

# PRINTINGUNITED

**EXPO** • Oct. 19-21, 2022 • Las Vegas, NV

## MEDIA KIT

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[PRINTINGUNITED.COM](https://PRINTINGUNITED.COM)



PRESENTED BY

**PRINTINGUNITED**  
ALLIANCE

## A NOTE FROM THE PRESIDENT



### Dear Fellow Industry Colleague and Friend,

The past few years have undoubtedly posed more challenges than we could have ever anticipated. We've been forced to work differently, meet differently, sell differently, and generally modify everything that goes against us as social and engaged beings. Especially in our incredibly intimate industry, where everyone knows one another, and thrives on the human connection and ability to shake hands, sit down together, and catch up with one another, the virtual nature of having to do business simply hasn't been ideal.



**WE ARE BACK.** It is 2022. We've learned how to navigate the challenges that have been thrown our way, which is a testament to the true resiliency of our industry, and we have been readying the stage and revving our engines to get to the starting line. PRINTING United 2022 will open its doors in Las Vegas on October 19-21 and it is going to be nothing short of **EPIC**. We will toe the line and channel the much-needed energy and enthusiasm, together.

Anyone in printing knows that the key to longevity, now more than ever, is diversifying services. At a printer level, diversifying your application portfolio drives continued success. Whether you've already begun integrating this strategy, or if this is something you're in need of learning more about, PRINTING United Expo will be the single most important industry event to attend in 2022. The entire premise of the Expo's convergent market approach equips attendees with the necessary information and insight from the experts needed on how to successfully adopt a divergent strategy in being able to see end-to-end solutions and services across the marketplace all under one roof. No other industry show does that. PRINTING United Expo is the world's most diversified event offering a breadth and depth of application solutions that cannot be found anywhere else.

Make your plans now to be in Las Vegas with the rest of the industry this October to develop your strategy for future success. Discover the universe of opportunities waiting for you to take your business to the next level. In 2022 and the years to come, PRINTING United Expo will set you up on a trajectory to not only meet client expectations, but take them to a whole new level.

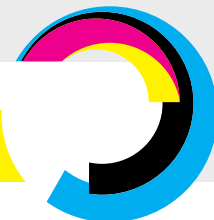
The industry has waited long enough. It's time to open the doors!

See you in Vegas,

**Mark J. Subers**

President, PRINTING United

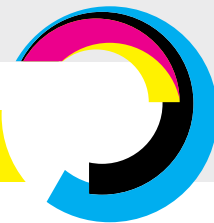




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# AUDIENCE & COMMUNITIES

**Our audiences encompass every printing community reaching over 18 million annual interactions.** Through our 70+ history, knowledge, and industry expertise, we have created the largest global printing Association – PRINTING United Alliance (SGIA, PIA, and Idealliance) — and extended our reach through our trusted media brands and subject matter experts. Through our internal assets and external partnerships, there is no match for our marketing efforts and resources.

## Communities Who Attend PRINTING United Expo



### Apparel Decorators

Apparel decorators print and decorate finished apparel blanks using screen printing, dye sublimation, direct-to-apparel, cut-and-sew, embroidery, and other decoration techniques.



### In-Plants

An In-plant is an in-house printing department operated within a company or other organization that is not in the printing business. The majority of the in-plant's work, serves the internal needs of an organization.



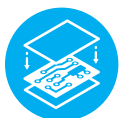
### Commercial

Commercial printers use prepress and post-press/finishing print technologies, including offset and digital, to create print in high volume. They include services like mailing, fulfillment, and design.



### Labels & Packaging

Label printers/converters specialize in labels and direct-to-container printing. Package printers/converters specialize in folding cartons, flexible packaging, and corrugated packaging – common package printing processes include flexography, sheetfed and web offset, electrophotographic digital, inkjet digital, and rotogravure printing.



### Functional/Industrial

Industrial application printers and Functional printers, print functional, touchable, everyday items, using primarily screen-print technologies and some digital technologies.



