

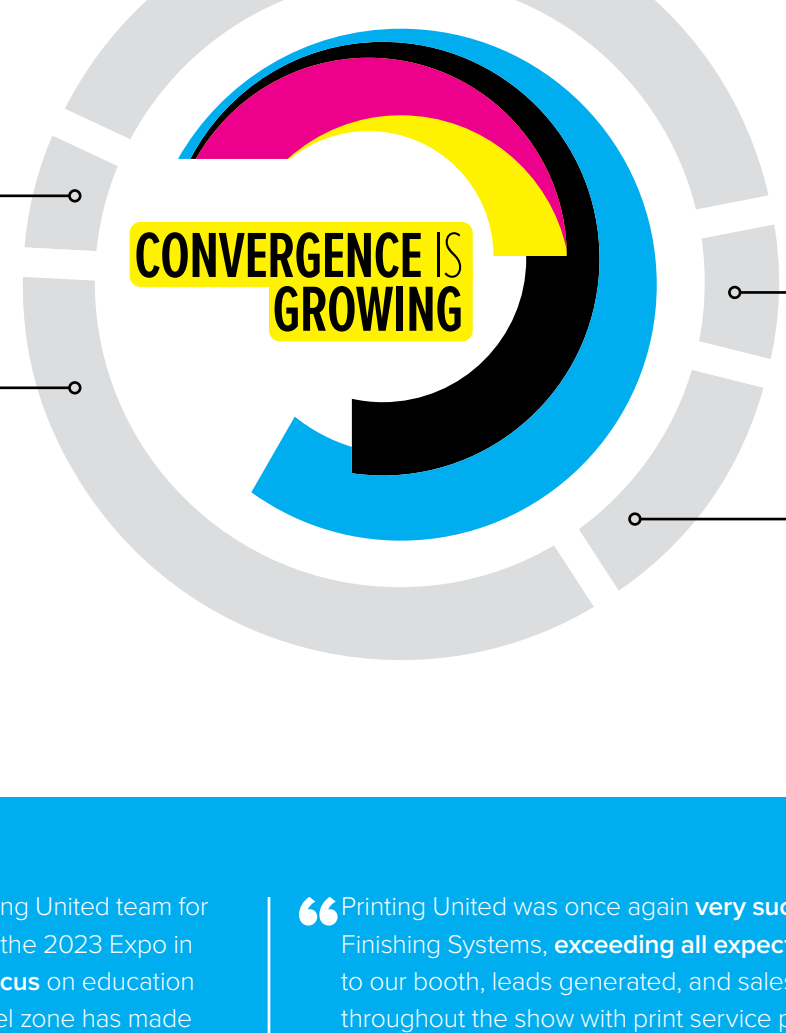


# PRINTING UNITED EXPO

## 2023 RECAP



### THE COMMUNITY



**COMMUNITY:**  
**Apparel Decoration:**  
 REGISTERED: 7,597 (18%)  
 ATTENDED: 5,227 (17%)

**COMMUNITY:**  
**In-plant:**  
 REGISTERED: 2,621 (6%)  
 ATTENDED: 2,002 (6%)

**COMMUNITY:**  
**Wide-format:**  
 REGISTERED: 7,498 (18%)  
 ATTENDED: 5,633 (18%)

**Graphic Installers:**  
 REGISTERED: 5,231 (12%)  
 ATTENDED: 3,880 (12%)

