



OCT. 18-20, 2023  
ATLANTA, GA

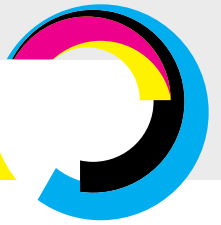


# MEDIA KIT

PRESENTED BY



## A NOTE FROM THE PRESIDENT



### Dear Fellow Industry Colleague and Friend,

The key to long-term success is to remain adaptive to the current business environment. As we look forward in 2023, we believe automation, workforce development and diversity, sustainability, and application diversification are among the top areas that we, as a printing industry, will need to embrace.

PRINTING United Expo is the world's most diversified event offering a breadth and depth of application solutions that cannot be found anywhere else. Whether you've already begun integrating a diversification 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 2023.

Based on our attendee feedback, we will be creating a well-balanced, educational series that will provide insights into the most pressing issues for today's printer. We have invited a keynote presenter who is a global expert in workforce development and has written five books on the subject. Additionally, we'll have sessions covering both segment-specific and industry-wide topics such as workflow and automation. Finally, we will once again offer on-floor, hands on educational experiences along with community hubs for peer-to-peer interactions.

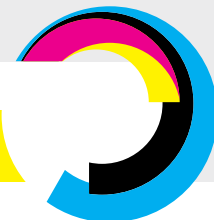
Make your plans to be in Atlanta with the rest of the industry, October 18-20, 2023. Discover your net new clients, next big deals, and future partners!

See you there,

**Mark J. Subers**

President, PRINTING United

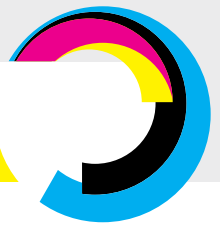




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# AUDIENCE & COMMUNITIES



**Our audiences encompass every printing community reaching over 18 million annual interactions.** Through our 70+ year history, knowledge, and industry expertise, we have created the most comprehensive 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 That Attend PRINTING United Expo



### Apparel Decoration

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



### In-Plant

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.



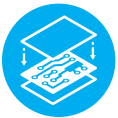
### Commercial

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.



### Graphic/Wide-Format

Wide-format sign and graphic companies are comprised of print-for-pay printing businesses 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.

# 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.

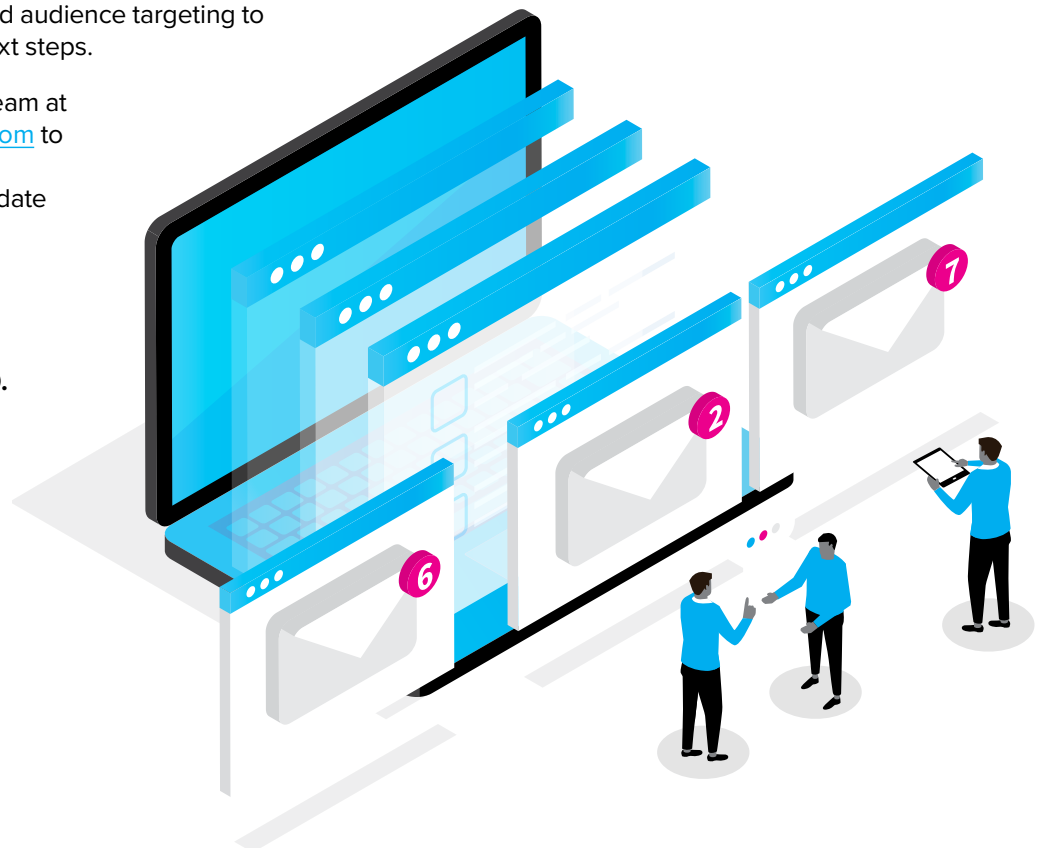
**Inventory is limited and available on a first come first serve basis.**

