

# PRINTINGUNITED

**EXPO** • Sept. 10-12, 2024 • Las Vegas

## PRIORITY BOOTH SELECTION EVENT

PRINTINGUNITED.COM



PRESENTED BY



**Dear Industry Colleague,**

PRINTING United Expo has captured the hearts and minds of the industry the world over. With its convergent model and with engagement with attendees and exhibitors like you, PRINTING United Expo has solidified its place as the show to be.

In 2022, PRINTING United Expo was the only event of its size to take place in the world for the printing industry, a true testament to its commitment to helping printers and graphic arts professionals stay in business, successfully, as we navigated a challenging time.

Attendee registration last year was the fastest in the Expo's history when it opened and the sentiment from Expo 2022 was off the charts with an organic explosion of positive commentary, reconnection, personal and company video highlights, and, most importantly...sales. The industry needed the Expo, and we were there to deliver.

As we continue to build on the positive momentum and successful show model of all industry segments together under one roof to explore opportunities to tap into the latest industry technology and identify areas for future business diversification, that same energy is being brought to the show in 2023 and 2024.

**We invite you to schedule an appointment to secure your spot on the show floor early on as the demand is high and premier booth spots are selling faster than ever. Email [exhibit@printingunited.com](mailto:exhibit@printingunited.com) and a team member will be in touch.**

Leaders in the commercial, digital, apparel, digital textile, packaging, mailing and fulfillment, and graphics/wide-format spaces are lined up to take advantage of showing global attendees live demonstrations of their solutions, many award-winning, throughout the three jam-packed days of the Expo.

Discover your next customers and long-term partners and be part of it all! We look forward to working with you to maximize your experience and take advantage of all the tremendous year-round benefits of being a valued PRINTING United Expo exhibitor and partner.

Regards,

A handwritten signature in black ink that reads "Mark J. Subers".

**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 2023 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. To qualify your 2023 booth must be paid in full and you must be a member in good standing with the Alliance. Your invitation will remain open from May 22, 2023 through July 14, 2023. If PRINTING United Expo does not receive your online application by midnight on July 14, 2023, we will understand that you have decided to select your booth after Aug 25, 2023. All booth selections are subject to availability at the time of selection.

## 2023



## WHAT TO EXPECT

**STEP 1** | Your company's representative on file will receive a confirmation of the date/time of their appointment and a **link to the live floor plan**.

**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 no sooner than 24 hours prior to your scheduled appointment via proxy form and our team will do their best to place you in the booth desired.

**STEP 3** | Once the appointment takes place and a booth is selected they will **receive a confirmation email and invoice indicating the contracted booth and the corresponding balance**.



## 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. 18 - 20, 2023). Exhibitors who choose to wait will have the option to book on Tuesday, October 17. The location will be up one level on the B/C connector bridge facing the C Hall side. Take the escalator up from the exhibit hall level on either side (B or C). From the B Hall side from the B4000 aisle, on the C Hall side from the C1900 aisle. Follow the directional signage.

## Appointments are scheduled based on the tiers below.

Package sponsors will receive priority based on sponsorship level followed by 2023 Exhibitors. 2023 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	<b>\$34.00</b>	\$3,400	<b>\$32.00</b>	\$3,200
2	9,000 - 11,999	<b>\$34.50</b>	\$3,450	<b>\$32.50</b>	\$3,250
3	6,000 - 8,999	<b>\$35.00</b>	\$3,500	<b>\$33.00</b>	\$3,300
4	3,000 - 5,999	<b>\$35.50</b>	\$3,550	<b>\$33.50</b>	\$3,350
5	800 - 2,999	<b>\$36.00</b>	\$3,600	<b>\$34.00</b>	\$3,400
6	400 - 799	<b>\$36.50</b>	\$3,650	<b>\$34.50</b>	\$3,450
7	0 - 399	<b>\$37.00</b>	\$3,700	<b>\$35.00</b>	\$3,500

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:

First 10% of booth space price + \$1,000 2024 Alliance membership dues.

40% will be due on or before January 15, 2024.

Final 50% will be due on or before May 10, 2024.

### CANCELLATION PENALTIES:

Prior to December 15, 2023	No Fee*
December 16, 2023 – March 4, 2024	25% of total space price
March 5, 2024 – June 3, 2024	50% of total space price
After June 3, 2024	100% of total space price

\*Membership dues are non-refundable

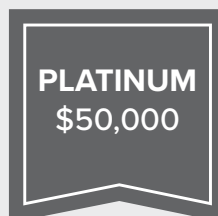
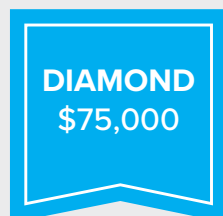
### QUESTIONS?

If your team has any questions please contact [exhibit@printingunited.com](mailto:exhibit@printingunited.com) or reach out directly to your current sales representative.



**Interested in sponsoring in 2024?** 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



## SPONSORSHIP OPPORTUNITIES

### Interior Branding Options

Lobby banners, lobby floor graphics, column wraps, escalator ribbons, wayfinding stations

### Exterior Branding Options

Hanging banners, entrance window graphics, sidewalk graphics, shuttlebus headrests

### Online Advertising

Online directory, show planner, mobile app sponsor

### 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

