

Strategy for Net New Revenue Growth

PRINTING United Expo is your home for driving new sales opportunities and growth. Capitalize on the application diversification trend and engage with an entirely new set of clientele.

Segment Convergence and Application Diversification are the Key Underpinning of the Expo's Success

Our one-roof approach provides your organization with access to segments of the market that are looking to invest in label production technology. PRINTING United Expo is the only global event that provides this level of diversification

COMMUNITY:

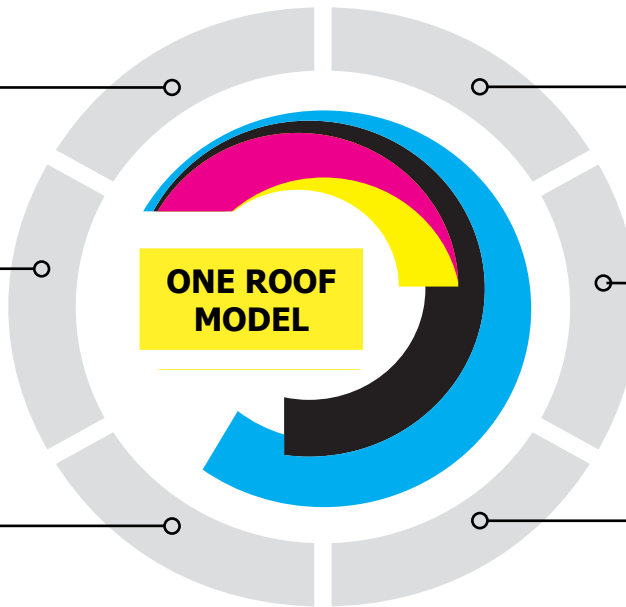
Apparel Decoration

COMMUNITY:

Wide-format Graphic
Installers,
Functional & Industrial

COMMUNITY:

In-plant



COMMUNITY:

Label & Packaging

COMMUNITY:

Commercial, Finishing,
Mailing & Fulfillment

COMMUNITY:

Promotional Products

PRINTING United Expo 2023

We are a Label Show... with Equipment and Experiences!

Label Technology on the Floor for 2023 ([Article](#)):

- **Durst** – Tau RSC Technology
- **Heidelberg** -- Gallus One Digital Label Press
- **SCREEN** -- Truepress Jet L350 Series UV Inkjet Label Presses
- **Kurz/Kurz H+M** – DM-UniLiner & DM-SmartLiner
- **Matik Sei Laser** - Sei Laser LabelMaster
- [Bobst](#) and many other label related exhibitors... 20+ presses and counting

Media and Association Partners:

- Packaging Impressions, Printing Impressions, In-Plant Impressions, Print+ Promo Marketing, PostPress & Plastics Decorating, [Labels and Narrow Web](#), El Empaque + Conversion, Converting Magazine, TLMI, FSEA, FPA, and more

One Floor Experiences:

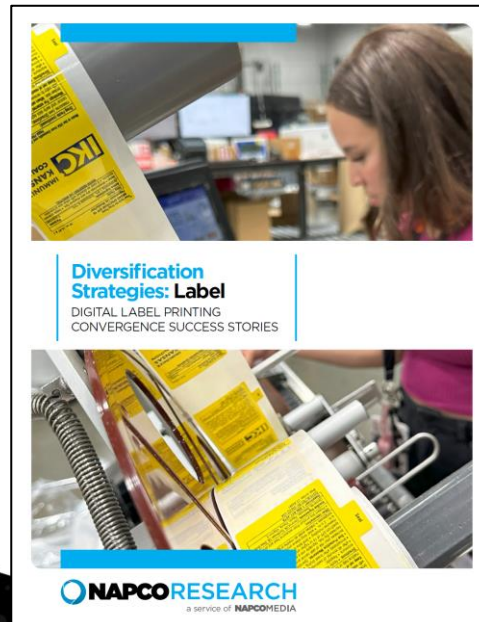
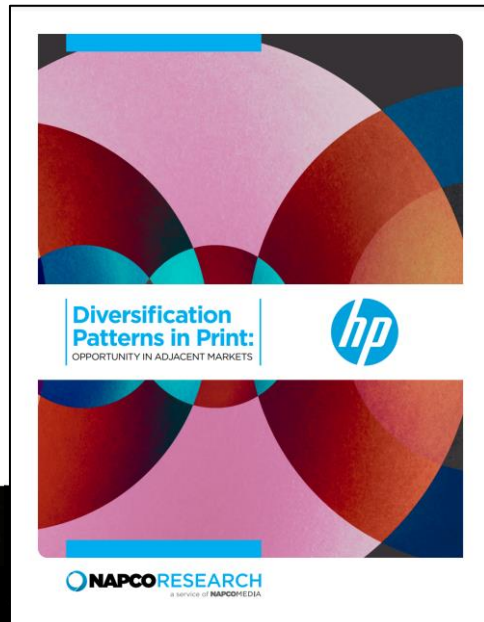
- Label & Packaging Community Hub
- Label & Packaging Educational Sessions
- Co-branded FSEA Educational Breakfast



