

SPONSORSHIP Brochure

SEPTEMBER 10-12, 2024 LAS VEGAS



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 & Investment Levels



SPONSORSHIP OPPORTUNITIES



tote bags, pens, expo floor map branding

Additional Options Customizable depending on your goals

Exterior Branding Options

entrance window graphics, sidewalk graphics, shuttlebus headrests

Media Day Options

Pre, live, and post event -Media guide overview listing, Live speaking sessions, 1:1 meetings with media from around the globe, press kit drop, Branded item in media swag bag, Media Day receptions, content asset in Expo's Knowledge Center.

LEVELS & **DELIVERABLES**

	Sponsorship Level									
Deliverables	Title	Value	Diamond	Value	Platinum	Value	Gold	Value		
	\$100,000	\$121,500	\$75,000	\$89,950	\$50,000	\$59,400	\$30,000	\$37,100		
Priority Booth Selection (Within Booth Space Tier)	Custom		First		Second		Third			
Priority Move-in Based on Booth Size, Location & Complexity (600 NSF & Larger)	1		1		1		1			
Booth Credit for 2025 Expo	1	\$15,000	1	\$11,250	1	\$7,500	1	\$4,500		
A La Carte Sponsorship Selections	1	\$52,000	1	\$39,000	1	\$26,000	1	\$15,500		
Pre-Selected Corporate Branding/ Directional Signage - Entrance Banners, Floor Graphics, Window Clings, etc.	1	\$10,000	1	\$7,500	1	\$5,000	1	\$3,500		
Aisle Carpet Graphics	4	\$2,000	3	\$1,500	2	\$1,000	1	\$500		
Education Passes for VIP Clients (\$150/ea.)	10	\$1,500	8	\$1,200	6	\$900	4	\$600		
Meeting Room at Convention Center (Subject to Availability)	1	\$5,000	1	\$5,000						
Media (Subject to Availability)										
• Show Guide	Cover	\$12,500	Full Page	\$8,500	Half Page	\$5,000	Product Spotlight	\$2,000		
• eNewsletters (March to June)	3 - Premium	\$7,500	2- Premium	\$5,000	3- Featured	\$3,000	2- Featured	\$2,000		
 Discounts for Advertising in NAPCO Media Brands 	15%		10%		5%		5%			
Show Floor Plan - Logo Placement	1	\$1,000	1	\$1,000	1	\$1,000	1	\$1,000		
Brand Recognition on Expo Website, Onsite & Promotional Material (Where Applicable)	1		1		1		1			
Media Day Participation (See Deliverables Below)	1	\$15,000	1	\$10,000	1	\$10,000	1	\$7,500		

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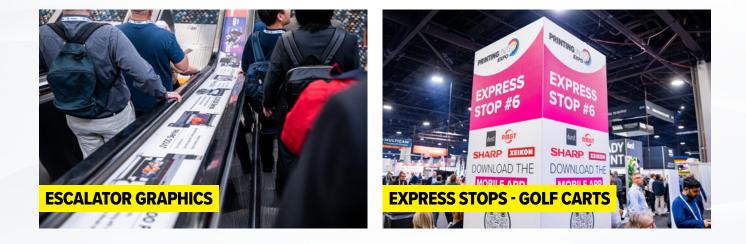
MEDIA DAY — 3-Phased Approach										
MEDIA DAY -	– 3-Phased Approach									
Deliverables	Title	Diamond	Platinum	Gold						
	\$100,000	\$75,000	\$50,000	\$30,000						
Pre-Event										
Media Guide - Expo Overview Listing*	1	1	1	1						
Media Day - 30+ Media Brands from Around the Globe										
Live Speaking Session - Expo Show Plans	25 minutes	15 minutes	15 minutes	N/A						
1:1 Meetings With Media Outlets From Around the Globe	1	1	1	1						
Press Kit Drop	1	1	1	1						
Branded Promotional Item for Media Swag Bag	1	1	1	N/A						
Media Day - Cocktail Reception Sponsorship	1									
Media Day - Breakfast Sponsorship	1	1	1	1						
Media Day - Lunch Sponsorship	1	1	1	1						
Live Event Media Interaction										
Provided Full List of Media to Plan In-Booth Press Conferences	1	1	1	1						
Provide a Content Asset (White Paper or Case Study) for Knowledge Center	1	1	1	1						

EXAMPLES









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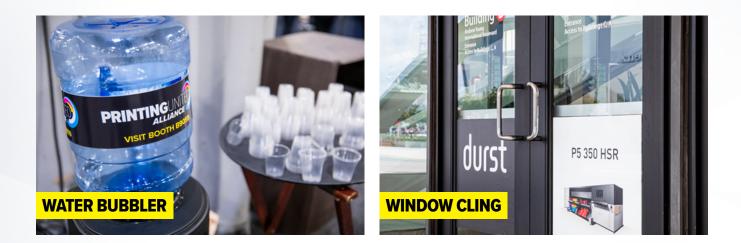






EXAMPLES





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Contact our team today to find the ideal sponsorship to fit your unique business goals.



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