



Produced by
PRINTING United Alliance

Amplify Your Presence Before, During & After the Expo

SEPT. 23-25, 2026
LAS VEGAS, NV





Table of Contents

3	Expo Sponsorship Opportunities
4	Levels & Deliverables
5	Branding Examples
7	Show Feature & Activation Opportunities
8	<i>Women in Print Alliance</i>
10	<i>PRINTING United Expo Guide</i>
11	Expo Newsletters
13	Media Brands - Expo Issues
14	On-Site Video Packages
15	Corporate Events Powered by Jampack
16	Attendee List Rental
17	Contacts

Expo Sponsorship Opportunities

Interested in being
a **2026 PRINTING
United Expo Sponsor?**
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!

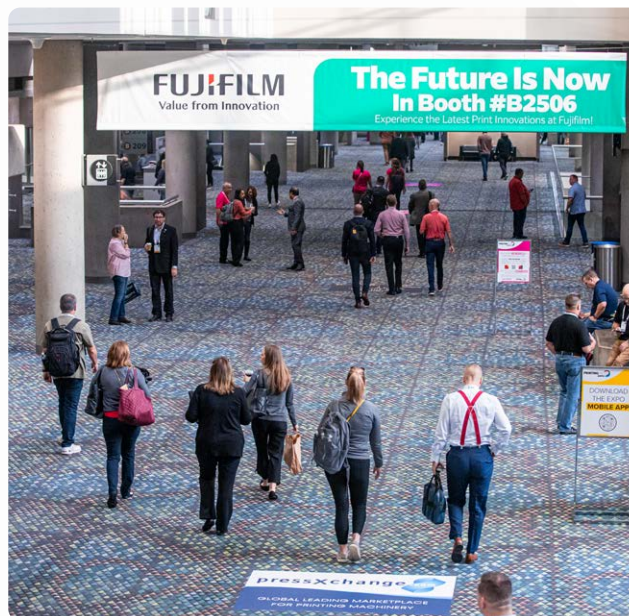
Sponsorship & Investment Levels

TITLE: \$100,000

DIAMOND: \$75,000

PLATINUM: \$50,000

GOLD: \$30,000



OPTIONS INCLUDE:

Exterior Branding

Hanging banners, entrance window graphics, sidewalk graphics, shuttle bus headrests

Interior Branding

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

Media Day Sponsorship Opportunities

Take center stage before the show floor opens. Media Day is an exclusive opportunity to connect with top global media—all in one place, in one powerful day. Opportunities are limited and offered on a first-come, first-served basis.

Online Advertising

Online directory, show planner, mobile app sponsor

Promotional at Event

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

Custom Packages Available Upon Request

Please note, additional options are available depending on your goals.

