



# MEDIA KIT

**OCT. 22-24, 2025**  
ORLANDO, FL



PRESENTED BY





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## 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.

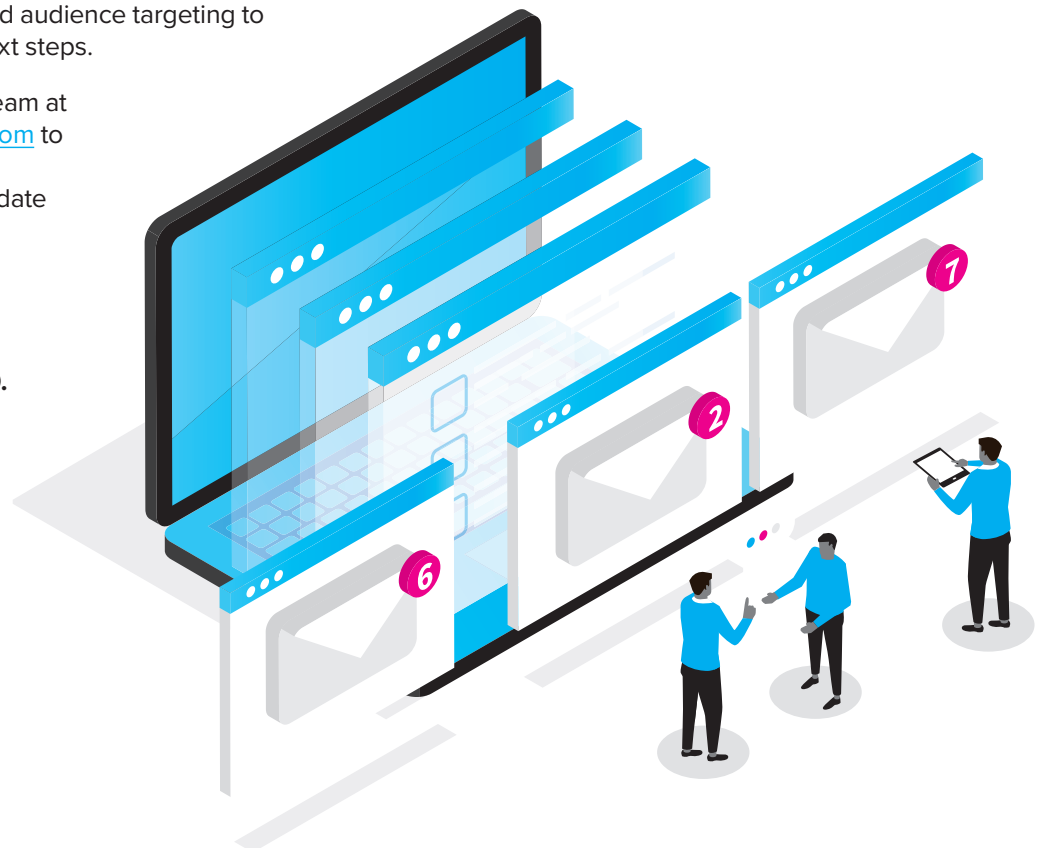
**Inventory is limited and available on a first-come, first-served basis.**

### 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](mailto: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 2025?** 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



### 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

Update this to: Pre, live, and post event Media Day promotional opportunities, live speaking sessions, 1:1 meetings with media from around the globe, press kit drop, branded item in media swag bag, Media Day reception, and more!

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



**Sarah Payne**  
Account Manager  
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**Lee Wright**  
Account Manager  
[lwright@printing.org](mailto:lwright@printing.org)

# MEDIA BRANDS - EXPO ISSUES

## August & September Issues

*Printing Impressions, In-plant Impressions, Packaging Impressions, 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, and wide-format segments.