### How it works:

1. The experts at Reach Marketing, our list rental production partner, 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 to the sales team at [exhibit@printingunited.com](mailto:exhibit@printingunited.com) to receive a quote for your campaign and secure a date for your mailing.

### 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.

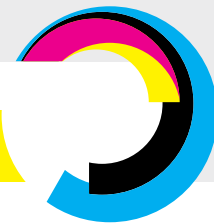
## Press Releases & Product Launches

- 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



**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



## 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



### Exterior Branding Options

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

### Media Options

Expo Guide, e-Newsletter, Onsite Video

### Promotional and Event

Education sponsor, lanyards, tote bags, pens, expo floor map branding

**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](mailto:jnoonan@printing.org)

# EXHIBITOR DASHBOARD & ONLINE ADVERTISING



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

## ITEMS INCLUDE:

- Exhibitor Directory Listing
- Online Advertising Packages
- Exhibitor Service Manual
- Upload Advertising Content
- Upload New Product
- Viewing Your Leads & More!

**ACCESS YOUR DASHBOARD**

## Online Advertising Packages

Enhance your digital presence by upgrading to one of the following tiers.

	Basic - Free	Level 1 - \$750	Level 2 - \$1,500	Level 3 - \$2,500
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 - \$3,000 (21 Available)				
Product Category Sponsorship - \$3,000 (Unlimited)				
Online Directory Sponsorship - \$6,500 (1 Available)				
Mobile App - Overall Exclusive Sponsor - \$8,000 (1 Available)				

You can select the above options by clicking on the "Online Advertising Packages" on your exhibitor dashboard.

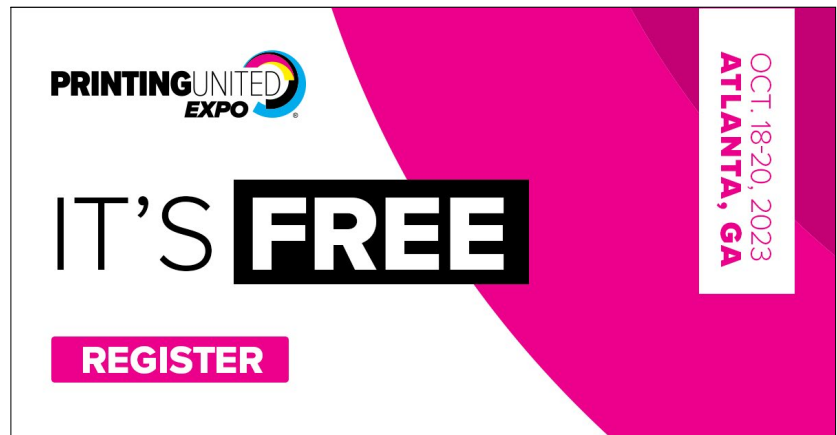
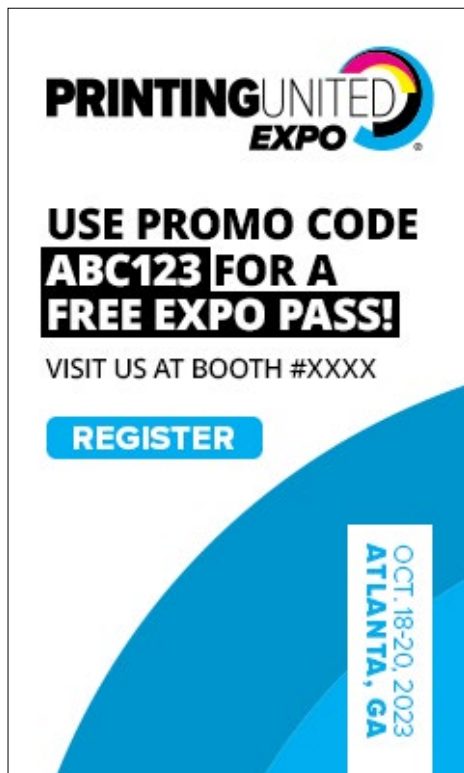
# EXHIBITOR INVITE PROGRAM



NVYTES IS THE EASY TO USE EXHIBITOR INVITE PLATFORM WHERE YOU CAN ACCESS COMPLIMENTARY PROMOTIONAL MATERIALS FOR SOCIAL, BANNER ADS, EMAILS, AND MORE!