### Mailing & Fulfillment

The Postal Print community encompasses postcards, envelopes, flats, periodicals, parcel packaging, freight transportation, and more. Key applications include the assembly and distribution of all material distributed by USPS and other private national delivery logistic networks.



### Graphic Installers

Installers are the hands-on, skilled professionals who ensure the graphics our printers produce are seen, whether on vehicles, or in retail and commercial applications.



### Graphics/Wide-Format

Wide-format sign and graphic companies are comprised of print-for-pay printing business that produce a wide range of large-scale printed products for use both indoors and out-of-home.



### Promotional

Promotional product suppliers and decorators that imprint a logo, company name, or advertising messaging on a promotional product – hard and soft goods. Imprinting methods include pad printing, offset lithography, dye sublimation, label/decal transfer, hot stamping, and more.

# REACH MARKETING ATTENDEE LIST RENTAL



## Start Connecting with Attendees and Drive Traffic to Your Booth Before the Expo Doors Open!

TAKE ADVANTAGE OF THIS SPECIAL OPPORTUNITY AVAILABLE EXCLUSIVELY TO PRINTING UNITED EXPO EXHIBITORS.

Through this program you can offer special promotions, introduce new products, schedule meetings, and drive show traffic by renting the PRINTING United Expo attendee list from Reach Marketing, the only authorized list vendor of the Expo.

**Inventory is limited and available on a first come first serve basis.**

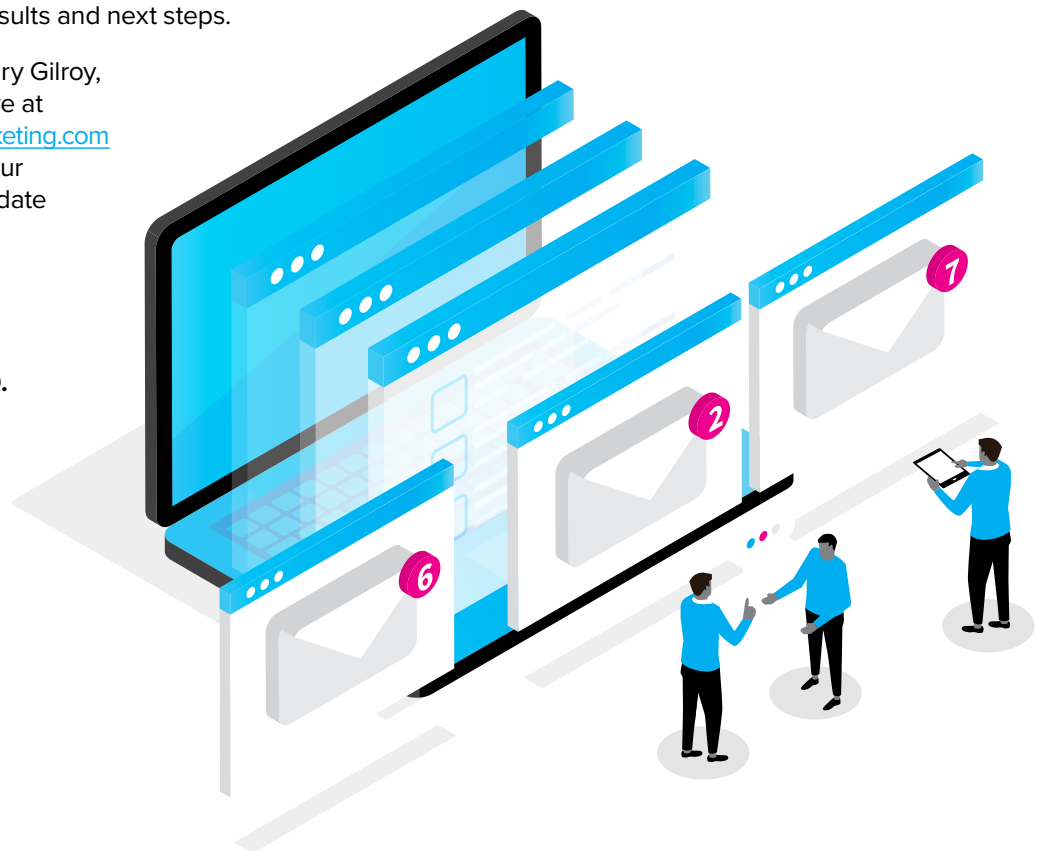
### How it works:

1. The experts at Reach Marketing will set-up your campaign – whether it be a direct mail piece or an email – and walk you through the entire process from creative and audience targeting to campaign results and next steps.
2. Reach out today to Gregry Gilroy, Senior Account Executive at [Gregry.Gilroy@reachmarketing.com](mailto:Gregry.Gilroy@reachmarketing.com) to receive a quote for your campaign and secure a date for your mailing.

**REACH<sup>®</sup>**  
MARKETING

### Pricing:

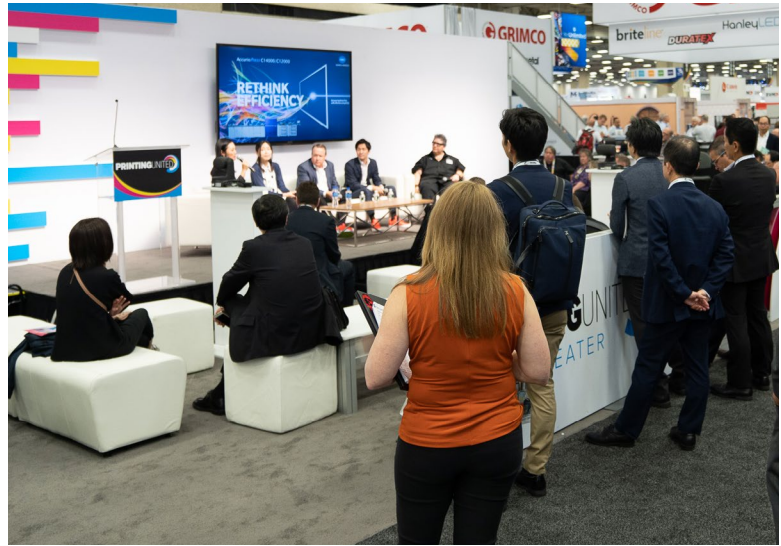
**\$500/M names with a minimum spend of \$1,000.**



# PRESS CONFERENCES & PR



We are excited to be the show of the year where new technology, updates, and news will be on display to the world at large! With many exhibitors debuting brand new solutions to the marketplace, we will have leading industry media and journalists attending the event to cover the latest developments. As such, PRINTING United Expo will again offer a dedicated Press Conference Room at the show, located near the Press Office, on a first-come, first-served basis.



## Conference Room Requests

- Those wishing to reserve a press conference slot during show hours to hold a media briefing should contact Amanda Kliegl, and make note of a preferred time and day.
- Please note that we cannot guarantee your requested time slot, but we will work diligently with you on scheduling whenever possible.
- Further information will be shared in the coming weeks with your confirmed time slot, room location, relevant health and safety parameters, and contact information for AV and catering needs.

## Press Releases & Product Launches

- Share your show plans for product launches and any news as it relates to the Expo.
- We will route those into our communication channels to help further exposure of your show presence.
- Send all Press Releases and Product Launches to [press@printing.org](mailto:press@printing.org).



**Amanda Kliegl**  
**VP of Public Relations**  
407-346-9800  
[akliegl@printing.org](mailto:akliegl@printing.org)

# EXPO SPONSORSHIP OPPORTUNITIES

**Sponsorship gives you a voice beyond your booth and helps draw in the printers you want to see.** Make your presence at PRINTING United known! Individual and package sponsorships are available; contact our team today to find the ideal sponsorship to fit your unique business goals.

**ALL  
SPONSORSHIP  
LEVELS INCLUDE  
PARTIAL BOOTH  
CREDIT.**

**TITLE**  
\$100,000

**DIAMOND**  
\$75,000

**PLATINUM**  
\$45,000

**GOLD**  
\$25,000

## 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

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.

