

PRIORITY BOOTH SELECTION EVENT

PRESENTED BY



PRINTINGUNITED.COM

**Dear Industry Leaders and Exhibitors,**

When we set out to build PRINTING United Expo and expand PRINTING United Alliance, it was because we saw a moment of inflection—where the once-clear lines between print segments like packaging, apparel, commercial, industrial, and wide-format were fading fast. What the industry needed wasn't another niche event. It needed a true rally point. A place where everyone could connect, compete, and grow. So, we built it.

Today, PRINTING United Expo isn't just the largest printing event in North America—it's the most forward-looking, most valuable, and most inclusive. It's a platform for convergence and a launchpad for expansion. And in 2026, we return to the newly reimagined Las Vegas Convention Center, September 23–25, with an even stronger commitment to delivering results.

We've invested millions to get the word out—reaching broader, deeper, and louder across the entire print community, creating a reinvigorated, “one-stop-shop” approach. We're harnessing AI and research in smarter ways than ever before to drive attendee registration, optimize participation, and match buyers to the solutions they actually need.

Behind the scenes, we've brought in best-in-class talent to rethink every detail of the Expo—from driving down machinery handling costs to improving logistics, transparency, and exhibitor support. We're forging stronger partnerships with all of our major vendors on your behalf to make your experience as smooth—and cost-effective—as possible.

Our official Show Partnership program continues to grow year over year, attracting over 40 global media and associations and counting who support the Expo through their vast channels to audiences around the world, further spreading news and show developments on your behalf.

This isn't just another show. It's an opportunity-rich environment where tens of thousands of decision-makers from over 120 countries will be actively looking for what's next. They're not just attending. They're engaging, purchasing, benchmarking, and building the future.

As someone who has walked in your shoes—on the OEM and supplier side—I know how critical ROI is. We're not just promising results. We're engineering them.

Booth space will be moving quickly for next year's show. Join us now and be part of the Expo that's built with the industry, and for the industry.

Let's build the future of print, together.

Warm regards,

A stylized, handwritten signature in black ink that reads "Chris".

Chris Curran

Group President, Media & Events
PRINTING United Alliance

You will receive an email to submit an application for booth space from **PRINTING United Expo**. Current 2025 PRINTING United Expo exhibitors who are interested in participating in the priority booth selection process must submit their online application to be considered a participant in the Priority Booth Selection Event. To qualify, your 2025 booth must be paid in full and you must be a member in good standing with the Alliance. Your invitation will remain open from June 10 - July 18, 2025. If PRINTING United Expo does not receive your online application by midnight on July 18, 2025, we will understand that you have decided to select your booth after August 14, 2025. All booth selections are subject to availability at the time of selection.

2025



WHAT TO EXPECT

STEP 1 | Your company's primary booth contact on file will receive a confirmation of the date/time of their appointment and a [link to the live floor plan](#).

STEP 2 | You can either **take a call with a PRINTING United Expo team member who will walk you through the booth selection process** OR you can submit a list of preferred booth locations **no sooner than 24 hours** prior to your scheduled appointment via proxy form and our team will do their best to place you in the booth desired.

STEP 3 | Once the appointment takes place and a booth is selected you will **receive a confirmation email and invoice indicating the contracted booth and the corresponding balance**.



IMPORTANT REMINDERS:

- If the contact from your company cannot be reached during the appointment the PRINTING United Expo team will place your company in a booth and you do have the opportunity to relocate.
- The PRINTING United Expo team will continue placing booths if an appointment is missed or delayed.
- Although we do not recommend waiting, we will accept contracts on-site at PRINTING United Expo. Exhibitors who chose to wait will be able to book during the Expo, Sept. 22-24 in the specified Booth Sales Office in Orlando.

QUESTIONS?

If you or your team have any questions, please reach out directly to your current sales and account representative.

Appointments are scheduled based on the tiers below.

Package sponsors will receive priority based on sponsorship level followed by 2025 Exhibitors. 2025 Exhibitor appointments will be set randomly based on booth size (see tiers below). Please note, exhibitors will have the option to increase their booth size, but if an exhibitor chooses to downsize, the appointment will be postponed to a time within the newly selected tier.

Tier	Sq. Ft	STANDARD		PRIME	
		Pre-sale + Onsite	Post-Expo	Pre-sale + Onsite	Post-Expo
1	12,000+	\$35.00	\$37.00	\$37.00	\$39.00
2	9,000 - 11,999	\$35.50	\$37.50	\$37.50	\$39.50
3	6,000 - 8,999	\$36.00	\$38.00	\$38.00	\$40.00
4	3,000 - 5,999	\$36.50	\$38.50	\$38.50	\$40.50
5	800 - 2,999	\$37.00	\$39.00	\$39.00	\$41.00
6	400 - 799	\$37.50	\$39.50	\$39.50	\$41.50
7	0 - 399	\$38.00	\$40.00	\$40.00	\$42.00

Two or more member companies owned by the same person/entity may book their exhibits at the same time and receive the appropriate discount on the aggregate square footage booked, provided each company has a member record. Any of the companies in this group may be designated as the booking agent for the rest. Each exhibit may be branded as the individual company.

Co-Exhibitors are not eligible to participate.

- **Pre-sales + Onsite** — Ends October 24, 2025
- **Post-Expo** — Begins October 25, 2025
- **Membership Dues** — \$1,000

NOTE: All exhibitors will be responsible for their own flooring solutions.

PAYMENT DEADLINES:

First 10% of booth space price + \$1,000 2026 Alliance membership dues. Due upon signing.

40% will be due on or before January 16, 2026.

Final 50% will be due on or before May 15, 2026.

CANCELLATION PENALTIES (Includes downsizing):

On or prior to December 12, 2025	10% of total space price
December 13, 2025 - March 6, 2026	25% of total space price
March 7, 2026 - June 5, 2026	50% of total space price
On or after June 6, 2026	100% of total space price

*Membership dues are non-refundable

MARK THESE DEADLINES TO AVOID AN UP TO 18% ANNUAL LATE FEE ON YOUR ENTIRE BALANCE DUE.



Make sure you are familiar with our cancellation policy!

Please be thoughtful when determining the size of your booth so you aren't downsizing later. **Why?** This allows more space for the entire community to participate and our team can really maximize the floor plan.

AT A GLANCE **SPONSORSHIP**

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

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!

Additional Options

Customizable depending on your goals

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



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