**Functional:**  
 REGISTERED: 1,935 (5%)  
 ATTENDED: 1,422 (5%)

**COMMUNITY:**  
**Commercial & Publishing:**  
 REGISTERED: 6,623 (15%)  
 ATTENDED: 4,831 (16%)

**Mailing & Fulfillment:**  
 REGISTERED: 3,076 (7%)  
 ATTENDED: 2,351 (8%)

**COMMUNITY:**  
**Label & Packaging:**  
 REGISTERED: 3,133 (7%)  
 ATTENDED: 2,284 (7%)

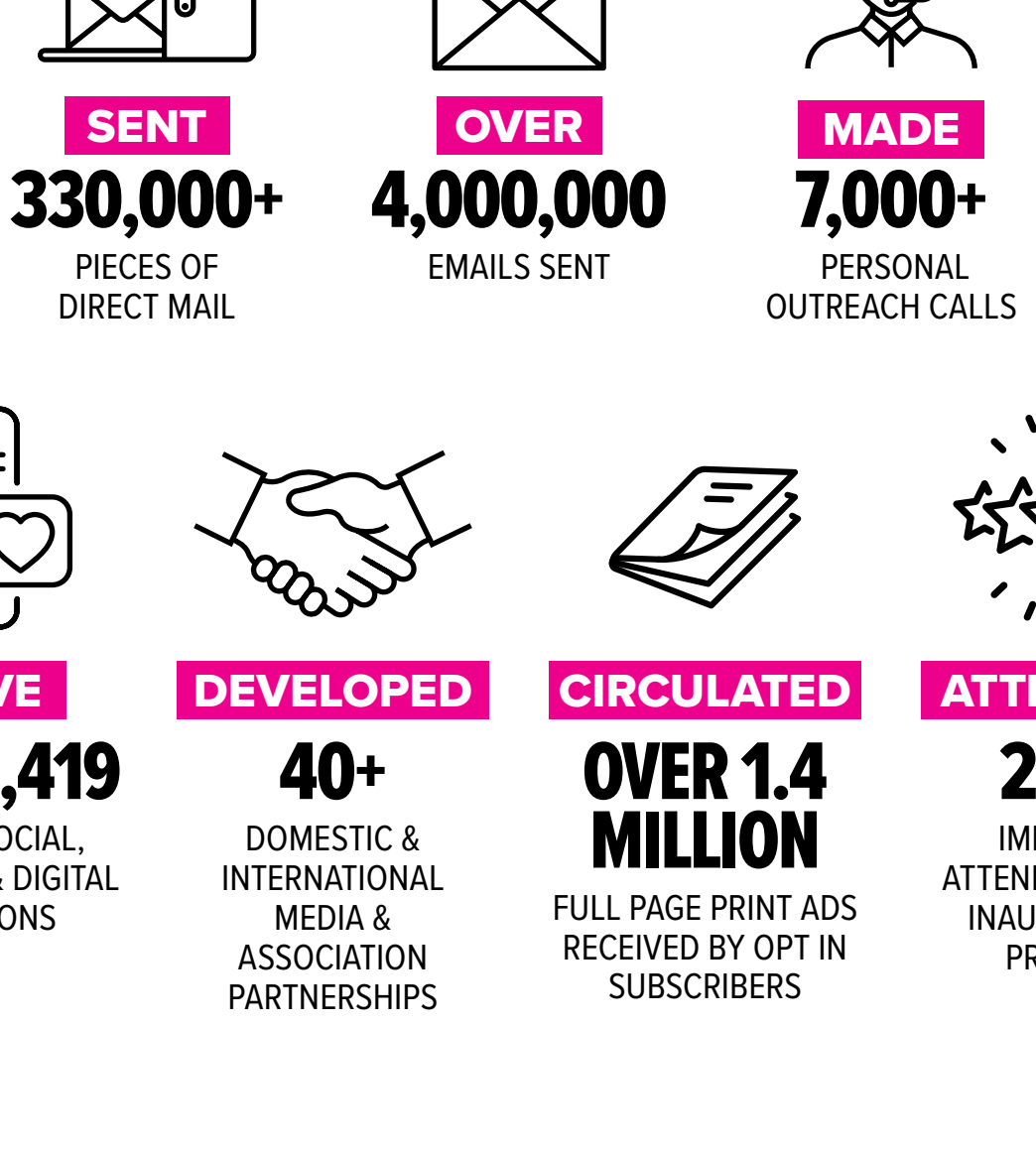
**COMMUNITY:**  
**Promotional Products:**  
 REGISTERED: 4,945 (12%)  
 ATTENDED: 3,512 (11%)