### 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



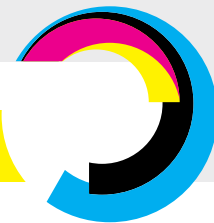
**Jack Noonan**  
**VP of Business Development**  
Packaging, Mailing & Fulfillment,  
Sponsorship  
[jnoonan@printing.org](mailto:jnoonan@printing.org)



**Mike McGowan**  
**Business Development Manager**  
Commercial, Sponsorship  
[mcgowan@printing.org](mailto:mcgowan@printing.org)



# EXHIBITOR DASHBOARD & INVITES



ALL EXHIBITOR RESOURCES CAN BE FOUND WITHIN THE EXHIBITOR MAP YOUR SHOW DASHBOARD.

**ITEMS INCLUDE:** Exhibitor Invites, updating your company profile, registering staff, and much more!

The following tiers and options are provided to build your experience:



View your customer invites by logging into your [exhibitor dashboard](#).

	Basic - Free	Level 1 - \$500	Level 2 - \$1,200	Level 3 - \$2,000
Company Information	✓	✓	✓	✓
Company Description	✓	✓	✓	✓
Primary Contact Information	✓	✓	✓	✓
Product Categories	✓	✓	✓	✓
Access to Leads		✓	✓	✓
Logo		✓	✓	✓
Upload Collateral & Press Releases		2	4	6
Upload Virtual Business Contacts		2	4	6
Set Online Appointment Times for Attendee Meetings		✓	✓	✓
Featured Exhibitor Listing			✓	✓
Customizable Product Display Panels for Image and/or Text			4	4
4 Video Panels (for a total of 8 product display panels)				4
Online Booth is Highlighted With a Corner Peel				✓
Priority Placement at the Top of All Online Searches				✓
Inclusion in the Featured Exhibitor Search				✓
<b>Add-Ons</b>				
Product Spotlight Sponsorship - \$2,500 (21 Available)				
Product Category Sponsorship - \$2,500 (Unlimited)				
Online Directory Sponsorship - \$6,500 (1 Available)				
Mobile App - Overall Exclusive Sponsor - \$6,000 (1 Available)				
Mobile App Messaging Alerts - \$995.00				

**EXHIBITOR DASHBOARD LOGIN**



# MEDIA BRANDS - EXPO ISSUES

## August & September Issues

*Printing Impressions, In-plant Impressions, Packaging Impressions, Print + Promo Marketing, PRINTING United Journal, and Wide-format Impressions* are the leaders in print industry media! Inform senior-level buyers of the cutting-edge solutions they can expect to see at the PRINTING United Expo!

**Reach the FULL MARKET with your message before attendees arrive at PRINTING United Expo!**

Each media brand will include a “preview” section for the Expo — the sections will serve as a valuable resource to promote your brand and presence prior to the show. This is the pre-event “go to” resource for the latest news, hot technology, and educational sessions for the commercial, garment, in-plant, packaging, promotional productions, and wide-format segments.



	Printing Impressions	In-plant Impressions	Packaging Impressions	Print + Promo Marketing	PRINTING United Journal	Wide-format Impressions
<b>Full Page</b>	\$7,500	\$3,590	\$3,100	\$2,950	\$2,800	\$5,250
<b>1/2 Page</b>	\$4,600	\$2,390	\$1,850	\$1,590	\$1,960	\$3,750
<b>1/4 Page</b>	\$2,900	\$1,490	\$975	\$950	\$1,190	\$2,500
<b>Issue Month</b>	August	August	August	August	August	July/August
<b>Space Close</b>	July 15, 2022	July 13, 2022	July 20, 2022	N/A	N/A	July 8, 2022
<b>Material Due</b>	July 20, 2022	July 18, 2022	July 25, 2022	N/A	N/A	July 13, 2022
<b>Issue Month</b>	September	September	September	September	September	Sept./Oct.
<b>Space Close</b>	Aug. 17, 2022	Aug. 19, 2022	Aug. 22, 2022	Aug. 29, 2022	Aug. 12, 2022	Sept. 12, 2022
<b>Material Due</b>	Aug. 22, 2022	Aug. 24, 2022	Aug. 25, 2022	Sept. 1, 2022	Aug. 18, 2022	Sept. 15, 2022

