October 6 - 8, 2021
Orange County Convention Center
Orlando, FL
PRINTINGUNITED.COM
Dear Exhibitor:

PRINTING United was established as a place for the entire printing industry to come together under one roof; as a space to collaborate, re-connect, explore, and learn. As we navigate a “new normal”, this idea of unity and togetherness could not come at a more critical time.

First, it is important to note that we are working closely with the team at Johns Hopkins University, specializing in mass gatherings, on all decisions regarding show policies, to optimize all on-site experiences in terms of health and safety. Our team will be consulting directly with Johns Hopkins on a monthly basis until our event next fall. Finally, we are also working with state and local health organizations, as well as the Orange County Convention Center, to ensure we are doing everything possible to make this a safe environment.

PRINTING United, set to be the three most important days in print, is where you need to be to establish a solid pipeline and secure the future of your business. Serving all industry segments, from apparel, to graphics production and installation, to functional printing, commercial printing, in-plant printing, package printing and converting, and everything in between; PRINTING United will align you with key players to help your business grow, at one all-encompassing venue.

The team at PRINTING United is committed to making your experience the most valuable, impactful, and successful it can be. As an exhibitor, you will be equipped with the resources needed to make the biggest impact during your time at the largest printing exhibition in North America.

With the solid backing and additional marketing outlets through NAPCO Media reach and multi-channel offerings, we are setting your company up with the maximum tools for success, to reach the most widespread printing audience.

We stand with you and look forward to having you join us at PRINTING United 2021.

Regards,

Mark J. Subers
President, PRINTING United
PRINTING United 2021 Priority Exhibit Selection Event Timeline

NOTE: This application is now online through our vendor, Map Your Show. No paper applications will be used or accepted. A complete set of show rules and regulations is available on our website.

You will receive an email to submit an application for exhibit space from SGIA. All 2021 sponsors, and current 2020 PRINTING United exhibitors who are interested in participating in the priority exhibit selection process must submit their online application to be considered a participant in the Priority Exhibit Sales Event. The exhibit size submissions will help us build ample inventory on the show floor to accommodate as many exhibitors as possible. Your invitation will remain open from June 1, 2020 through midnight (ET) July 10, 2020. If PRINTING United does not receive your online application by midnight on July 10, 2020, PRINTING United will understand that you have decided to select your exhibit after August 7, 2020. All exhibit selections are subject to availability at the time of selection.

**July 8, 2020**
PRINTING United 2021 sponsorship contracts are due. If materials are received after this date, the sponsor will not receive an earlier appointment slot within applicable square footage tier.

**July 10, 2020**
The 2021 exhibit application will close at midnight on this date. Only 2020 exhibitors are eligible to participate.

**July 27-31, 2020**
Exhibitors will receive an appointment confirmation and a preview of the 2021 floor plan.

**August 3-7, 2020**
Priority Exhibit Selection Event (August 3 – 7). At your scheduled time, you will receive a personal, one-on-one telephone call from a PRINTING United representative who will assist in the exhibit selection process. Your company’s authorized representative will be sent an online floor plan when your appointment is made and confirmed. If the authorized exhibitor representative is unable to make their assigned telephone appointment, they will be able to submit a list of preferred exhibit locations. Submissions will only be accepted 24 hours in advance of the appointment time and based on availability at the company’s originally designated appointment time. Please contact us at exhibit@printingunited.com to request more details on a proxy, if needed.

**Important Reminders:**
If PRINTING United calls the authorized telephone number at the scheduled appointment time and there is no answer, PRINTING United will leave a voicemail with specific instructions for rescheduling. If no voicemail is available, an instructional email will be sent to the representative providing other options for exhibit selection. PRINTING United will continue placements despite a missed appointment.

Although we do not recommend waiting, we will accept contracts on-site at PRINTING United (October 21-23, 2020) by appointment only. The location will be in the connector on the Hall C side next to the Exhibitor Service Area. Access at the end of the 6,000 aisle.

**Payment Deadlines:**
- 10% deposit due at signing
- 40% due January 15, 2021
- 50% due June 15, 2021

**Cancellation:**

<table>
<thead>
<tr>
<th>Cancellation Period</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cancellation without penalty until December 15th, 2020</td>
<td>no penalty</td>
</tr>
<tr>
<td>December 16, 2020 – April 2, 2021</td>
<td>25%</td>
</tr>
<tr>
<td>April 3, 2021 – July 2, 2021</td>
<td>50%</td>
</tr>
<tr>
<td>After July 2, 2021</td>
<td>100%</td>
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Exhibit Space Tiers

All exhibit selection appointments are set in random order within the tiers displayed. Tiers are scheduled in the order presented below.

2021 sponsors will receive priority appointments within their applicable square footage tier.

If the randomly-selected appointment time provided is not acceptable, your team/authorized representative will be able to submit a list of preferred exhibit locations no sooner than 24-hours in advance of the scheduled appointment. We will assign your exhibit based on availability at the time of your scheduled appointment. If nothing from your list is available we will make every effort to assign you to a space that is in close proximity to your choices. If an exhibitor is unavailable and did not submit a list of options no sooner than 24-hours in advance; it is the responsibility of the authorized exhibitor representative to contact SGIA to determine a date/time a exhibit can be selected.

Two or more member companies owned by the same person/entity may book their exhibits at the same time and receive the appropriate discount on the aggregate square footage booked, provided each company has a member record. Any of the companies in this group may be designated as the booking agent for the rest. Each exhibit may be branded as the individual company.

Co-Exhibitors are not eligible to participate.

<table>
<thead>
<tr>
<th>TIERS</th>
<th>SQUARE FEET</th>
<th>PRIME</th>
<th>COST/100 sq ft</th>
<th>STANDARD</th>
<th>COST/100 sq ft</th>
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<tbody>
<tr>
<td>1</td>
<td>12,000 &amp; up</td>
<td>$30</td>
<td>$3,000</td>
<td>$28</td>
<td>$2,800</td>
</tr>
<tr>
<td>2</td>
<td>9,000-11,999</td>
<td>$30.50</td>
<td>$3,050</td>
<td>$28.50</td>
<td>$2,850</td>
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<td>$31</td>
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<td>$29</td>
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<tr>
<td>4</td>
<td>3,000-5,999</td>
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<td>$3,150</td>
<td>$29.50</td>
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<tr>
<td>5</td>
<td>800-2,999</td>
<td>$32</td>
<td>$3,200</td>
<td>$30</td>
<td>$3,000</td>
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<td>6</td>
<td>400-799</td>
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<td>$3,250</td>
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<td>7</td>
<td>100-399</td>
<td>$33</td>
<td>$3,300</td>
<td>$31</td>
<td>$3,100</td>
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</table>

Order of selection within each tier: Title • Diamond • Platinum • Gold • 2020 Exhibitors

The listed exhibit lease fee includes back drape, side-rail drapery, exhibit sign, limited number of exhibit personnel badges (when ordered in advance), and online exposure and marketing opportunities through the PRINTING United website and show app.

NOTE: All exhibitors will be responsible for their own flooring solutions.

Lease fee of exhibits and islands (in US dollars) for SGIA member companies are listed above. (Non-members add $800 nonmember fee). Exhibit prices are non-commissionable and are based on square footage, prime and standard rates. Standard exhibit size is 10 feet by 10 feet (3.05 meters by 3.05 meters). Other configurations will be shown on the floor plan when it becomes available for review at time of reservation.

Exposition Team Info: exhibit@printingunited.com
Sponsorship at a Glance

Interested in sponsoring in 2021? We are moving to a consultative method and your total dollar spend with PRINTING United will determine your sponsor level.

Sponsorship and Investment Levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Investment</th>
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<tbody>
<tr>
<td>TITLE</td>
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<tr>
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<tr>
<td>PLATINUM</td>
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<tr>
<td>GOLD</td>
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Sponsorship Opportunities

Interior Branding Options
- Lobby banners, lobby floor graphics, column wraps, escalator ribbons, wayfinding stations

Online Advertising
- Online directory, show planner, mobile app sponsor

Exterior Branding Options
- Hanging banners, entrance window graphics, sidewalk graphics, shuttlebus headrests

Promotional and Event
- Education sponsor, lanyards, tote bags, pens, expo floor map branding

There are a multitude of options available to ensure exhibitors achieve their strategic goals. New product launches, wayfinding/booth traffic, branding, special events, etc. can be widely promoted via sponsorships.

Additional Options – Customizable depending on your goals

Sponsorship Info:

Jack Noonan
Vice President of Business Development
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jnoonan@printingunited.com

Mike McGowan
Sales Manager
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