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 **PRINTING United Expo Introduces Immersive Apparel Zone and Educational Future State Theater Experiences**

*Attendees have access to hands-on education; guided tours of the latest apparel brands and technology; a special podcast corner; and networking opportunities at the Apparel Zone Café, along with educational sessions in the ultra-sleek Future State Theater*

**Fairfax, Virginia** — PRINTING United Expo, taking place Oct. 19-21, 2022, at the Las Vegas Convention Center, today announces experiential areas located on the trade show floor dedicated to garment decorators the world over. The Apparel Zone, presented by M&R, offers a multitude of experiences for attendees, including hands-on education, a podcast corner featuring some of the most recognized personalities in the space, and a café and beer garden for networking.

Additionally, PRINTING United Alliance and MADE Lab have partnered to develop the Future State Theater, also on the show floor, where leading industry suppliers will deliver content focused on the market’s outlook for the coming years. To register for PRINTING United Expo for access to the Apparel Zone and Future State Theater, visit [printingunited.com/register](http://printingunited.com/register).

**PRINTING United Expo Apparel Zone Experience** —**– Presented by M&R**
Apparel decoration methods unite in this show floor area where a variety of application methods, technologies, and equipment — from short-run to commercial solutions — are showcased. In this devoted area of the show floor, the latest technologies and techniques in screen printing, direct-to-film, direct-to-garment, dye-sublimation, embroidery, heat-applied graphics, and other processes will be highlighted.

“The balance of hands-on learning and thought leadership between these two areas will provide a one-of-a-kind educational experience for decorators of all sizes and those looking to learn more about apparel from other areas of the print industry,” says Josh Carruth, managing director, decorated apparel, PRINTING United Alliance. “The outpouring of support from industry suppliers that align with our mission of connecting this foundational segment of the industry has been both humbling and validating. It’s truly time we rethink how we view this community and all who are part of it.”

*Apparel Zone Podcast Corner — Presented by Kornit*A special feature of the Apparel Zone, the podcast corner will feature hourly podcast segments by notable personalities who have podcasts in the decorated apparel space, including the *Apparelist’s* Cassie Green; the “2 Regular Guys,*”* Aaron Montgomery and Terry Combs; and Marshall Atkinson. Seating will be available for attendees to listen to the podcasts throughout the show.

*Apparel Zone Café — Presented by OmniPrint International*The Apparel Zone’s social hub, the café & beer garden will provide space for attendees to grab refreshments; sit and visit with both new and old friends; and share ideas with or learn from peers facing similar challenges.

*Guided Tours*: *An Introduction to Apparel Decoration*
Carruth will be hosting guided tours of the expansive Zone where attendees will have the opportunity to learn from the experts and biggest and best brands in the industry, of all which will be available to educate decorators throughout the show. These include, but are not limited to, M&R, Kornit, OmniPrint, Delta Apparel, SanMar, Lane Seven, Otto International, and STAHLS’.

**Future State Theater – Co-presented by PRINTING United Alliance and MADE Lab**The Future State Theater is a sleek presentation stage dedicated to educating the industry on the future state and outlook for the decorated apparel community. This educational platform features keynote-style presentations delivered by apparel thought leaders/suppliers on what to expect over the next three to five years, with a focus on business management and culture; supply chain conditions; trends; sales; design; and the latest advancements in technology and materials.

**U.S. Vets Partners with PRINTING United Alliance’s Apparel Zone**
This year, PRINTING United Alliance is proud to partner with the U.S. Vets organization. Founded by veterans, U.S. Vets is the leading nonprofit fighting on the frontlines to help veterans and their families transition from homelessness by offering tailored support to gain independence. Any monies raised in the Apparel Zone will be donated to U.S. Vets at the end of the event. Additionally, given decorated apparel is a primary revenue generator, overrun samples produced over the course of the Expo will be donated to U.S. Vets for sale or use in support of their amazing cause.

For more information and to register for PRINTING United Expo 2022, visit [printingunited.com](http://printingunited.com).

 **About PRINTING United Alliance**PRINTING United Alliance the most comprehensive member-based printing and graphic arts association in the United States, comprising the industry’s vast communities. The Alliance serves industry professionals across market segments with preeminent education, training, workshops, events, research, government and legislative representation, safety, and environmental sustainability guidance, as well as resources from the leading media company in the industry – NAPCO Media. Now a division of PRINTING United Alliance, Idealliance isthe global leader in G7 and standards-based training and certification for printing and graphic arts operations across the entire industry supply chain.

PRINTING United Alliance also produces PRINTING United Expo, the most influential days in printing. The expansive display of technology and supplies, education, programming, and services are showcased to the industry at large, and represents all market segments in one easily accessed place.