“Mega Kudo’s to the Printing United team for the great work in staging the 2023 Expo in Atlanta. The **increased focus** on education and the dedicated apparel zone has made Printing United Expo **more relevant than ever**. From an M&R perspective we had a great show in Atlanta that **exceeded expectations**, and we look forward to the 2024 Printing United Expo in Las Vegas next September.”  
 — PETER WALSH, M&R Printing Equipment, Inc.

“Printing United was once again **very successful** for Standard Finishing Systems, **exceeding all expectations** in terms of visitors to our booth, leads generated, and sales. Our **booth was packed** throughout the show with print service providers eager to see the latest automated solutions from Horizon and Hunkeler in action. You could feel the **energy and enthusiasm** with all segments of the printing industry together under one roof. Congratulations to the Printing United team on a **job well done**. We are already **looking forward** to the event next year in Las Vegas!”  
 — DON DUBUQUE, Standard Finishing Systems

### ENGAGING WITH THE COMMUNITIES

#### PROMOTIONAL EFFORTS

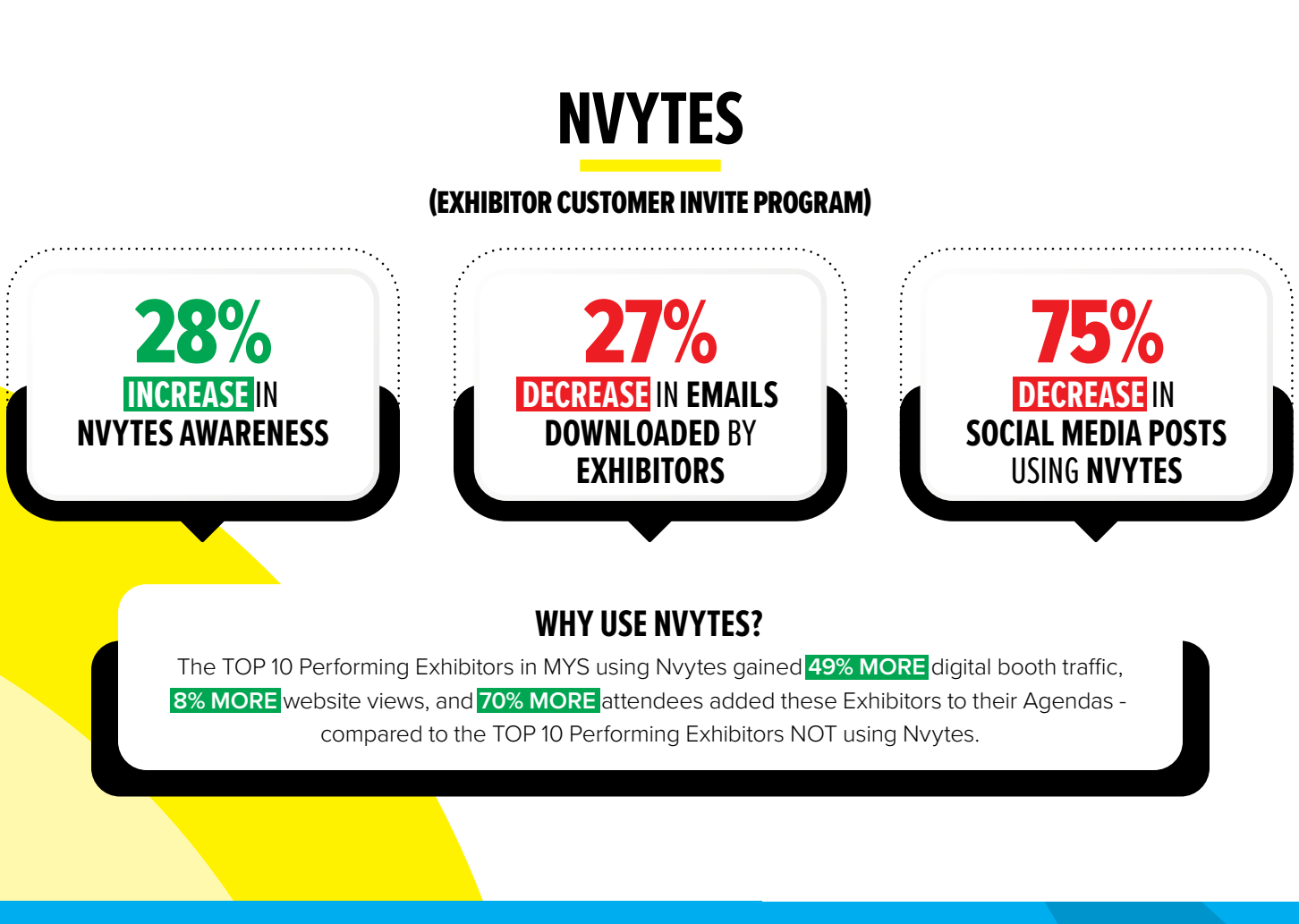


### VIA OUR TRUSTED BRANDS

Year-round Expo coverage through our editorial brands including content, newsletters, podcasts, printed and digital publications & more with over **16 million annual interactions**.



### EXHIBITOR PARTICIPATION



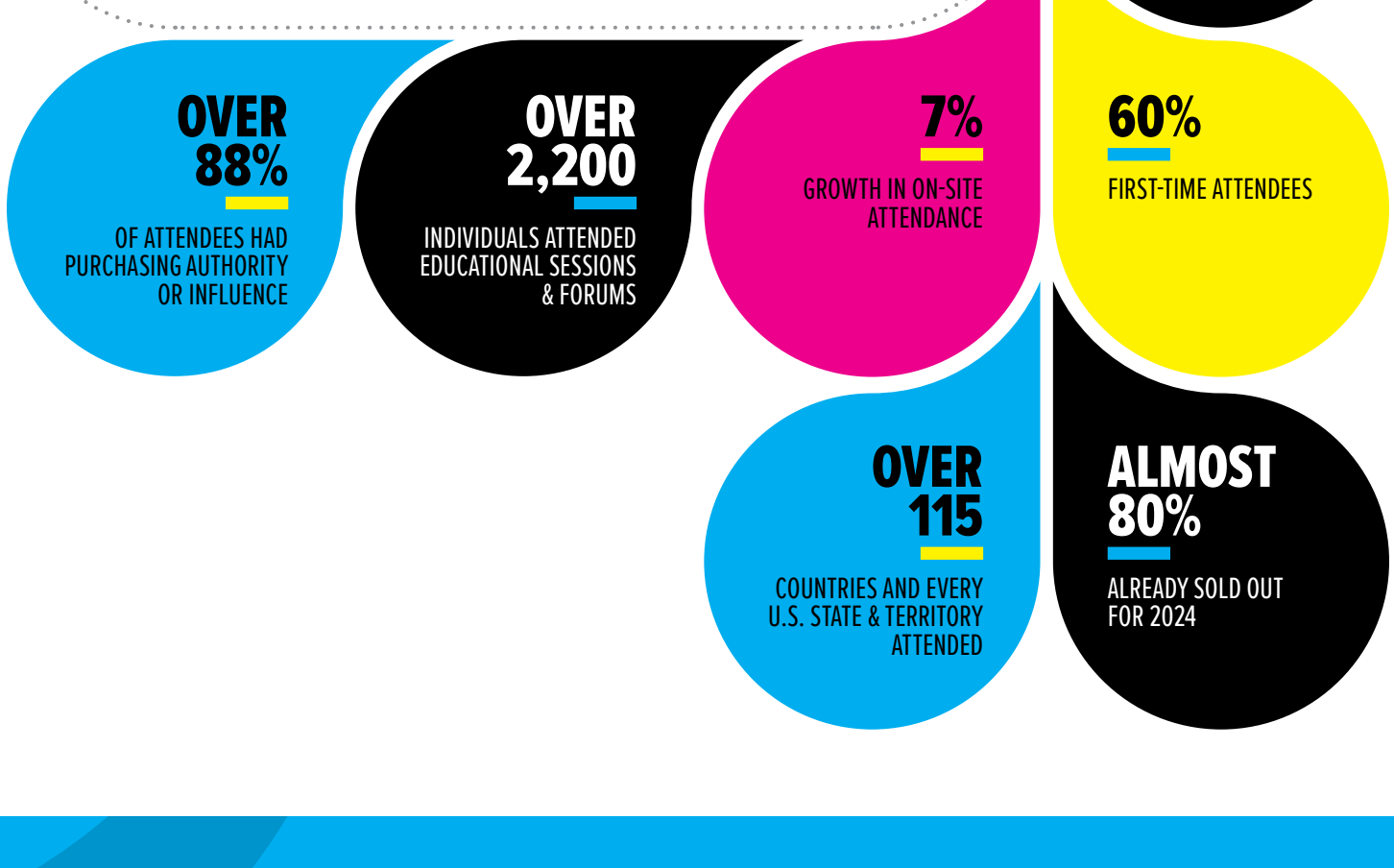
#### WHY USE NVYTES?