**\*Special positions available for all publications as well**

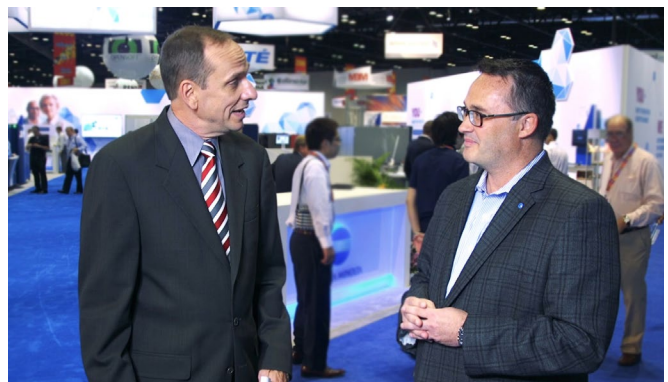


## Pre-Expo eNewsletter

Drive brand awareness and thought leadership to all registered attendees, past attendees, and the full audiences of media brands: *Printing Impressions*, *In-plant Impressions*, *Packaging Impressions*, *Wide-format Impressions*, *Apparelist*, *Print + Promo*, and *Promo Marketing* – 98k+ per email (7 total emails).

## LIVE! PRINTING United Expo eNewsletter

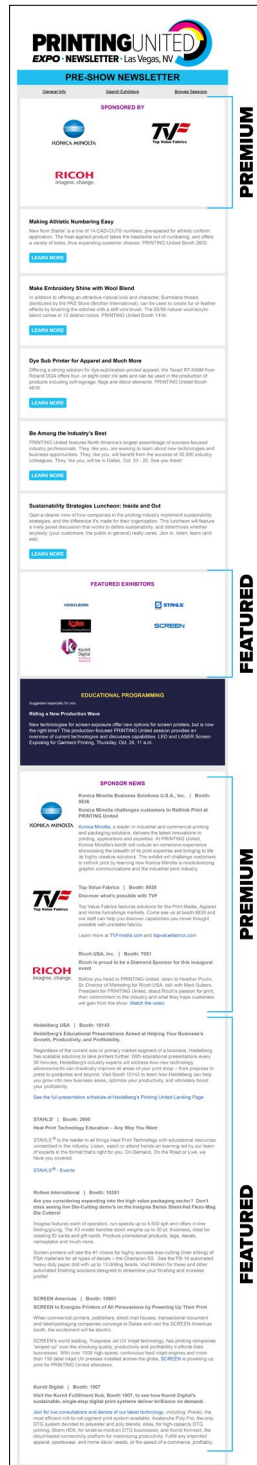
Launched each day of the Expo to the same audience as the Pre-Expo eNewsletter, this eNewsletter will reinforce your message and drive engagement with video content! Tell your product and strategy story to a vast audience during and after the event.



**\$1,500**  
**\$825**

- All registered attendees, past attendees, the full audiences of our media brands: *Printing Impressions, In-plant Impressions, Packaging Impressions, Wide-format Impressions, Apparelist, Print + Promo, and Promo Marketing* — 98k+ per email

- Company name and booth #
- Announcement headline of 150 characters
- Announcement body of 500 characters
- Up to 4 links to landing pages on your site
- **Premium** – top logo “above the fold” placement above news

