



**PRIMARY TOOLS**

Exhibitor Dashboard	Exhibitor Service Manual	Terms and Conditions/Rules	Exhibitor Communications
<ul style="list-style-type: none"> <li>• Make Payments</li> <li>• Download Invoices</li> <li>• Update Company Profile</li> <li>• Exhibitor Directory Listing</li> <li>• Online Advertising Packages</li> <li>• New Lead/Stats</li> <li>• Housing</li> <li>• Expo Updates</li> <li>• “How to” Videos</li> <li>• Access Exhibitor Invites</li> </ul>	<ul style="list-style-type: none"> <li>• The Exhibitor Service Manual is your “go to” for ordering products and services. For example, you will see these documents below in the ESK as well as others:</li> <li>• Welcome Letter</li> <li>• Official Service Providers and Show Contacts</li> <li>• Tips to Maximize and Save</li> <li>• Exhibitor Checklist</li> <li>• Exhibitor Space Rules and Specifications</li> </ul>	<ul style="list-style-type: none"> <li>• And Regulations</li> <li>• Make sure you read through the terms and rules entirely.</li> <li>• If you are planning to have an EAC, you will need to fill out the EAC Form and make sure your EAC knows the T&amp;C and R&amp;R as well.</li> </ul>	<ul style="list-style-type: none"> <li>• Exhibitor Updates: Show Management sends out Exhibitor Updates monthly throughout the year. These updates inform exhibitors of certain exhibitor services, upcoming deadlines and what is in the making.</li> </ul>

**IMPROVE YOUR ROI**

Sponsorship Program	Exhibitor Invite Program	Printing United UX Platform
<p>Interested in sponsoring in 2022? We are moving to a consultative method and your total dollar spend with PRINTING United Expo will determine your sponsor level.</p> <ul style="list-style-type: none"> <li>• 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. View the Sponsorship Prospectus.</li> <li>• 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!</li> <li>• <b>Interested?</b> Email Jack Noonan at <a href="mailto:jnoonan@printing.org">jnoonan@printing.org</a> or Mike McGowan at <a href="mailto:mcgowan@printing.org">mcgowan@printing.org</a></li> </ul>	<p>Invite your customers to participate with you at PRINTING United Expo by utilizing pre-made marketing co-branded marketing pieces</p> <ul style="list-style-type: none"> <li>• Use this dashboard to inform your prospects and customers about your participation in the PRINTING United Expo and its completely free, on-demand features. We have created 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. This is a quick and easy way to create a touchpoint and promote your appearance.</li> <li>• Coming soon!</li> </ul>	<p>The PUX platform allows companies to leverage the platform so they can host an incredible event and concentrate on their expo floor experience while our team does the heavy lifting.</p> <ul style="list-style-type: none"> <li>• Our new PRINTING United UX program is the PRINTING United Expo and BRAND United user experience platform that enables our partners, exhibitors, attendees and key stakeholders to hold an impressive meeting adjacent to the show and expand their ROI for the week during these high-impact events. We have built a thorough, engaging model that will allow those participating to focus on what is most important – their customers. Each event will be seamless and awe-inspiring, with specialized components for all market segments.</li> <li>• <b>Interested?</b> Email Frank Tueckmantel at <a href="mailto:ftueckmantel@napco.com">ftueckmantel@napco.com</a>.</li> </ul>