

PMA - PIEA IPT & AIMBI conference



The Institute of Photographic Technology, Inc. (IPT) and the Australian Institute of Medical & Biological Illustration (AIMBI) will be joining with the Photo Marketing Imaging Technology Expo in Melbourne, 3-6 May 2007.

This event is organized through the Photo Marketing Association (PMA) and the affiliated Photo Imaging Education Association (PIEA) to present an exciting and diverse conference.

IPT and AIMBI have a combined history of 100 years in scientific and medical photography. IPT was founded in 1946 for the advancement of technical and scientific photography. AIMBI was formed in 1965 and is the only professional organisation specifically for medical photography in Australia.

This will be an exciting networking opportunity and a chance to mix with photographers whose work is different to your own. This is also a chance to attend the extensive photographic trade show all under one roof and ask the manufacturers and distributors questions about the latest technologies.

A special conference registration fee of \$120.00 has been negotiated to encourage as many people to participate as possible. In addition to the combined IPT/AIMBI/PIEA conference, it also includes access to the PMA Print Day on Sunday, 6 May.

Registration for the conference is via www.pmai.org/australia2007. You must register on the official PMA Australia 2007 Imaging Technology Expo Registration form.

To register on line for this combined event, tick the PIEA member box and the all the PIEA and Print Day sessions. You must write in the special rate of \$120.00 as the total amount it is not listed on the form.

You may also register by phone at 02-9663-5880.

For further information contact Danielle Edwards: Danielle.EDWARDS@austin.org.au

IPT Registration

(please fill in on line at: http://pmai.prismx.net/index.cfm/ci_id/31817/la_id/1/document/1/re_id/0/RegistrationForm.pdf) An example of registration form to be completed by 'IPT' is on page 5 of this document.

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conference

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Program at a Glance

Thursday May 3

- 9.00 - 2.30 pm** **AIMBI National Council, Registration and Education Board**
3.00 - 5.00 pm **Tour of National Gallery of Victoria (NGV)**
The Small World - 19th Century Travel Photographs
Floor talk by curator Maggie Finch with Susan Van Wyk
Secrets revealed: a behind the scenes presentation on how photographs enter the NGV collection - *Dr Isobel Crombie, Senior curator of Photography NGV*
NGV International, 180 St Kilda Road, Melbourne
Note: 20 people maximum – 30-40 mins;
10 people per group for daguerreotypes viewing in study room

Friday May 4

- 8.30 - 8.40 am** **Welcome**
Associate Professor Gale Spring, RMIT University
- 8.40 - 9.10 am** **100 years of photographic imaging**
Professor Robin Williams, RMIT University
- 9.30 - 9.45 am** **Break**
- 10.00 - 10.20 am** **The Old meets the New: The Daguerreotype Hologram**
Mr Alan Elliot
- 10.25 - 10.45 am** **The perception and space of holographic images**
Ms Martina Mrongovivs, RMIT University
- 10.50 - 11.20 am** **It's just hot gas and mirrors**
Mr Phred Petersen, RMIT University
- 11.25 - 11.45 am** **The Curse of the Salt Print**
Ms Ellie Young, Gold Street Studios
- 11.50 - 12.10 pm** **Mysterious beauty – the pinhole photograph**
Mr David Tatnall
- 12.10 - 2.00 pm** **PMA show and break**
- 2.00 - 2.20 pm** **Biometrics: requirements of image capture demystified**
Mr John Rule, Hagemeyer