Levels & Deliverables



Deliverables	Title \$100,000	Diamond \$75,000	Platinum \$50,000	Gold \$30,000
Branding Credits for Onsite Promotions	\$40,000	\$35,000	\$25,000	\$15,000
Media Branding Credits (Print & Electronic)	\$30,000	\$15,000	\$10,000	\$5,000
Booth Credit for 2027 (Assigned After 2026 Expo Closes)	\$15,000	\$11,250	\$7,500	\$4,500
Included in Package - Media Day Participation:				
<i>Valued At</i>	<i>\$15,000</i>	<i>\$10,000</i>	<i>\$10,000</i>	<i>\$7,500</i>
Live Speaking Session - Expo Show Plans	25 Minutes	20 Minutes	15 Minutes	If Available
1:1 Meetings with Media Outlets from Around the Globe	15	8	8	5
Press Kit Drop	✓	✓	✓	✓
Branded Promotional Items for Media Swag Bag	✓	✓	✓	✓
Media Day - Breakfast Sponsorship	✓	✓		
Media Day - Lunch Sponsorship	✓	✓		
Media Day - Cocktail Reception Sponsorship	✓			
Also Included in Package:				
MapYourShow Upgrade to Premium Package	✓	✓	✓	✓
Staff Badges	✓	✓	✓	✓
Added in to the New Sponsor Section on the Mobile App Homepage	✓	✓	✓	✓
Company Logo Appears in Search Results	✓	✓	✓	✓
Access to Online Leads	✓	✓	✓	✓
Listed in an Exclusive List of Featured Exhibitor Listing	✓	✓	✓	✓
Premier Placement in Search Results	✓	✓	✓	✓
Highlighted Booth With Corner Peel on Interactive Floor Plan	✓	✓	✓	✓
Business Cards on Your Listing for Staff	7	7	7	7
Downloadable Content Pieces for Attendees to View	7	7	7	7
Product Gallery Images & Descriptions	4	4	4	4
Product Gallery Videos & Descriptions	4	4	4	4
Priority Move-in Based on Booth Size, Location & Complexity (600 NSF or Larger)	✓	✓	✓	✓
Show Floor Plan - Logo Placement	✓	✓	✓	✓
Aisle Carpet Graphics	4	3	2	1
Education Passes for VIP Clients	10	8	6	4
Meeting Room at Convention Center - Subject to Availability	✓	✓	N/A	N/A
Invite to Chairman's Reception	2	1	N/A	N/A
Brand Recognition:				
Expo Website	✓	✓	✓	✓
Promotional Material (Where Applicable)	✓	✓	✓	✓
Onsite Material - Signage, Show Guide, Etc. (Where Applicable)	✓	✓	✓	✓
Exhibitor Spotlight in Email Communication for Attendees & Prospects	✓	✓	✓	✓
Organic Social Post on Expo LinkedIn	✓	✓	✓	✓
Provided Full List of Media to Plan In-Booth Press Conferences	✓	✓	✓	✓
Total Package Value	\$115,250	\$85,400	\$59,550	\$38,000

Limited a la carte options are available for Media Day "Lite" participation. Ask your sales rep for more details.

