

# A PREMIER SERVICE EXPERIENCE



Is your association looking for someone who can sort, extract, organize, and print your membership data **any way you want it**? Whether you require a printed directory or an electronic file formatted for a CD-ROM or Internet-ready format, Documation, "America's Association Printer" is the solution you are looking for.

Years ago, LaVay Sheldon, Director of Special Projects for the Kellen Company in Atlanta, one of the largest association management companies worldwide, was looking for a **single source provider** to produce a complex directory for a Kellen client, the Healthcare Convention & Exhibitors Association. Here's what LaVay says about Documation and why HCEA relies on Documation's overall performance:

*Year after year, members of the Healthcare Convention and Exhibitors Association tell us that the HCEA Directory of Healthcare Meetings and Conventions is one of their most important membership benefits. The Directory contains a multi-year, detailed listing of healthcare conventions, meetings, and exhibitions and is used to plan participation in industry events by companies and organizations who market within the healthcare arena.*

*Documation really does a great job converting data of 3,000 listings and making it press ready. Once the core data pages are complete, Documation is able to provide the information for four different cross indexes. The Directory also contains numerous 4-color ads and complex foldout tabs. When the book is printed, Documation handles distribution to our members, saving us the cost and time of multiple shippings.*

*HCEA depends on Documation for the crucial data conversion and indexing processes. Documation's design and pre-press team provides great attention to detail in the important areas of proofing and making corrections. They do a masterful job of keeping the entire project on*

**"Documation is truly a strategic partner in the production of the HCEA Directory"**

— LaVay Sheldon, Kellen Company

*time and on budget. Best of all, the book looks great! Documation is truly a strategic partner in the production of the HCEA Directory.*

While much of Documation's directory work is in the fields of law and medicine, we have provided directories to a broad range of industries and professions. They range from economical black and white reference guides/phone books to very exotic pieces that include full-color ad pages and challenging binding options.

Directories are often based on data stored in various database formats. Sorting and organizing this data into various categories to make it useful for end users can be a time-consuming, cumbersome, and error-prone process. Documation can easily extract this data from your database and organize it to meet the needs of your members.

As with all of our products and services, Documation's expertise includes providing **one-stop service** to our directory clients. That includes design and formatting, printing, and fulfillment—all with **exceptional quality, timeliness, customer service, and competitive pricing.**

Why not **work with the best!** For more information about single source directory production call one of our friendly Account Representatives (800.951.6729) at Documation, the most trusted name in association printing.



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