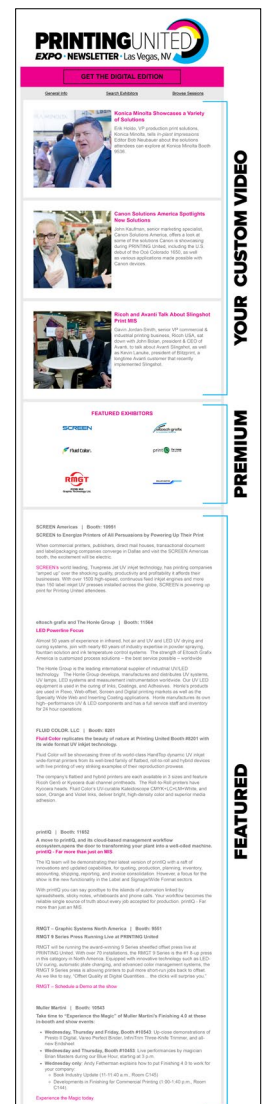


■ Video (Limit 3)	\$4,000
■ Premium (Limit 3)	\$1,500
■ Featured (Limit 5)	\$825

- All registered attendees, past attendees, the full audiences of our media brands: *Printing Impressions*, *In-plant Impressions*, *Packaging Impressions*, *Wide-format Impressions*, *Apparelist*, *Print + Promo*, and *Promo Marketing* — 98k+ per email
- LIVE! PRINTING United Expo eNewsletter — 3 total emails during the days of the event. The first read of the day!

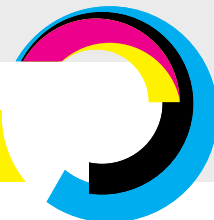
- Company name and booth #
- Announcement headline of 150 characters
- Announcement body of 500 characters
- Up to 4 links: web, email or file downloads
- **Premium** – top logo “above the fold” placement above news

- Top “first read” placement on the eNewsletters
- 2-3 min. “Key Executive/Product” video professionally produced by our in house video team.
- PLUS... you own the video!





# PRINTING UNITED EXPO DAILY



## The Official *PRINTING United Expo Daily*

The *PRINTING United Expo Daily* provides insight into the who, what, and when for all attendees. Daily coverage, sessions, maps, product information — it's all included. It's a "must-have" investment for all exhibitors that are serious about optimizing their ROI. There are multiple options to serve every exhibitor's budget.



### PRINTING UNITED EXPO DAILY

- Daily Cover **\$14,500**
- Full Tab Page **\$11,500**
- Standard Page **\$9,000**
- 1/2 Tab Page **\$7,500**
- 1/4 Tab Page **\$4,000**
- Product Spotlight **\$775**

Advertise in the official *PRINTING United Expo Daily* to optimize your investment and engage with the attendees. Delivered on site at PRINTING United Expo and hand-delivered to attendee hotel rooms, the *Daily* is the top communications medium visitors have in their hands every day to inform their daily schedules and activities.

**Thousands will be delivered throughout the 3 days of the Expo — and the prices shown will place you in every issue!**

Cover Inside-Front Inside-Back Back Cover	Full 9.5" W x 13" H (Trim Size) 9.75" W x 13.25" H (Bleed Size)	Standard 6.5" W x 9.25" H	1/2 page 8.75" W x 5.75" H	1/4 page 4.25" W x 5.875" H
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### EXCLUSIVE POSITIONS

- **Cover Post-it Note** (All 3 Issues - 1 Per Issue Available) **\$12,500**
- **Blow-in Card** (All 3 Issues - 2 Per Issue Available) **\$11,500**

### PRODUCT SPOTLIGHT | \$775

Shine a "Spotlight" on your latest product releases, differentiate your state-of-the-art technology, and tell them where to find it on the floor with an overview product description in the Product Spotlight section of the *PRINTING United Expo Daily*.