The TOP 10 Performing Exhibitors in MYS using Nvytes gained **49% MORE** digital booth traffic, **8% MORE** website views, and **70% MORE** attendees added these Exhibitors to their Agendas - compared to the TOP 10 Performing Exhibitors NOT using Nvytes.

“Truly amazing job bringing so many different groups together to create a dynamic event that is **the best in North America**. Thanks to everyone for making it happen!”  
 — ELISHA KASINSKAS, Director of Marketing, BCC Software

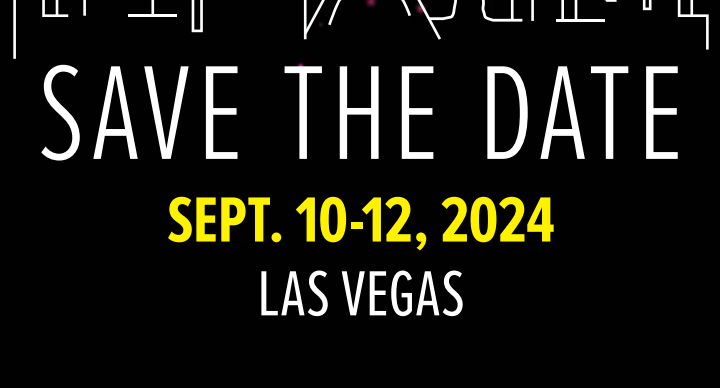
“We were once again **blown away** by how **incredible** the PRINTING United Expo is. The **energy** of the show is **unparalleled**, the **enthusiasm** of everyone in the industry is **unmatched** and the level of **interest** we received in Lift Software was **unmeasurable**. We are **so grateful** to all of those who stopped by, who asked for a demo and who are ready to take their print shop to **new heights**.”  
 — LIFT SOFTWARE