Branding Examples



CHARGING STATIONS



COLUMN WRAP



DJ BOOTH



FLOOR GRAPHIC



HANGING BANNER



LANYARDS

Branding Examples



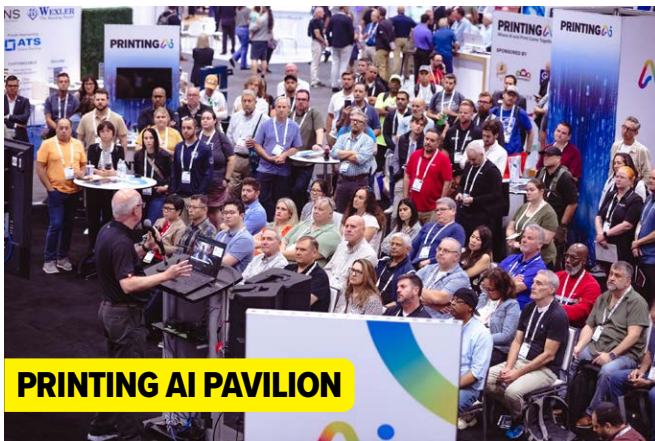
Show Feature & Activation Opportunities



APPAREL ZONE



PDAA INSTALLERS ZONE



PRINTING AI PAVILION



STUDENT DAY

**HAVE SOMETHING ELSE IN MIND?
LET'S BUILD IT TOGETHER.**
Connect with our team to get started!

Women in Print Alliance



Las Vegas Convention Center
September 23–25, 2026

SPONSORSHIP OPPORTUNITIES	DIAMOND	PLATINUM	GOLD	SILVER
Women in Print Alliance Networking Luncheon	\$10,000 (1)	\$5,000 (3)	\$2,500	\$1,000
Premier Sponsorship of Keynote Speaker	✓			
Custom Introduction of Keynote Speaker	✓			
Custom Opening Welcome Remarks	✓	✓		
Opportunity to Distribute Literature	✓	✓	✓	
Corporate Name/Logo on Signage & Podium Recognition	✓	✓	✓	✓
VIP Reserved Table Seating	✓	✓		
Complimentary Event Tickets	4	3	2	1
Women in Print Alliance Membership Reception	\$5,000 (1)	\$2,500 (3)	\$1,000	\$500
Solo Premier Sponsorship	✓			
Custom Opening Welcome Remarks	✓			
Corporate Logo on Signage & Podium	✓	✓		
Corporate Name on Signage	✓	✓	✓	✓
Complimentary Event Tickets	4	3	2	1
Champions Circle Happy Hour	\$5,000 (1)	\$2,500 (3)	\$1,000	\$500
Solo Premier Sponsorship	✓			
Corporate Name on Signage	✓	✓	✓	✓
Complimentary Event Tickets	4	3	2	1

Who We Are

WOMEN IN PRINT ALLIANCE

Connecting and Advancing Women in the Print Community

Our mission is straightforward: to attract, advance, and advocate for women in the printing industry through education, leadership development, professional growth, networking, and community building.

We work to educate the broader printing community on the business and societal value of inclusion & diversity.

Why Sponsor In 2026?

PRINTING United Expo 2026 in Las Vegas represents momentum.

- It is where industry leaders gather
- It is where partnerships are built
- It is where the future of print takes shape
- Leadership development
- Industry advocacy
- Brand visibility among decision-makers
- A powerful and engaged professional community

For sponsorship opportunities, please contact: wpa@printing.org

womeninprintalliance.org

Women in Print Alliance



WOMEN IN PRINT ALLIANCE ANNUAL NETWORKING LUNCHEON

The Women in Print Alliance Annual Networking Luncheon is a signature event at the 2026 PRINTING United Expo, bringing together women leaders, rising professionals, and industry changemakers from across the print community.

Sponsor ROI

Sponsoring the Luncheon positions your brand in front of a concentrated audience of engaged industry professionals in a setting designed for connection and conversation. Sponsors benefit from strong brand visibility, high-quality networking, and meaningful alignment with leadership development and advancement for women in print — an audience that influences purchasing decisions, partnerships, and team leadership across the industry.

WOMEN IN PRINT ALLIANCE ANNUAL MEMBERSHIP RECEPTION

The Women in Print Alliance Annual Membership Reception is an exclusive, members-only event held during PRINTING United Expo 2026, welcoming approximately 100 of the most dynamic women in print for an evening of connection and celebration.

Sponsor ROI

Sponsoring the Reception provides premium brand placement in a VIP-style environment with a highly engaged member audience. This event is designed for relationship-building — giving sponsors the opportunity to create authentic connections and earn lasting brand goodwill with influential professionals who shape purchasing, partnerships, and leadership decisions throughout the print industry.

CHAMPIONS CIRCLE HAPPY HOUR *(Honoring the Men Supporting WPA)*

The Champions Circle Happy Hour is a high-impact networking event at PRINTING United Expo 2026, created to recognize the men and allies who actively support the mission of Women in Print Alliance.

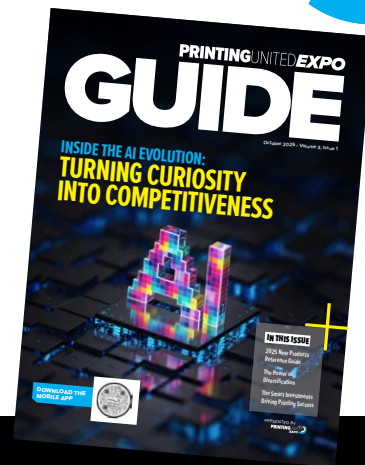
Sponsor ROI

Sponsoring Champions Circle aligns your organization with visible allyship and leadership in the industry while creating a high-energy environment for relationship-building. This sponsorship offers strong brand recognition tied to inclusion and advancement, along with direct engagement opportunities in a setting where meaningful conversations happen — strengthening sponsor credibility and increasing brand affinity with WPA members and supporters.



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!

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: Aug. 7, 2026
Materials Due Date: Aug 14, 2026



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 *Promo Impressions*.

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 *Promo Impressions*.