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- 2.25 - 2.45 pm** **Infrared video eye-tracking for understanding visual attention in subjects attempting to forge signatures.**
Dr Adrian Dyer, Monash University
- 2.50 - 3.10 pm** **The Big Picture**
*Acting Senior Sergeant Trevor Blake,
Senior Constable Vince Costanzo, Victoria Police*
- 3.10 - 5.00 pm** **PMA show**
- 7.30 - 8.30 pm** **Evening with a photographer**
Mr Jason Edwards, Bio-Images and National Geographic
- Saturday May 5**
- 8.30 - 8.50 am** **Back to the Future?**
Mr Earle Bridger, News Limited
- 8.55 - 9.10 am** **Meanings-Photography in Education and the Marketplace**
Mr Rei Zunde, RMIT University
- 9.30 - 9.45 am** **Break**
- 10.00 - 10.20 am** **Issues of copyright affecting photography in medicine, science and education.**
*Ms Karen Forsythe, The Australian Picture and
Copyright Association (APACA)*
- 10.25 - 10.45 am** **The long line from France: experiences in distance education**
Mr Lloyd Godman, RMIT University
- 10.50 - 11.10 am** **E-Learning – a team approach**
Mr Chris Sprod, Women's and Children's Hospital, Adelaide
- 11.15 - 11.35 am** **I fake things for a living! - adventures in a self employed digital business!**
Mr David Fardon, Digital FX
- 11.40 - 12.00 pm** **Girl Friday, a short format interactive comedy series**
Ms Kylie Robertson, Ish Media
- 11.45 - 1.30 pm** **PMA show and break**
- 1.30 - 1.50 pm** **Diabetic retinopathy screening experiences since 1978**
Mr Chris Barry, Lions Eye Institute
- 1.55 - 2.15pm** **3D Technology and the 21st Century Clinical Photographer**
Mr Lloyd Ellis, RCH
- 2.20 - 2.40 pm** **Visuals in Pathology: A Syncretic Approach**
Associate Professor Nick Vardaxis, RMIT University
- 2.45 - 3.15 pm** **Imaging in science**
*Professor David Malin, Anglo Australian Observatory and
RMIT University*
- 6.00 pm** **PIEA, IPT free night**
AIMBI only 40th Anniversary dinner

Sunday May 6

8.30 - 9.00 am **Tea and Coffee**

9.00 - 9.35 am ***IPT General Meeting***

9.40 - 10.40 am **The Power of Imaging**
Greg Gorman Photography Sponsored by Epson

11am-11:50am **The Rebirth of the Darkroom – Trends in Fine Digital Papers**
Wayne Connelly, Innova Art Ltd

12pm-12:50pm **Printing Digital Files to the Highest Level of Perfection**
Les Walkling, RMIT University Sponsored by Kayell

1.00 - 2.30 pm **Break**

2.30 – 3.30 pm **Concurrent business meetings:**
PIEA Annual General Meeting,
AIMBI Biennial General Meeting

3.30 - 4.30 pm ***PMA show***

4:30pm ***Coffee Break***

5pm-6pm **Consistent Colour and Quality in Digital Inkjet Output,**
David Crowther, Chromaticity Australia.

PMA Australia 2007 Imaging Technology Expo Registration Form

Pre-registration will close
16 April 2007

SECTION A: COMPANY INFORMATION AND REGISTRATION TYPES

REGISTRATION INFORMATION: (All prices include 10% GST)
A.B.N. 54 005 905 806

Contact Name JOE BLOGGS
 Company Name EYE + EAR HOSPITAL
 Company Name (to appear on badge if different)
 Mailing Address _____
 City _____ State _____ Country _____
 Postal Code _____ E-mail _____ Fax _____

Please tick your company's principal business:

- Digital Imager Educator Exhibitor or Staff of Exhibitor Graphic Art, Design and Pre-Press
 Marketing, Advertising, User of Images Picture Framing Press Professional Photography Retailing
 Scrapbooking Videographer Wholesale Distributor or Manufacturer Other _____

Please tick if you are a member of:

- PMA[®] DIMA[™] IAPCI[®] PSRA[™] PEA AIPP PPEA[®] PICA NAPET[®] PSRO[™] WEVA

Please fill out your company information and fill out the name of all attendees who require a badge, indicating below which registration type for each person. Please also indicate any additional PMA Sponsoring tickets needed.