### THE OUTCOME



### SEE WHAT THE INDUSTRY HAD TO SAY

- Kristi Duvall** - 2nd  
VP of Sales | Packaging & Display  
Looking forward to the year ahead...I've been home from #PrintingUnited Expo for 12 hours and still feeling inspired, grateful to have deepened connections and made new ones.  
Let's do it again next year in Las Vegas!
- Steven Poland** - 2nd  
Executive Vice President at Digital Print Solutions  
Thank you to all our vendor partners and customers for making Printing United a major success. The volume of people and energy exceeded my expectations.
- Natalie Whited** - 2nd  
Vice President, Marketing, Orbus Visual Communications  
Grateful for the opportunity to attend #printingunitedexpo. Met amazing #womeninprint, spend time with remarkable #Orbus Visual Communications colleagues and was inspired by some unique printing technologies. Nothing replaces face-to-face.
- Horizon International**  
2,162 Followers  
What a busy PRINTING United 2023 🎉🎉🎉 See you next year in Las Vegas!  
Thank you to everyone who visited our booth and for Standard Finishing Systems for all the hard work that went into making it a successful show.  
#PRINTINGUnited2023 #boothbusy #thankyou #horizon #harwork #successfulshow #networking #tradeevents #printfinishing #appreciation #printingunited
- Deborah Hutcheson** - 1st  
Director of Strategic Business Development & Distribution at Agfa  
#printingunitedexpo United 2023 was a fabulous show! The Agfa team wants to thank everyone for stopping by our booth to experience the latest innovative technology from Agfa. Hope to see you all again soon.  
#printingunitedexpo #innovation #automation #wideformatprinting #agfa
- Andrea Hohermuth** - 2nd  
President at FASTSIGNS International  
Last week, I again attended Printing United, in Atlanta – the biggest show of the year in the printing and signage industry. I had the chance to walk the floor once again with FASTSIGNS' very own printing technology expert Brian Boehm. We were on the lookout (as always) for what's hot, what's new, and what's trending in the industry, to help set the FASTSIGNS network apart from the rest, of course while helping out customers make their very best statement.  
We also had the opportunity to spend quality time with our top vendors, sharing ideas for continued successful partnership.  
Looking forward to seeing these innovations and vendors at the FASTSIGNS annual convention in February!  
#FASTSIGNS #makeyourstatement #printingunitedexpo
- durst** Durst Image Technology U.S.  
13,780 followers  
We are so fortunate here at Durst. We have the greatest customers, industry-defining equipment and solutions, and the hardest working team. This trifecta always leaves us reflecting on the success of a show, and wanting to say "Thank you."  
Thank you to our loyal customers and partners. Thank you to our R&D team. Thank you to our amazing employees.  
We are forever grateful for you all and for the role you played in another successful PRINTING United Expo.
- M&R Printing Equipment**  
4,624 followers  
The Printing United Trade Show in Atlanta was an absolute success! 🎉🎉  
We couldn't be more thrilled with the success it brought to M&R and the incredible opportunity to connect with our amazing dealers, cherished customers, and the entire print community.
- Canon USA**  
208,621 followers  
Our booth was a hit at the PRINTING United Alliance Expo! The applications were a WOW factor, with NEW product and media announcements.
- W+D North America Inc.**  
3,154 followers  
It was quite a week for W+D and the coming out of the BW Converting Solutions (BWCS) platform last week in Atlanta at the Printing United Expo.  
The Printing United show traffic was very good for all our companies last week. Leads were very good and our at-show sales for several new W+D mailing technologies were an affirmation of our continued technology leadership in the market space. It was especially exciting to see all the mailing equipment running in the exhibit hall and the turnout from the mailing community to support the show, especially the number of envelope manufacturers that actually exhibited and all those in attendance.
- Fujifilm Graphic Systems**  
20,535 followers  
Thank you to everyone that visited us at PRINTING United Alliance that made it happen. 🙌  
This year's event was an amazing opportunity to learn and showcase everything happening in the world of print! We're grateful for the chance to share our latest innovations with you. 🙌🎉  
Everyone poured their heart and soul into making this event a smash hit! Here's to collaboration, innovation, and the ever-changing world of print! 🙌🎉  
#Fujifilm #PrintingUnited2023 #PrintingIndustry #EventOfTheYear #Innovation



**SAVE THE DATE**  
**SEPT. 10-12, 2024**  
 LAS VEGAS

