



SPONSORSHIP **BROCHURE**

**SEPTEMBER
10-12, 2024**
LAS VEGAS



AT A GLANCE **SPONSORSHIP**

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

Interior Branding Options

Lobby banners, lobby floor graphics, column wraps, escalator ribbons, wayfinding stations

Online Advertising

Online directory, show planner, mobile app sponsor

Promotional and Event

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



Exterior Branding Options

Hanging banners, 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.

Additional Options

Customizable depending on your goals

LEVELS & DELIVERABLES

Deliverables	Sponsorship Level							
	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)	✓		✓		✓		✓	
Booth Credit for 2025 Expo	✓	\$15,000	✓	\$11,250	✓	\$7,500	✓	\$4,500
A La Carte Sponsorship Selections	✓	\$52,000	✓	\$39,000	✓	\$26,000	✓	\$15,500
Pre-Selected Corporate Branding/ Directional Signage - Entrance Banners, Floor Graphics, Window Clings, etc.	✓	\$10,000	✓	\$7,500	✓	\$5,000	✓	\$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)	✓	\$5,000	✓	\$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	✓	\$1,000	✓	\$1,000	✓	\$1,000	✓	\$1,000
Brand Recognition on Expo Website, Onsite & Promotional Material (Where Applicable)	✓		✓		✓		✓	
Media Day Participation (See Deliverables Below)	✓	\$15,000	✓	\$10,000	✓	\$10,000	✓	\$7,500

LEVELS & DELIVERABLES

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*	✓	✓	✓	✓
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	✓	✓	✓	✓
Press Kit Drop	✓	✓	✓	✓
Branded Promotional Item for Media Swag Bag	✓	✓	✓	N/A
Media Day - Cocktail Reception Sponsorship	✓			
Media Day - Breakfast Sponsorship	✓	✓	✓	✓
Media Day - Lunch Sponsorship	✓	✓	✓	✓
Live Event Media Interaction				
Provided Full List of Media to Plan In-Booth Press Conferences	✓	✓	✓	✓
Provide a Content Asset (White Paper or Case Study) for Knowledge Center	✓	✓	✓	✓

EXAMPLES



APPAREL ZONE



CHARGING STATIONS



COLUMN WRAP



DJ BOOTH



ESCALATOR GRAPHICS



EXPRESS STOPS - GOLF CARTS

EXAMPLES



FLOOR GRAPHIC



HANGING BANNER



LANYARDS



PDAA ZONE



PODCAST BOOTH



SHUTTLE BUSES

EXAMPLES



SIDEWALK GRAPHIC



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



Sarah Payne

Account Manager

spayne@printing.org



Lee Wright

Account Manager

lwright@printing.org