- All registered attendees, past attendees, and the full audiences of our media brands: *Printing Impressions*, *In-plant Impressions*, *Packaging Impressions*, *Wide-format Impressions*, *Apparel*, and *Promo Impressions* — 200k+ 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)

- ### 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

LIVE ONLY



August & September Issues

Printing Impressions, *In-plant Impressions*, *Packaging Impressions*, and *PRINTING United Journal* 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
Full Page	\$7,500	\$5,269	\$4,790	\$3,080
1/2 Page	\$4,600	\$3,090	\$3,090	\$2,155
1/4 Page	\$2,900	\$2,505	\$2,505	\$1,310
Issue Month	August	July/Aug./Sept.	August	August
Space Close	July 15, 2026	Aug. 23, 2026	July 24, 2026	N/A
Material Due	July 20, 2026	Aug. 28, 2026	July 29, 2026	N/A
Issue Month	September	Sept./Oct.	September	September
Space Close	Aug. 24, 2026	N/A	N/A	Aug. 8, 2026
Material Due	Aug. 27, 2026	N/A	N/A	Aug. 12, 2026

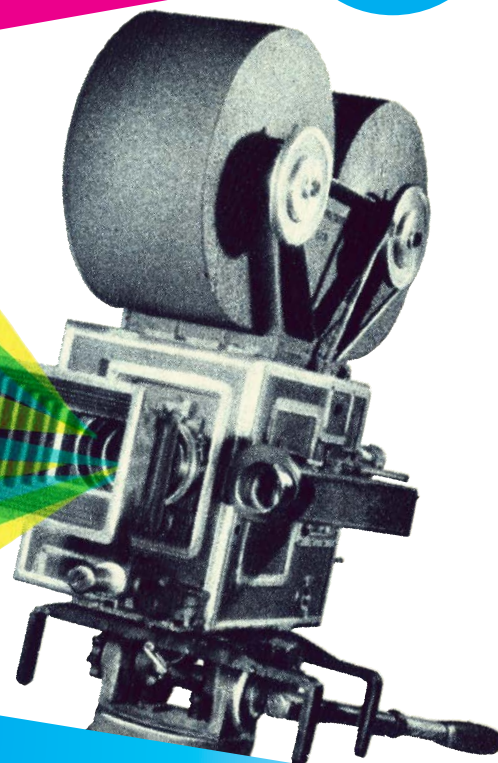
*Special positions available for all publications as well.

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!

On-Site Video Packages

SNAPSHOT^{pro}

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:

Denise M. Gustavson
Vice President of
Editorial & Content Strategy
401-603-1200
dgustavson@napco.com

COMPANY:

BOOTH NUMBER:

PREFERRED SHOOT DATE & TIME:

CONTACT INFO:



Let us plan your private event experience for you.

Jampack plans end-to-end events for partnering companies and conventions for over 145,000 guests in 40+ cities per year. We specialize in producing high-end event experiences for our corporate clients.

We specialize in these experiences:

- Corporate events & Banquet receptions
- Awards Ceremonies
- Speaking Engagements
- Panel Discussions
- Private Dinners
- On-Site Management / Services



Why Jampack?

Save Time, Stress Less

We handle everything from planning to on-site logistics — so your team can focus on what matters.

Preferred Venue Rates & Local Expertise

Leverage our relationships and local knowledge to find the perfect venue.

End-to-End Event Excellence

From strategy to execution, we deliver seamless, high-impact events that impress your guests.

WE'VE HELPED 500+ BRANDS WITH THEIR EVENTS, INCLUDING:



[Get in touch](#)

Get an event consultation and vendor quote today.

Malcolm Barrack

Director of Events & Nightlife

P: 707.292.3200 E: malcolm@jampack.com



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.