- PMA BEST VALUE Registration - Member: \$295/Non-member: \$400**
Includes DIMA Emerging Technology Day (includes all DIMA Sessions, DIMA tea breaks, luncheon and Sponser on Thursday), PMA and WEVA Expo Sessions on Friday, Saturday and Sunday, including PMA Keynote Sessions and daily tea breaks, choice of PMA Member Association (PEA, PPA, PSRA, PSRO, PPIA) Sessions, Print Technology sessions, Evening With An Artist, Friday and Saturday evening PMA Sponser, admission to the Imaging Technology Expo each day, and choice of AIPP Sessions on Monday.
- DIMA Emerging Technology Day Registration (Good Thursday Only) Member: \$185/Non-member: \$250**
Includes all DIMA Sessions, DIMA tea breaks, DIMA lunch and Sponser on Thursday and admission to the Imaging Technology Expo (does not include PMA Expo sessions).
- PMA Expo Registration (Good for Friday, Saturday and Sunday Only) Member: \$175/Non-member: \$240**
Includes PMA Expo Sessions on Friday, Saturday and Sunday, daily tea; choice of PMA Keynote Sessions, and PMA Sponser on Friday and Saturday evening. PMA[®] Expo Registration also includes your choice of PEA, PPA, PSRA, PSRO, PPIA and WEVA Sessions, and admission to the Imaging Technology Expo each day (tickets required).
- Single-Buy PMA Expo Registration (Good for One Day Only - Friday, Saturday or Sunday) Member: \$65/Non-member: \$100**
Includes choice of PMA or WEVA Sessions on day purchased, PMA tea breaks, choice of PMA Keynote Sessions, plus the Friday or Saturday PMA Sponser.

BADGE REQUEST: indicate registration type for each attendee below.

ATTENDEE NAMES: Please print using BLOCK letters. First Name first; Surname last (as to appear on badge)

1. <u>JOE BLOGGS</u>	2.	3.	4.
1 PMA BEST VALUE [®] Member/Non-Mem \$295 / \$400 2 DIMA Thursday Registration Member/Non-Mem \$185 / \$250 3 PMA Expo Registration (Fri/Sat/Sun) Member/Non-Mem \$175 / \$240 4 Single-Day Expo Circle Day Attending Below Member/Non-Mem \$65 / \$100	PMA Sponser Tickets (Extra Ticket Fees) Friday Night \$35 Saturday Night \$35	Exhibition Only/Keynote Badge Member/Non-Mem No Charge	Total \$ Amount PEA \$ 120.00

SECTION B: PAYMENT INFORMATION

Office use only
 Clerk _____ Date _____
 PAYMENT: Cheque Credit Card
 Make cheques payable to PMA[®] Cheque to Follow
 Credit Card Information: VISA MasterCard American Express Diners Club BankCard
 Card No. _____ Expiry Date _____
 Cardholder Name _____
 Signature _____

AMOUNT \$ 120.00

IMPORTANT: See back page for session choices

SECTION C: EDUCATIONAL SESSION REQUESTS

For all event codes and descriptions, please refer to the Full Expo Programme.

Thursday 3 May 2007 - DIMA and WEVA Tracks

Please tick each session that each delegate will attend below (tickets required)

PMA BEST VALUE Registration (1) or DIMA Registration (2) Required to Attend DIMA Sessions

Session Time	Track - Code	Attendee			
		1	2	3	4
9:30 a.m.	DIMA - D1				
11:00 a.m.	DIMA - D2				
1:00 p.m.	DIMA - D3				
2:10 p.m.	DIMA - D4				
3:30 p.m.	DIMA - D5				
5:00 p.m.	DIMA - D6				

PMA Best Value Expo Registration is required to attend WEVA Sessions

8:30 a.m.	WEVA - W1				
10:30 a.m.	WEVA - W2				
1:00 p.m.	WEVA - W3				
3:00 p.m.	WEVA - W4				
5:00 p.m.	WEVA - W5				

