteer committees will work on the process of assimilation to ensure a smooth and productive combining of the organizations’ staff and member services.

17. Who will lead the organization?

The newly formed association will appoint Tim Johnson, current Chairman of Epicomm’s Board as its new Chairman and Dick Ryan, current Vice Chairman of the Idealliance Board as its Vice Chairman. Current President and CEO of Idealliance, David J. Steinhardt, will serve as the President & CEO of the combined organization. Current President & CEO of Epicomm, Ken Garner, will serve as its Executive Vice President.

18. Who will serve as executives on its Board of Directors?

The newly formed association shall be governed by a Board of Directors comprised of no more than 20 individuals. At the time of merger, Epicomm will have one (1) more appointee to the

Board than Idealliance. As the organization evolves, the complexion and size of the board may change.

19. Where will be the new organization's headquarters be located?

The headquarters of the newly formed association will be in the current headquarters of Epicomm, 1800 Diagonal Road, Suite 320, Alexandria, Virginia, 22314.

20. Will Epicomm members have access to Idealliance G7® programs?

Yes. G7® is Idealliance's industry leading set of specifications for achieving gray balance and is the driving force for achieving visual similarity across all print processes. All members will have access to G7 Expert/Professional Certification and G7 Master Qualification Programs.

21. Will membership dues be affected?

Current membership dues will be honored for a minimum of two years for all existing members as of July 1, 2016. A revised membership dues schedule for the combined organization will be published in the coming months.

22. What will the mission and vision of the new organization be?

The appointed Officers and Board of Directors of the newly formed organization will be charged with establishing a new Mission and Vision for Idealliance, ones that meet the unique needs of the combined organization in a continually evolving industry.

23. Who do I contact with questions?

Until the current organizations are combined on July 1, 2016, you will continue to be served by your existing member organization. Contacts:

Epicomm	Idealliance
Dean D'Ambrosi	Steve Bonoff
ddambrosi@epicomm.org	sbonoff@idealliance.org
(201) 523-6314	(952) 896-1908

For Supplier Partners

24. What does this merger mean to me?

The combined organization will expose our supplier partners to a broader membership base, offering significantly increased value, more opportunities for interaction, and a new slate of direct services and networking events.

25. If we're a member of both organizations, how will dues be affected?

Your participation in the combined organization will be custom tailored to meet your unique interests and market need.

26. Will current partnership agreements be honored?

Yes. Until partnerships are redefined, current agreements will be honored to their fullest extent and intent.