

PRINTINGUNITED

EXPO • Oct. 18-20, 2023 • Atlanta, GA

PRIORITY BOOTH SELECTION EVENT

PRINTINGUNITED.COM

PRESENTED BY



**Dear Industry Colleague,**

The printing industry is bouncing back post-pandemic at a spectacular pace and the economic outlook across all segments is strong. The resiliency of our industry remains as strong as ever. At PRINTING United Alliance, we're ready to serve the marketplace and provide insight, education, and collaboration to ensure the success of the full industry.

VEGAS IN 2022 WILL BE THE EVENT OF THE YEAR. This much-anticipated event will be the largest and most diverse printing event in the world for 2022. We will have full representation from all printing communities under one roof for the first time since 2019. There is a large pent-up demand for engaging with new products and solutions and we expect to be back to pre-pandemic audience levels. We'll gather to network, learn, and see all the new product releases which have happened over the past few years.

ATLANTA IN 2023. The research and empirical data suggest that printers will continue to diversify their applications offerings at an accelerated pace moving forward. Owning and serving clients is their number one business driver and successfully attaining that requires an understanding and adoption of a multitude of applications across the printing spectrum. PRINTING United Expo refers to this as "convergence" which is a macro-level way of looking at the trend and is the underpinning strategy of the Expo.

Make your plans now to join us in Atlanta on October 18-20, 2023. Discover the universe of opportunities waiting for you to take your business to the next level. In Las Vegas, Atlanta, and in Expo host cities for 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.

PRINTING United Expo will gather the most diverse group of printers which provides the best opportunity for expansion into new segments to drive net new sales. Don't miss this opportunity.

We look forward to seeing you this year in Las Vegas and next year back on the east coast in Atlanta!

Regards,

Mark J. Subers

President, PRINTING United Expo

You will receive an email to submit an application for booth space from **PRINTING United Alliance**. All 2023 sponsors, and current 2022 PRINTING United Expo exhibitors who are interested in participating in the priority booth selection process must submit their online application to be considered a participant in the Priority Booth Selection Event. Your invitation will remain open from May 23, 2022 through July 15, 2022. If PRINTING United Expo does not receive your online application by midnight on July 15, 2022, we will understand that you have decided to select your booth after Aug. 26, 2022. All booth selections are subject to availability at the time of selection.

2022



WHAT TO EXPECT

STEP 1 | Prior to your appointment, an **online floor plan** will be sent to your company's representative on file.

STEP 2 | You can either **take a call with a PRINTING United Expo team member who will walk you through the booth selection process** OR you can submit a list of preferred booth locations 24-hours prior to your scheduled appointment and our team will do their best to place you in the booth desired.

STEP 3 | During the selection process you can view available booth space on the floor plan and **select your desired spot**.



IMPORTANT REMINDERS:

- If the contact from your company cannot be reached during the appointment time, a PRINTING United Expo team member will send an email with instructions on how to reschedule.
- The PRINTING United Expo team will continue placing booths if an appointment is missed or delayed.
- Although we do not recommend waiting, we will accept contracts on-site at PRINTING United (Oct. 19-21, 2022) by appointment only. The location will be in Room N243 of the Central Building of the Las Vegas Convention Center. Take the escalators behind Registration in the Central Building to Level 2.

Appointments are scheduled based on the tiers below.

2023 Sponsors will receive priority based on sponsorship level followed by 2022 Exhibitors. 2022 Exhibitor appointments will be set randomly based on booth size (see tiers below). Please note, exhibitors will have the option to increase their booth size, but if an exhibitor chooses to downsize, the appointment will be postponed to a time within the newly selected tier.

TIERS	BOOTH SQ. FT.	PRIME	COST PER 100 SQ. FT.	STANDARD	COST PER 100 SQ. FT.
1	12,000 & Up	\$34.00	\$3,400	\$32.00	\$3,200
2	9,000 - 11,999	\$34.50	\$3,450	\$32.50	\$3,250
3	6,000 - 8,999	\$35.00	\$3,500	\$33.00	\$3,300
4	3,000 - 5,999	\$35.50	\$3,350	\$33.50	\$3,350
5	800 - 2,999	\$36.00	\$3,600	\$34.00	\$3,400
6	400 - 799	\$36.50	\$3,650	\$34.50	\$3,450
7	0 - 399	\$37.00	\$3,700	\$35.00	\$3,500

*Updated pricing as of June 16, 2022

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.

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

PAYMENT DEADLINES:

10% deposit due at signing

40% due Jan. 16, 2023

50% due June 12, 2023

CANCELLATION PENALTIES:

Until Dec. 16, 2022 no penalty

Dec. 17, 2022 - April 3, 2023 25%

April 4 - July 1, 2023 50%

After July 1, 2023 100%

QUESTIONS?

If your team has any questions please contact exhibit@printingunited.com or reach out directly to your current sales representative.



AT A
GLANCE

SPONSORSHIP

ALL
SPONSORSHIP
LEVELS INCLUDE
PARTIAL BOOTH
CREDIT.

Interested in sponsoring in 2023? Sponsorship gives you a voice beyond your booth and helps draw in the printers you want to see. Make your presence at PRINTING United Expo known! Only package sponsors are eligible for earlier priority exhibit selection appointments.

Sponsorship and Investment Levels

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

Additional Options

Customizable depending on your goals

Contact our team today to find the ideal sponsorship to fit your unique business goals.

Jack Noonan
VP of Business Development
703-359-1332
jnoonan@printing.org

Mike McGowan
Business Development Manager
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mcgowan@printing.org

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