All materials include your custom promo code that can be shared with your customers to invite them to the Expo. Simply download the marketing materials from the platform to use whenever you'd like.

\*Please note, the discount code is not applicable for supplier, consultant, and analyst registration types.



You can access all these materials and more by logging into your exhibitor dashboard and clicking on the "Invite Your Customers" tile.

**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 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 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	July/August	July/August	August	August	July/August
<b>Space Close</b>	July 14, 2023	June 9, 2023	July 14, 2023	July 28, 2023	N/A	July 10, 2023
<b>Material Due</b>	July 19, 2023	June 14, 2023	July 19, 2023	Aug. 2, 2023	N/A	July 13, 2023
<b>Issue Month</b>	September	Sept./Oct.	September	September	September	Sept./Oct.
<b>Space Close</b>	Aug. 15, 2023	Aug. 10, 2023	N/A	Aug. 28, 2023	Aug. 11, 2023	Sept. 8, 2023
<b>Material Due</b>	Aug. 18, 2023	Aug. 15, 2023	N/A	Aug. 31, 2023	Aug. 16, 2023	Sept. 13, 2023

\*Special positions available for all publications as well.

Please note, sponsorship credits cannot be used towards August & September issues.

**Contact your sales rep to learn more about additional pre-Expo advertising opportunities in each brand leveraging our newsletters, websites, third-party subscriber lists for postal or e-mail direct marketing, and more!**



## Pre-PRINTING United Expo eNewsletter

Drive brand awareness and thought leadership prior to the Expo 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 Marketing* (5 total emails).

## LIVE! PRINTING United Expo eNewsletter

Launched each day of 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 (3 total emails).

## Post-PRINTING United Expo eNewsletters

Drive brand awareness for those who missed you at Expo or reinforce your message with those who stopped by your booth. The Post-Expo eNewsletter will reach all registered attendees, past attendees, and the full audiences of media brands: *Printing Impressions*, *In-plant Impressions*, *Packaging Impressions*, *Wide-format Impressions*, *Apparelist*, and *Print & Promo* (2 total emails).

## Distribution

- All registered attendees, past attendees, the full audiences of our media brands: *Printing Impressions*, *In-plant Impressions*, *Packaging Impressions*, *Wide-format Impressions*, *Apparel*, *Print + Promo*, and *Promo Marketing* — 140k+ per email

## Placements

### Exclusive Product Highlight

The Executive Product Highlight is a highly impactful position and the first promotional placement in the enewsletter. Drive attendees to your booth to see your latest solutions.

- Company Name
- Product Name and Image
- Teaser/Description (up to 300 characters)
- Booth Number
- ClickURL

### Premium Placement

- Company Name
- Company Logo
- Title (up to 100 characters)
- Teaser/Description (up to 300 characters)
- Booth Number
- ClickURL

### Featured Placement

- Company Name
- Title (up to 40 characters)

- Teaser/Description (up to 275 characters)
- Booth Number – Will be used in the “Visit Booth #” link built into the placement.
- Booth Number
- ClickURL

### Video (Live Only)

- Company Name
- Video – Video shot and edited from the show by The Alliance Video team. Posted on appropriate Alliance media editorial site and distributed through the Expo Newsletter.
- Video Still Image – Produced by The Alliance Video team
- Title (up to 100 characters)
- Newsletter Teaser/Description (up to 325 characters)
- Show Notes – Compelling more detailed/descriptive copy posted as show notes on the video hosted on appropriate Alliance media editorial site.
- Click URL for Watch Now button

	Pre-Expo	LIVE!	Post-Expo
<b>Exclusive Product Highlight</b> (Limited to 1)	\$5,000	\$5,000	\$5,000
<b>Video</b> (Limited to 3)	-	\$5,000	-
<b>Premium Placement</b> (Limited to 4)	\$2,500	\$2,500	\$2,500
<b>Featured Listing</b> (Limited to 3)	\$1,000	\$1,000	\$1,000

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APPARELIST, In-plant Impressions, Packaging Impressions, Printing Impressions, Journal, Wide-format Impressions

PRINTING UNITED ALLIANCE

LIVE ONLY

PRINTING United Expo 2023

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PRINTINGUNITED.COM

# PRINTING UNITED EXPO GUIDE

## The Official *PRINTING United Expo Guide*

The *PRINTING United Expo Guide* 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 GUIDE

