



For Immediate Release

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PRINTING United Provides All Exhibitors with Pre-Show Digital Marketing Services

VIP Guest Invites provides exciting tools for building booth traffic

Fairfax, Va. — As a benefit to exhibiting at PRINTING United, the latest iteration of the SGIA Expo, the show is partnering with VIP Guest Invites to provide all our exhibitors a great way to connect with customers prior to its launch in Dallas October 23 - 25, 2019.

VIP Guest Invites provides every exhibitor with a promo code for free registration they can share with customers and prospects using a comprehensive, user-friendly range of tools including customized emails, banner graphics, email signatures, social media posts and landing page links.

“It’s been proven that pre-show marketing increases targeted booth traffic and, ultimately, lead generation. Helping our exhibitors achieve this and enhancing their return on investment from PRINTING United as a result, is the goal,” said James Martin, Executive Vice President, Supplier and Manufacturer Relations, SGIA. “Attendees win too, because they get relevant invitations that explain the value of attending the show.”

To maximize this complimentary program, the VIP Guest Invites team is available to provide every exhibitor with the support they need to ensure they’re executing a successful pre-show marketing plan.

“PRINTING United is essentially giving every exhibitor digital agency support to ensure that customers and prospects are aware of their presence at the show,” said Dave Einzig, Founder, VIP Guest Invites. “Every exhibitor has a destination where they can find a full set of pre-show marketing resources customized for them.”





“PRINTING United will be the largest and most important show in the North American printing industry this year, and exhibitors who want strong leads and steady booth traffic will need to make their presence known ahead of time. The best way to do that is to invite customers to visit you at PRINTING United, and VIP Guest Invites makes it easy,” Martin said.

More information about the PRINTING United VIP Guest Invites program is online at printingunited.com.

To learn more and register for PRINTING United, visit printingunited.com.

About Printing United

[PRINTING United](http://printingunited.com), a new event owned and operated by SGIA in partnership with NAPCO Media, will launch in Dallas, Texas, October 23 - 25, 2019. Focusing on the opportunities presented by the convergence of printing technologies and markets, PRINTING United will cover print and finishing technologies in industry segments from apparel to graphic, packaging to commercial, and industrial. Its objective is to convey all components of integrated solutions to satisfy virtually any client need.

About SGIA

The [Specialty Graphic Imaging Association](http://www.sgiamedia.com) is a trade association for the leaders of the 21st Century printing industry. SGIA members are bold, driven, creative and riding a wave of technology and innovation. In addition to providing high-quality information and educational resources designed to help move the printing community forward, SGIA produces the leading trade shows PRINTING United (Dallas, October 23 - 25, 2019) and Graphics of the Americas (Miami, February 27 - 29, 2020).

