

## ImageSet Provides Mayor's Office of Special Events the Ultimate Combination of Speed, Versatility, Cost, and Sustainability

### PROGRAM OBJECTIVE

- Work with a “green” provider who could offer turnkey services within a tight budget, and an even tighter deadline

### DESCRIPTION

When a city as big as Houston puts on a party, you can expect a big one. And a big party means a tall order to fill in terms of sponsored invitations, programs, signage, and advertising.

So when the Mayor's Office of Special Events was looking for a marketing communications vendor for the 2011 Freedom Over Texas, they knew it had to be a company capable of producing a wide variety of printed products with both tight turnaround times and within a tight budget.

But production capabilities weren't everything; the vendor needed to produce the materials in a manner which reflected the City of Houston's commitment to sustainability.

As Houston's largest all-digital print provider, ImageSet had the necessary production capabilities. And because ImageSet's digital presses use no toxic chemicals and create little waste, it was able to fulfill the planning committee's request for an environmentally-friendly process.

Once ImageSet was selected as the vendor of choice, a flurry of print projects including invitations, flyers, banners, signage, press credentials and newspaper ads were produced in only a matter of weeks, and even a few hours, in some cases.

This was the second year that all marketing elements – graphic design and layout, large format signage and banners, and small format printing – had been handled by one company. According to Administrative Manager Melissa Tatum who coordinated the project, working with a single vendor helps make her job significantly easier, stating, “Production timelines were met faster than ever as ImageSet was already familiar with the job. The product delivered was superior and ImageSet is green – again, that's everything we were looking for in an event partner.”

### RESULTS

- Project completed on-time and on-budget, using environmentally-friendly print production processes

### BENEFITS

- Time and cost savings from using single-source supplier; satisfied City of Houston's commitment to sustainability

