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# Keynote Panel: Top Trends Impacting the Industry — and How PSPs are Reacting



Moderator

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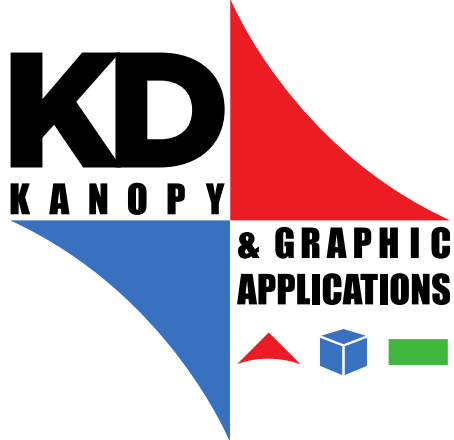
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# TODAY'S PANELISTS



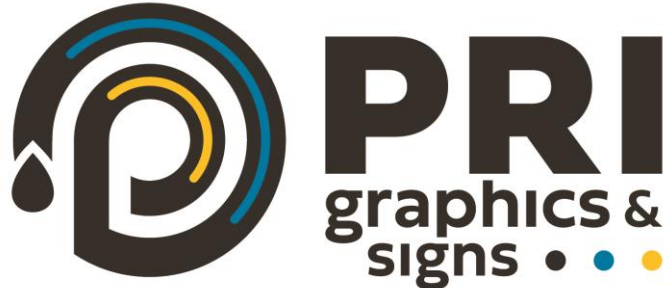
**Scott Cohen**  
Vice President, Sales  
KD Kanopy



**Buddy Kramber**  
Vice President, Operations  
The Bernard Group



**David Perkinson**  
President  
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**John Rhodes**  
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## Question 1

Operating cost inflation, labor shortages, and pressure on margins continue to be significant challenges for wide-format PSPs.

How are you addressing these challenges in your business to remain market competitive and achieve sustainable growth?

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The Canon logo is displayed in a large, bold, red serif font. The word "Canon" is centered within a light beige rectangular background. The 'C' is a large, stylized capital letter, and the remaining letters are lowercase. The logo is set against a white background.

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## Question 2

Sustainability is something we hear a great deal of these days on the equipment side, but what are you seeing from customers?

Are customers willing to pay more for a sustainably-produced project? Are they willing to pay more for sustainable media?

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## Question 3

As the world continues to reopen, how has your go-to-market strategy changed to capitalize on the pent-up demand and opportunities in the markets you serve as well as new ones?

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## Question 4

How do you measure the total cost of ownership of equipment purchases today?

What factors need to be considered when investing in a new piece of equipment other than the initial upfront cost of the machine?

## Bonus Question

What is the biggest surprise to your business in the last year that was unforeseen by most of your team?

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