Quantitative and Qualitative Research Proving the Model

PRINTING United Alliance has been tracking the printing and packaging diversification trends and patterns since our first research study in 2017. We have updated our original study and added a new qualitative report for 2023 that dives into non-label printers adopting label technologies to expand their product offerings

“Our family business has been in commercial printing for 33 years. In the last 2 years we have started to shift our resources into packaging products as it has better long-term growth potential. Specifically investing in **short run folding carton production and inkjet label printing.**”



Net New Opportunities by the Numbers

Based on our most recent (full) convergence study, we can expect the following printing segments to be considering net new opportunities for digital label adoption.

Community Segment	% Label Adoption	Est. Reg. Total
• Commercial Segment	43%	2580 (net new)
• Graphic/WF Segment	34%	3570 (net new)
• Apparel Segment	25%	1575 (net new)
• In-Plant Segment	22%	264 (net new)

Approximately 8,000 of net new opportunity entering the label market.

From our 2022 Expo Pulse Survey – 72.99% of those surveyed say they will be diversifying their processes and products

Incentive Offer for PRINTING United Expo in Las Vegas in 2024 – a Partner Proposition

We understand that investment into non-traditional printing segments can be daunting both from a budgetary and “muscle memory” perspective. We believe strongly that our model provides significant value and are willing to assist exhibitors to come and experience the ROI.

Booth Space

The Alliance will be offering space to all our new and current exhibitors who plan to bring label equipment to the Expo. The calculation for the offer is: Solution Footprint x 3 = Complimentary Space. For example, a 10' x 20' press (200 sq. ft) x 3 = 600 net sq. ft. – a **\$20,400 value**.

Material Handling/Drayage

All label equipment will be offered complimentary drayage via our general contractor – Shepard.

Recommended Solutions

Although we certainly attract label converters to our show via our *Packaging Impressions* media brand, we believe the greatest success will be realized by showing entry to mid-level production equipment that provides a lower investment point for our commercial, in-plant, and other printer segments.

Recommended Staffing

An 800-1200 sq. ft. booth with a single entry-mid level solution and printed samples to demonstrate the full portfolio can be supported by a minimal number of operational and sales staff. Additionally, the Alliance will be contracting with temp agencies that can provide support at a reasonable pre-contracted rate and cost-effective, turnkey booth display packages with design options are available from our Shepard Exhibition Services event management firm.

THANK YOU AND NEXT STEPS



We appreciate the time to provide a high-level review of our organization, Expo, and 2024 incentive. We highly recommend to download our research studies. These include empirical data that provides greater insight into the trends that support our model.

FOR NEXT STEPS...

- We would like to invite you to join us in Atlanta to review the Expo experience. We are planning to host a group to tour the floor and gather for an informal dinner to discuss the opportunity.
- Alternatively, or in tandem, we recommend scheduling an executive briefing meeting at your office. We would be pleased to meet with you team in Q4 2023 or Q1 2024.



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