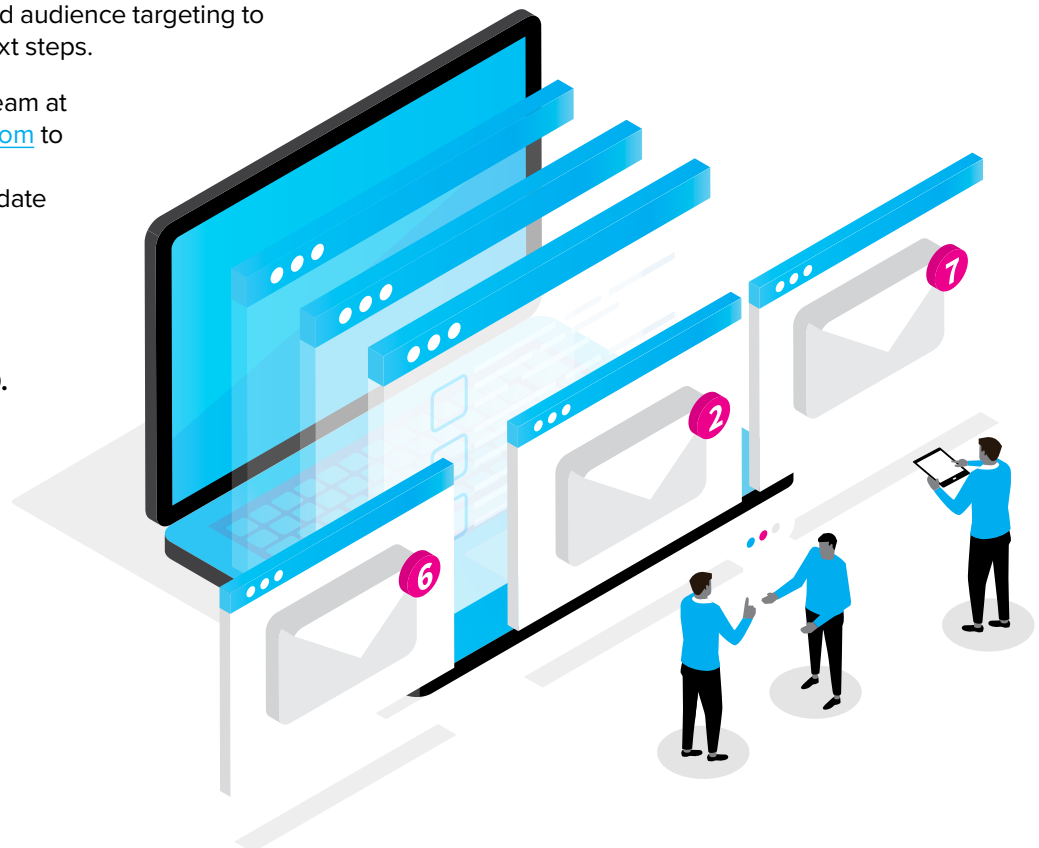
Inventory is limited and available on a first-come, first-served basis.

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.



CONTACTS



CONTACT A REPRESENTATIVE TO DISCUSS YOUR OPTIONS TODAY!

Expo Sales Team



Sarah Payne
Account Manager
Company Names Starting With A-L
spayne@printing.org



Lee Wright
Account Manager
Company Names Starting With M-Z
lwright@printing.org

Media Team



Ryan Applebaum
Strategy & Business Development Manager
303-522-8960
rapplebaum@printing.org



Jude Baker
Strategy & Business Development Manager
215-238-5316
jbaker@napco.com



Steve Duccilli
Group Vice President
513-315-4595
sduccilli@napco.com



Brandy Jamison-Neth
Group Vice President
Apparelist
303-875-9545
bjneth@napco.com



Chris Lyons
Group President
Media & Events
610-742-6672
clyons@napco.com

PRINTINGUNITED

EXPO • Sept. 23-25, 2026 • Las Vegas



FUTURE SHOW DATES

2027

September 14 – 16

Las Vegas Convention Center
Las Vegas, NV

2028

October 18 – 20

Georgia World Congress Center
Atlanta, GA

2029

October 24 – 26

Orange County Convention Center
Orlando, FL

2030

October 16 – 18

Las Vegas Convention Center
Las Vegas, NV

PRODUCED BY:

