



## WELCOME FIRST-TIME EXHIBITORS

### EXHIBITOR DASHBOARD

#### Show Planning

- Manage Invoices/Payments
- Create/Edit Company Profile
- List Exhibitor Product & Services in Attendee Search Directory
- Online Advertising Packages
- Attendee Visit & Search Stats: Exhibitor Pre-Show Lead Gen
- Housing & Travel Planning
- Online “Map Your Show” Attendee Activity Planner Application Info
- Expo Updates from the Alliance
- “How to” Event Planning Videos
- Free Feathr Eblast Service and Exhibitor Marketing Resources

### EXHIBITOR SERVICE MANUAL

#### Show Support Services

- The Exhibitor Service Manual is the essential event guide document for planning a successful 2021 show.
- Exhibitor Welcome Letter & Introduction to the Event Program
- List of Official Service Providers and Show Dept. Contact Info
- Tips to Maximize and Save Costs
- Exhibitor Checklist of Action Items and Schedule of Service Deadlines
- Exhibitor Booth Space Rules and Event Production Specifications
- Show Services Order Forms -incl. labor, electrical, rigging, freight, forklifts, waste, security and more.

### TERMS & CONDITIONS

- Official Show Management and convention center information for all Exhibitors. Important planning material to review and consider.
- If an Exhibitor is planning to have an EAC (Exhibitor Assigned Contractor) manage booth activities, EAC Form must be completed and submitted.
- Exhibitors must ensure that the EAC reviews, understands and abides by the Terms & Conditions (T&C) and Rules & Regulations (R&R) in all event planning matters.
- The 2021 Covid Show Cancellation 100% Refund Policy is also available.

### EXHIBITOR UPDATES

#### Show Management News

- Exhibitor Updates: Show Management regularly sends out informational event planning emails and newsletters throughout the year.
- Update emails are stored for review and access via the Dashboard application online.
- These updates inform exhibitors of the latest upcoming deadlines, action items, event news and exhibitor support services.
- Alliance industry support activities are periodically included in the Expo Updates with logistical, business development and market segment community news to maximize Exhibitor show success.

### SPONSORSHIP PROGRAM

Interested in sponsoring in 2021? We have implemented a new model with a customized menu of options.

- 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 show sponsorships.
- A Catalog of diverse promotional tools.
- Contact our sales representatives to discuss your objectives and ideas. We have sponsorships for every budget and look forward to making this your most successful PRINTING United Expo!
- **Interested? Email Jack Noonan at [jnoonan@printing.org](mailto:jnoonan@printing.org) or Mike McGowan at [mcgowan@printing.org](mailto:mcgowan@printing.org).**

### FEATHR EXHIBITOR INVITE PROGRAM

Invite sales prospects and customers to participate by utilizing branded marketing pieces and online links.

- Use the Feathr eblast application on the Exhibitor Dashboard to inform and promote your show presence to sales prospects and customer lists.
- The program is completely free and customizable to all Exhibitors with corporate brand and product messages.
- There is a complimentary digital promotion toolkit that includes customized marketing materials like banner graphics, a ready-to-send HTML email, a landing page, and social media sharing tools. A quick and easy way to create pre-show awareness of vendor participation, messages and products.

### PRINTING UNITED UX PLATFORM

The User Experience (UX) platform allows Exhibitors to host corporate customer, sales, dealer and technology events.

- The new UX program is the PRINTING United and BRAND United platform that enables partners, exhibitors, attendees and key stakeholders to hold turnkey meetings and in-person activity programs in conjunction with the show.
- The goal is to expand show participation and create additional industry engagement ROI for the week with fully-managed, high-impact corporate events.
- Food, lodging, entertainment and programmatic content with industry expert guest speakers will all be arranged via the PRINTING United Alliance - including NAPCO Media and Association Resources.
- **Interested? Email Frank Tueckmantel at [ftueckmantel@napco.com](mailto:ftueckmantel@napco.com).**

## MEET THE TEAM!

PRINTING United Contacts and Official Service Vendors