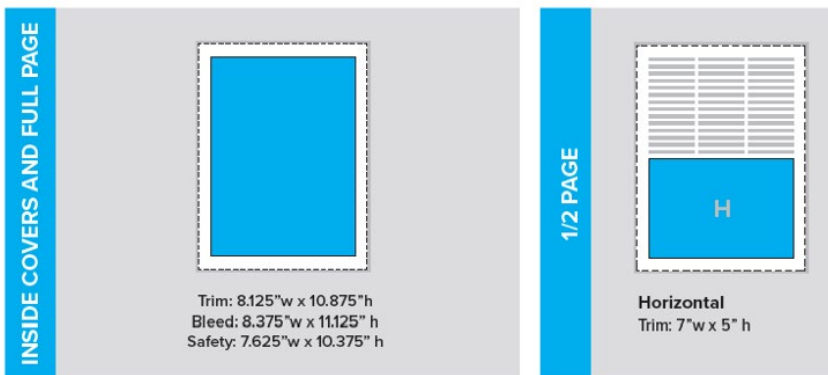
- Cover **\$14,500**
- Full Page **\$10,000**
- 1/2 Page **\$6,000**

### EXCLUSIVE POSITIONS

- Tip-on 4x6 (All Days) **\$12,500**
- Blow in Card - Day 1 **\$4,500**
- Blow in Card - Day 2 **\$4,500**
- Blow in Card - Day 3 **\$4,500**

Advertise in the official *PRINTING United Expo Guide* to optimize your investment and engage with the attendees. Delivered on site at PRINTING United Expo and hand-delivered to attendee hotel rooms, the *Guide* 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!**



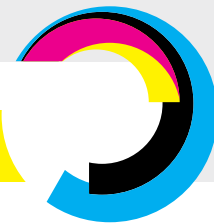
### PRODUCT SPOTLIGHT | \$2,000

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 Guide*.



**Close Date: August 17, 2023**  
**Materials Due Date: August 28, 2023**

# PACKAGE PRICING & CONTACTS



## Expo Sales Team



**JACK NOONAN**

Expo Sponsorships &  
Exhibitor Invites  
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[jnoonan@printing.org](mailto:jnoonan@printing.org)



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**LEE WRIGHT**

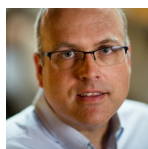
Account Manager  
Company Names Starting With M-Z  
404-444-7512  
[lwright@printing.org](mailto:lwright@printing.org)

## Media Team



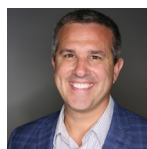
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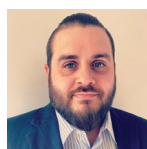
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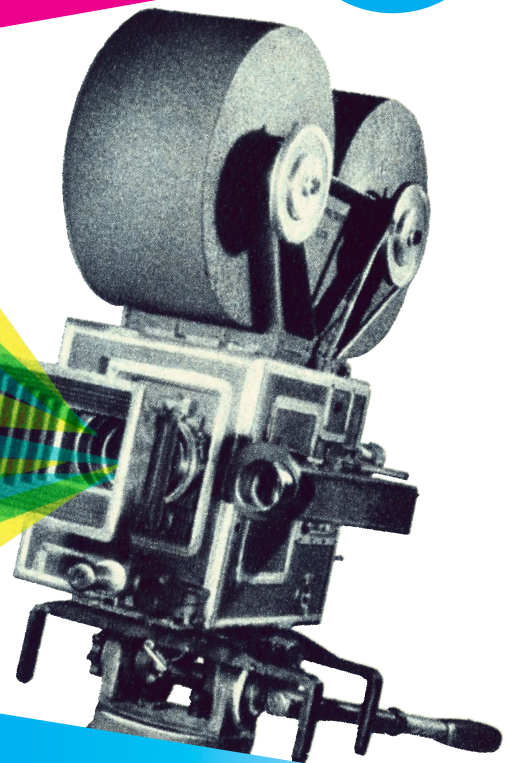
**MARK J. SUBERS**

President, Exhibitions & Events  
PRINTING United Alliance  
215-238-5092  
[msubers@napco.com](mailto:msubers@napco.com)

## 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 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:** \$1,995

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

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

APPARELIST



### CONTACT YOUR SALES REPRESENTATIVE TODAY OR:

**Elise Hacking Carr**  
Senior Production Editor  
856-905-5117  
[ecarr@napco.com](mailto:ecarr@napco.com)

#### COMPANY:

#### BOOTH NUMBER:

#### PREFERRED SHOOT DATE & TIME:

#### CONTACT INFO: