



MEDIA KIT

SEPTEMBER
10-12, 2024
LAS VEGAS



PRESENTED BY





TABLE OF CONTENTS

3	Attendee List Rental
4	Expo Sponsorship Opportunities
5	Media Brands - Expo Issues
6	Newsletters
8	PRINTING United Expo Guide
9	On-Site Video Packages
10	Contacts





ATTENDEE LIST RENTAL

Start Connecting with Attendees and Drive Traffic to Your Booth Before the Expo Doors Open!

TAKE ADVANTAGE OF THIS SPECIAL OPPORTUNITY AVAILABLE EXCLUSIVELY TO PRINTING UNITED EXPO EXHIBITORS.

Through this program, you can offer special promotions, introduce new products, schedule meetings, and drive show traffic by renting the PRINTING United Expo attendee list from Reach Marketing, the only authorized list vendor of the Expo.

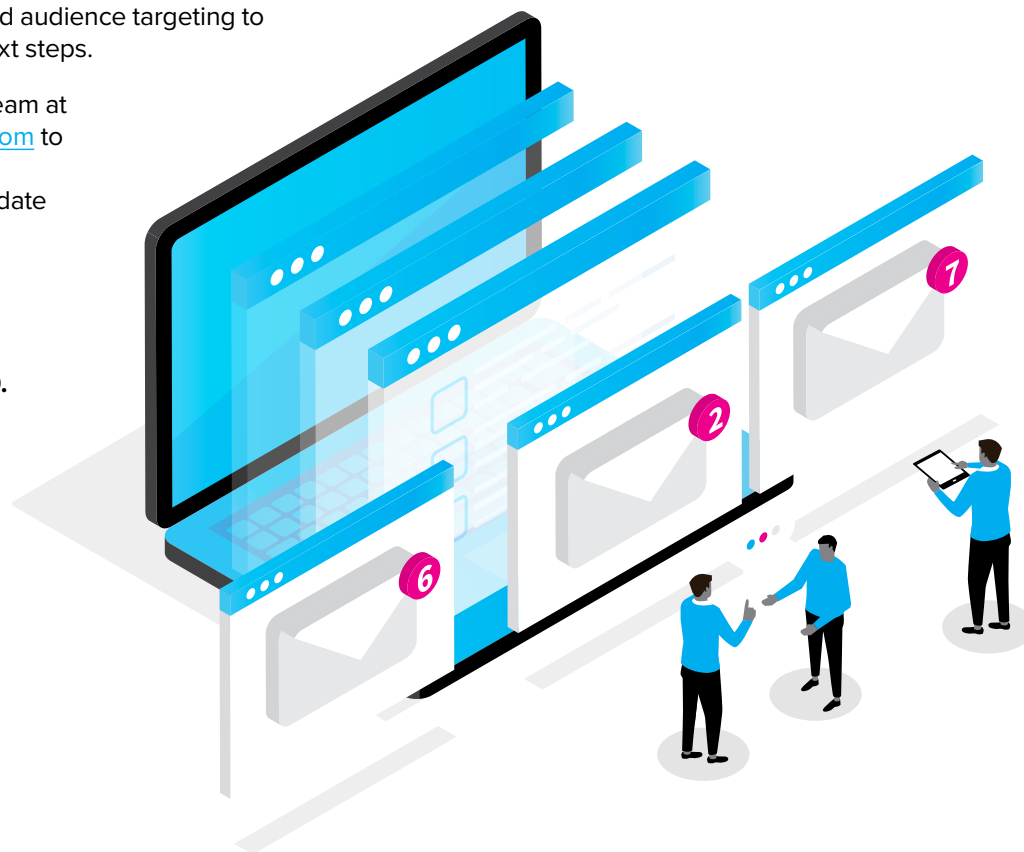
Inventory is limited and available on a first-come, first-served basis.

How it works:

1. The experts at Reach Marketing, our list rental production partner, will set up your campaign – whether it be a direct mail piece or an email – and walk you through the entire process from creative and audience targeting to campaign results and next steps.
2. Reach out to the sales team at exhibit@printingunited.com to receive a quote for your campaign and secure a date for your mailing.

Pricing:

\$500/M names with a minimum spend of \$1,500.





EXPO SPONSORSHIP OPPORTUNITIES

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

TITLE
\$100,000

DIAMOND
\$75,000

PLATINUM
\$50,000

GOLD
\$30,000

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 Preview 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 Preview Day receptions, Content asset in Expo's Knowledge Center

Additional Options

Customizable depending on your goals

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

MEDIA BRANDS - EXPO ISSUES



August & September Issues

Printing Impressions, In-plant Impressions, Packaging Impressions, Print & Promo Marketing, PRINTING United Journal, and Wide-format Impressions are the leaders in print industry media! Inform senior-level buyers of the cutting-edge solutions they can expect to see at PRINTING United Expo!

Reach the FULL MARKET with your message before attendees arrive at PRINTING United Expo!

Each media brand will include a “preview” section for Expo — the sections will serve as a valuable resource to promote your brand and presence prior to the show. This is the pre-event “go to” resource for the latest news, hot technology, and educational sessions for the commercial, garment, in-plant, packaging, promotional productions, and wide-format segments.



	Printing Impressions	In-plant Impressions	Packaging Impressions	Print & Promo Marketing	PRINTING United Journal	Wide-format Impressions
Full Page	\$7,500	\$5,269	\$4,790	\$4,790	\$3,080	\$5,250
1/2 Page	\$4,600	\$3,090	\$3,090	\$3,400	\$2,155	\$3,750
1/4 Page	\$2,900	\$2,505	\$2,505	\$2,160	\$1,310	\$2,500
Issue Month	August	July/August	July/August	August	August	July/August
Space Close	July 15, 2024	June 10, 2024	July 12, 2024	July 26, 2024	N/A	July 10, 2024
Material Due	July 18, 2024	June 13, 2024	July 17, 2024	July 31, 2024	N/A	July 15, 2024
Issue Month	September	Sept./Oct.	September	September	September	Sept./Oct.
Space Close	Aug. 16, 2024	July 30, 2024	N/A	Aug. 30, 2024	July 19, 2024	Aug. 12, 2024
Material Due	Aug. 21, 2024	Aug. 2, 2024	N/A	Sept. 5, 2024	July 24, 2024	Aug. 15, 2024

*Special positions available for all publications as well.

Contact your sales rep to learn more about additional pre-Expo advertising opportunities in each brand leveraging our newsletters, websites, third-party subscriber lists for postal or e-mail direct marketing, and more!



Pre-PRINTING United Expo Newsletter

Drive brand awareness and thought leadership prior to the Expo to all registered attendees, past attendees, and the full audiences of media brands: *Printing Impressions*, *In-plant Impressions*, *Packaging Impressions*, *Wide-format Impressions*, *Apparelist*, and *Print & Promo Marketing*.

LIVE! PRINTING United Expo Newsletter

Launched each day of the Expo to the same audience as the Pre-Expo Newsletter, this Newsletter will reinforce your message and drive engagement with video content! Tell your product and strategy story to a vast audience during and after the event.

Post-PRINTING United Expo Newsletters

Drive brand awareness for those who missed you at the Expo or reinforce your message with those who stopped by your booth. The Post-Expo Newsletter will reach all registered attendees, past attendees, and the full audiences of the industry-leading brands: *Printing Impressions*, *In-plant Impressions*, *Packaging Impressions*, *Wide-format Impressions*, *Apparelist*, and *Print & Promo Marketing*.



NEWSLETTERS

Distribution

- All registered attendees, past attendees, and the full audiences of our media brands: *Printing Impressions, In-plant Impressions, Packaging Impressions, Wide-format Impressions, Apparelist, and Print & Promo Marketing* — 140k+ per email

Placements

Exclusive Product Highlight

The Executive Product Highlight is a highly impactful position and the first promotional placement in the newsletter. Drive attendees to your booth to see your latest solutions.

- Company Name
- Product Name and Image
- Teaser/Description (up to 300 characters)
- Booth Number
- ClickURL

Premium Placement

- Company Name
- Company Logo
- Title (up to 100 characters)
- Teaser/Description (up to 300 characters)
- Booth Number
- ClickURL

Featured Placement

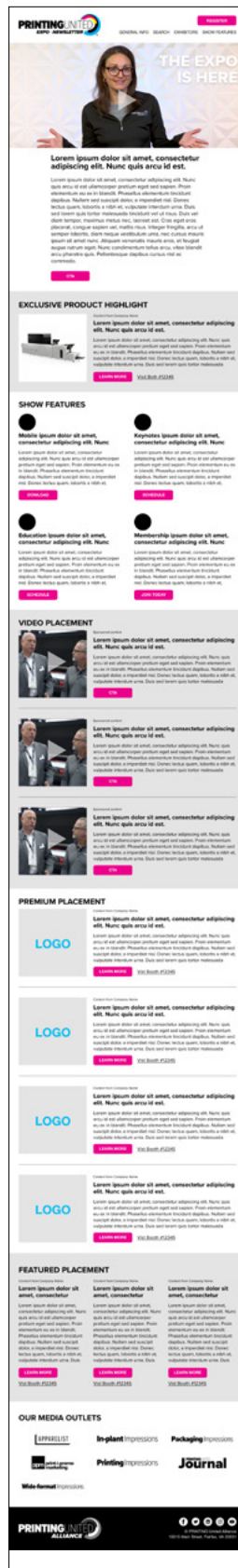
- Company Name
- Title (up to 40 characters)

- Teaser/Description (up to 275 characters)
- Booth Number – Will be used in the “Visit Booth #” link built into the placement.
- Booth Number
- ClickURL

Video (Live Only)

- Company Name
- Video – Video shot and edited from the show by the Alliance Video team. Posted on the appropriate Alliance media editorial site and distributed through the Expo Newsletter.
- Video Still Image – Produced by The Alliance Video team
- Title (up to 100 characters)
- Newsletter Teaser/Description (up to 325 characters)
- Show Notes – Compelling, more detailed/descriptive copy posted as show notes on the video hosted on appropriate Alliance media editorial site.
- Click URL for Watch Now button

	Pre-Expo	LIVE!	Post-Expo
Exclusive Product Highlight (Limited to 1)	\$5,000	\$5,000	\$5,000
Video (Limited to 3)	-	\$5,000	-
Premium Placement (Limited to 4)	\$2,500	\$2,500	\$2,500
Featured Placement (Limited to 3)	\$1,000	\$1,000	\$1,000



PRINTING UNITED EXPO GUIDE

The Official *PRINTING United Expo Guide*

The *PRINTING United Expo Guide* provides insight into the who, what, and when for all attendees. Daily coverage, sessions, maps, product information — it's all included. It's a "must-have" investment for all exhibitors that are serious about optimizing their ROI. There are multiple options to serve every exhibitor's budget.



PRINTING UNITED EXPO GUIDE

- Cover **\$12,500**
- Full Page **\$8,500**
- 1/2 Page **\$5,000**

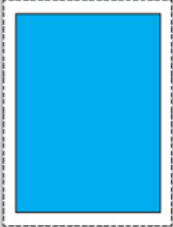
EXCLUSIVE POSITIONS

- Tip-on 4x6 (All Copies) **\$12,500**
- Blow in Card (All Copies) **\$4,500**

Advertise in the official *PRINTING United Expo Guide* to optimize your investment and engage with the attendees. The printed version of the Guide is the top communications medium visitors have in their hands every day to inform them of their daily schedules and activities, and it is vigorously promoted and available throughout the Exhibition. The Digital Edition is included in over 500,000 eNewsletters dropped before, during, and after the Expo.

Thousands and thousands will be delivered throughout the three days of the Expo — and the prices shown will place you in every issue!

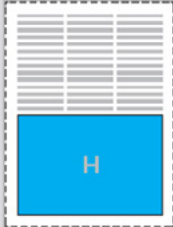
INSIDE COVERS AND FULL PAGE



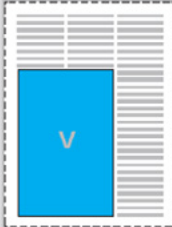
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1/2 PAGE

Horizontal
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Vertical
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PRODUCT SPOTLIGHT | \$2,000

Shine a "Spotlight" on your latest product releases, differentiate your state-of-the-art technology, and tell attendees where to find it on the floor with an overview product description in the Product Spotlight section of the *PRINTING United Expo Guide*.



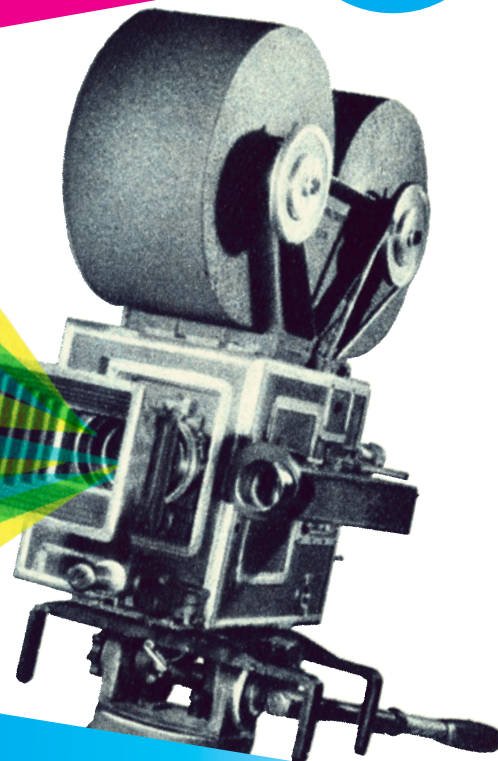
Close Date: July 19, 2024
Materials Due Date: July 24, 2024

ON-SITE VIDEO PACKAGES



SNAPSHOTpro

AT-SHOW VIDEO



PACKAGE INCLUDES:

- > :90 second-max, fully-produced in-booth video. 24-hour turnaround!
- > Booth or product shot and can include your OWN product specialist if desired.
- > YOU own the video - PLUS distribution on the PRINTING United's content experience across our various media brand sites.

You spent countless hours and countless dollars preparing the best booth experience possible. Why not capture your organization, technology, peers, or customer voices while everything and everyone is in one place? Capture your investment on video and get it in front of the right audience to further your message **beyond the show floor.**

COST: \$1,995

Printing Impressions **Packaging Impressions**

Wide-format Impressions **In-plant Impressions**

APPARELIST



CONTACT YOUR SALES REPRESENTATIVE TODAY OR:

Elise Hacking Carr
Project Manager, Video
856-905-5117
ecarr@napco.com

COMPANY:

BOOTH NUMBER:

PREFERRED SHOOT DATE & TIME:

CONTACT INFO:

CONTACTS



CONTACT A REPRESENTATIVE TO DISCUSS YOUR OPTIONS TODAY!

Expo Sales Team



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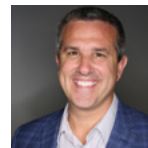
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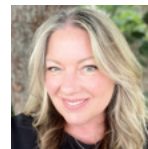
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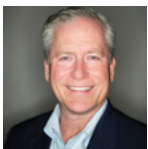
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