|                     | Printing Impressions | In-plant Impressions   | Packaging Impressions | PRINTING United Journal | Wide-format Impressions |
|---------------------|----------------------|------------------------|-----------------------|-------------------------|-------------------------|
| <b>Full Page</b>    | \$7,500              | \$5,269                | \$4,790               | \$3,080                 | \$5,250                 |
| <b>1/2 Page</b>     | \$4,600              | \$3,090                | \$3,090               | \$2,155                 | \$3,750                 |
| <b>1/4 Page</b>     | \$2,900              | \$2,505                | \$2,505               | \$1,310                 | \$2,500                 |
| <b>Issue Month</b>  | <b>August</b>        | <b>July/Aug./Sept.</b> | <b>August</b>         | <b>August</b>           | <b>August</b>           |
| <b>Space Close</b>  | July 14, 2025        | Aug. 22, 2025          | July 12, 2024         | N/A                     | July 21, 2025           |
| <b>Material Due</b> | July 17, 2025        | Aug. 27, 2025          | July 17, 2024         | N/A                     | July 24, 2025           |
| <b>Issue Month</b>  | <b>September</b>     | <b>Sept./Oct.</b>      | <b>September</b>      | <b>September</b>        | <b>October</b>          |
| <b>Space Close</b>  | Aug. 15, 2025        | N/A                    | N/A                   | Aug. 8, 2025            | Sept. 19, 2025          |
| <b>Material Due</b> | Aug. 20, 2025        | N/A                    | N/A                   | Aug. 13, 2025           | Sept. 24, 2025          |

\*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*, and *Apparelist*.

### 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*, and *Apparelist*.



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

## Exclusive Product Highlight

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

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

- 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

- 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 |
|---|----------|---------|-----------|
| <b>Exclusive Product Highlight</b> (Limited to 1) | \$5,000  | \$5,000 | \$5,000   |
| <b>Video</b> (Limited to 3)                       | -        | \$5,000 | -         |
| <b>Premium Placement</b> (Limited to 4)           | \$2,500  | \$2,500 | \$2,500   |
| <b>Featured Placement</b> (Limited to 3)          | \$1,000  | \$1,000 | \$1,000   |

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# 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.

**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**

Trim: 8.125" w x 10.875" h  
Bleed: 8.375" w x 11.125" h  
Safety: 7.625" w x 10.375" h

**1/2 PAGE**

**Horizontal**  
Trim: 7" w x 5" h

**Vertical**  
Trim: 4.625" w x 6.5" h

### 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*.

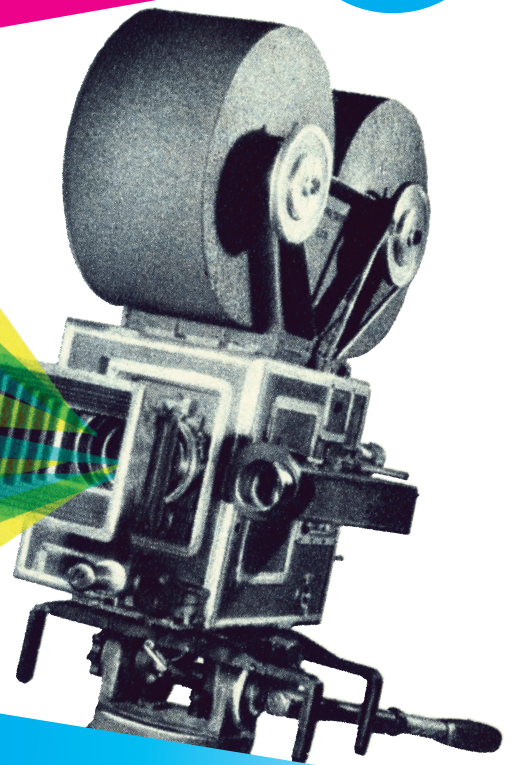
**Close Date: Sept. 19, 2025**  
**Materials Due Date: Sept. 30, 2025**



## ON-SITE VIDEO PACKAGES

# SNAPSHOT<sup>pro</sup>

## 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** **Promo Impressions**

### CONTACT YOUR SALES REPRESENTATIVE TODAY OR:

**Elise Hacking Carr**  
Content Director  
856-905-5117  
[ecarr@napco.com](mailto: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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**LEE WRIGHT**  
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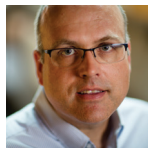


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