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**For Immediate Release**October 31, 2023

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 **PRINTING United Expo 2023 Delivers Unprecedented Success, Sets Industry Standard for Excellence**

*The Expo, held October 18-20 in Atlanta, welcomed attendees and exhibitors from around the world as* the *chosen platform for new product launches and a resounding number of sales from the show floor*

**Fairfax, Virginia** — [PRINTING United Alliance](http://www.printing.org), the most comprehensive member-based printing and graphic arts association in North America, celebrates the success of [PRINTING United Expo](http://www.printingunited.com), held at the Georgia World Congress Center in Atlanta on October 18-20. Attendee and exhibitor feedback has been overwhelmingly positive, with many already signed on to, and excited for, the 2024 event taking place next year in Las Vegas on September 10-12.  
  
**Setting the Industry Standard for Excellence**   
The Alliance remains committed to building a global showcase that continues to lead the industry as *the* cornerstone event for professionals and businesses looking to stay at the forefront of printing, as well as serve as the industry’s leading mission-driven association to support professionals across market segments.  
  
“PRINTING United Expo has set a new benchmark for the printing industry,” says Mark J. Subers, president, PRINTING United Expo. “With over 28,000 registrants this year, the continued feedback we are receiving directly and across social media platforms confirms that we are delivering what attendees and exhibitors have asked for. Expo news and exhibitor feedback has flooded social channels with sentiment such as ‘record-setting’, ‘refreshed’, ‘reenergized’, ‘revitalized’, ‘enthusiastic’, ‘optimistic’, and more.   
  
“We cannot thank the industry enough for its continued investment and engagement to making the Expo the success it is today. We will continue to raise the bar with each passing year and look forward to seeing everyone in Las Vegas in 2024!”  
  
**32nd Largest Exposition in the United States** *Trade Show Executive* magazine recently awarded PRINTING United Expo as the “Best Exhibitor ROI in 2022” and the 32nd largest exposition in the United States. The success of this year’s Expo eclipsed last year’s performance and is expected to continue to grow in 2024.   
  
**New Product Launches Live at the Expo**   
Across a million square feet of show floor space occupied by 811 exhibitors, attendees had the first chance to see product debuts and the very latest versions of the hottest technology in the printing industry. There was a new product unveiling in nearly every market segment across printing: Apparel Decoration; Commercial and Publishing; Functional/Industrial; Graphic Installers; Graphics/Wide-Format; In-Plant; Labels and Packaging; Mailing, Shipping, and Fulfillment; and Promotional.   
  
**Exhibitor Sales Success**   
A key indicator of Expo success is the volume of sales reported from the show floor. Preliminary feedback hints that multiple exhibitors have easily garnered sales figures in excess of $5M across the three-day event, with companies like MBO/Komori America reportedly selling every piece of equipment in its booth at the show, including its newly launched machines at the Expo, and with a with a large emphasis on embellishment and automation this year. Also reportedly selling all equipment, or nearly all equipment in their respective booths include EFI, MBM Corporation, Yul Technologies, and many more.   
  
Standard Finishing Systems’ Director of Marketing Don Dubuque shared that the 2023 Expo had “exceeded all expectations in terms of visitors to its booth, leads generated, and sales. The booth was packed throughout the show with print service providers eager to see the latest automated solutions from Horizon and Hunkeler in action.”  
  
M&R Printing Equipment, Inc. CEO Danny Sweem reported that “PRINTING United Expo 2023 was one of the best show days he has ever experienced, during any event or industry show, meeting all of the company’s show objectives and selling everything they had in their booth.”   
  
ROQ.US President Ross Hunter commented that “this was the company’s best PRINTING United Expo ever.”   
  
Given the vast success of this year’s event, exhibitor space for the 2024 Expo is already more than 77% sold or occupied, with many companies increasing their footprint on the show floor in Las Vegas next year.   
  
**PRINTING United Expo 2024**   
PRINTING United Expo will take place in Las Vegas next year on September 10-12, 2024. More information will become available at [www.printingunited.com](http://www.printingunited.com).   
  
**Join the Alliance**If you would like to learn more about becoming an Alliance member and become involved with the numerous programs, events, and services offered across the printing industry, visit [www.printing.org/membership](http://www.printing.org/membership), or call 888-385-3588 to speak with our membership team for more information.  **About PRINTING United Alliance**   
[PRINTING United Alliance](http://www.sgia.org) is the most comprehensive member-based printing and graphic arts association in North America, comprised of the industry’s vast communities. The Alliance serves industry professionals across market segments with preeminent education and training via [iLEARNING+](http://www.ilearningplus.org), workshops, events, research, government and legislative representation, safety, and environmental sustainability guidance, as well as resources from our leading media brands – *Printing Impressions, Packaging Impressions, Wide-format Impressions, In-plant Impressions, Apparelist,* and *Print+Promo Marketing*. Now a division of PRINTING United Alliance, [Idealliance](https://idealliance.org/) is a global leader in standards training and certification for printing and graphic arts operations across the entire industry supply chain.   
  
PRINTING United Alliance also produces [PRINTING United Expo](http://www.printingunited.com), 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.