Friday 4 May 2007 - Expo Tracks/Sessions

Please tick each session that each delegate will attend below (tickets required)

PMA Best Value (1) PMA Expo (3) or Friday Registration (4) Required to Attend

Session Time	Track - Code	Attendee			
		1	2	3	4
7:30 a.m.	PMA - 109				
7:30 a.m.	PMA - 101				
8:20 a.m.	PMA - 102				
9:45 a.m.	ALL* - 6S1				
8:30 a.m.	PIEA - E1			X	X
10:00 a.m.	PIEA - E2			X	X
2:00 p.m.	PIEA - E3			X	X
7:30 p.m.	PIEA - E4			X	X
8:30 a.m.	WEVA - W6				
10:30 a.m.	WEVA - W7				
1:00 p.m.	WEVA - W8				
3:30 p.m.	WEVA - W9				

All conference session requests to be filled out by all PMA EXPO AND SINGLE-DAY DELEGATES ONLY.

(Keynote Session requests to be filled out by ALL DELEGATES)

See Front Side to Order PMA® Sundowner Receptions.

Saturday 5 May 2007 - Expo Tracks/Sessions

Please tick each session that each delegate will attend below (tickets required)

PMA Best Value (1) PMA Expo (3) or Saturday Registration (4) Required to Attend

Session Time	Track - Code	Attendee			
		1	2	3	4
7:30 a.m.	PMA - 200				
8:30 a.m.	PMA - 201				
9:45 a.m.	ALL* - 6S2				
8:30 a.m.	PIEA - E5			X	X
10:00 a.m.	PIEA - E6			X	X
1:30 p.m.	PIEA - E7			X	X
10:50 a.m.	PPFA - F1				
1:00 p.m.	PPFA - F2				
2:10 p.m.	PPFA - F3				
11:00 a.m.	PSPA - P1				
12:30 p.m.	PSPA - P1				
1:30 p.m.	PSPA - P2				
2:30 p.m.	PSPA - P3				
8:30 a.m.	WEVA - W10				

Sunday 6 May 2007 - Expo Tracks/Sessions

Please tick each session that each delegate will attend below (tickets required)

PMA Best Value (1) PMA Expo (3) or Sunday Registration (4) Required to Attend

Session Time	Track - Code	Attendee			
		1	2	3	4
9:40 a.m.	ALL* - 6S3				
9:00 a.m.	PIEA - E8			X	X
2:30 p.m.	PIEA - E9			X	X
11:00 a.m.	Print - P11			X	X
12:00 noon	Print - P12			X	X
2:00 p.m.	Print - P13			X	X
3:00 p.m.	Print - P14			X	X
4:00 p.m.	Print - P15			X	X
10:50 a.m.	PSRO - SC1				
1:00 p.m.	PSRO - SC2				
2:10 p.m.	PSRO - SC3				
10:30 a.m.	CPF Exam**				

** We will contact you regarding the CPF Exam application and fees.

Monday 7 May 2007 - AIPP Sessions

Please tick each session that each delegate will attend below (tickets required)

PMA Best Value Registration (1) Required to Attend

Session Time	Track - Code	Attendee			
		1	2	3	4
10:00 a.m.	APP - A1				
11:00 a.m.	APP - A2				
1:00 p.m.	AIPP - A3				
2:00 p.m.	AIPP - A4				
3:00 p.m.	AIPP - A5				

* Free to all registrants: ticket required

You may register any of the following ways:



Phone:
02-9663-5880



E-mail:
pmaaustralia@pma.org



Mail:
PMA Australia
Convention 2007
PO Box 310 Rosebery
NSW 1445 Australia



Web:
www.pma.org/australia2007



Fax:
02-9663-5881



For hotel accommodation, please contact The Lido Group • Toll Free: 1-800-817-339
• Fax: 02-8585-0802 • E-mail: exhibitions@lido.com.au