**Close Date: September 14, 2022**

**Materials Due Date: September 26, 2022**



# ENEWSLETTERS & DAILY PACKAGES & PRICING



## PACKAGE OPTIONS

	PREMIUM	ADVANCED	INTERMEDIATE	BASIC	STARTER
<b>PRINTING United Expo Daily (All 3 Issues)</b>	Cover	Full Tab Page	Standard Page	1/2 Tab Page	1/4 Tab Page
<b>Product Spotlight</b>	✓	✓	✓		
<b>Pre-Expo eNewsletter</b>	4 Premium Positions	3 Premium Positions	3 Featured Positions	2 Featured Positions	1 Featured Position
<b>LIVE! PRINTING United Expo eNewsletter</b>	4 Videos	3 Videos	3 Featured Positions	2 Featured Positions	1 Featured Position
<b>Savings</b>	\$4,000	\$3,025	\$1,475	\$1,050	\$650
<b>Cost</b>	<b>\$34,000</b>	<b>\$27,750</b>	<b>\$13,250</b>	<b>\$9,750</b>	<b>\$5,000</b>

## INDIVIDUAL PRICING

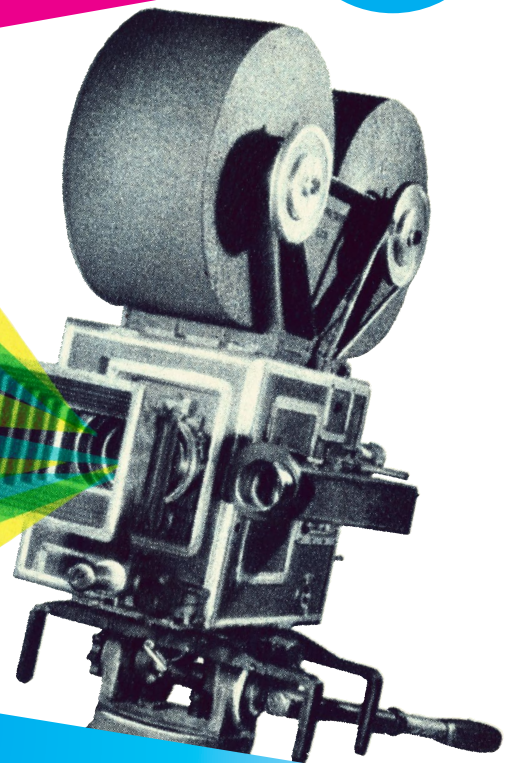
PRE-EXPO ENEWSLETTER	COST
Premium	\$1,500
Featured	\$825

LIVE! PRINTING UNITED EXPO ENEWSLETTER	COST
Premium	\$1,500
Featured	\$825
Video	\$4,000

PRINTING UNITED EXPO DAILY	COST
Daily Cover	\$14,500
Full Tab Page	\$11,500
Standard Page	\$9,000
1/2 Tab Page	\$7,500
1/4 Tab Page	\$4,000
Product Spotlight	\$775
Cover Post-It Note	\$12,500
Blow-In Card	\$11,500

## ON-SITE VIDEO PACKAGES

# SNAPSHOT<sup>pro</sup> AT-SHOW VIDEO



### PACKAGE INCLUDES:

- :90 second-max, fully-produced in-booth video.
- 1:1 Interview with one of our media brand editors OR solo with your OWN product specialist.
- YOU own the video - PLUS distribution on the PRINTING United's content experience across our various media brand sites.

**You spent countless hours and countless dollars preparing the best booth experience possible.** Why not capture your organization, technology, peers, or customer voices while everything and everyone is in one place? Capture your investment on video and get it in front of the right audience to further your message **beyond the show floor.**

**COST:** \$1,250

**Printing Impressions** **Packaging Impressions**

**Wide-format Impressions** **In-plant Impressions**

APPARELIST

ppm

pm promo  
marketing

PRINT+PROMO

## CONTACT YOUR SALES REPRESENTATIVE TODAY OR:

**Dan Mosley**

Video Production Manager /  
Associate Producer  
[dmosley@napco.com](mailto:dmosley@napco.com)

### COMPANY:

### BOOTH NUMBER:

### PREFERRED SHOOT DATE & TIME:

### CONTACT INFO:

# PRINTINGUNITED

**EXPO** • Oct. 19-21, 2022 • Las Vegas, NV

**CONTACT YOUR REPRESENTATIVE  
TO DISCUSS THE OPTIONS TODAY!**

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