



PRIORITY

**BOOTH
SELECTION**

EVENT



Dear Friend and Partner of the Expo,

We are thrilled to officially extend our invitation to you to participate in PRINTING United Expo 2025, taking place in sunny Orlando, Florida. This premier event, taking place October 22-24, 2025 at the Orange County Convention Center just steps from Disney, Universal, SeaWorld, and all the excitement of Central Florida; promises to be an unparalleled gathering of the brightest minds and most innovative companies in the printing industry.

PRINTING United Expo hails as North America's largest and most comprehensive event in the printing industry. Each fall, it serves as the ultimate destination for industry professionals to discover cutting-edge technologies, forge valuable business connections, and gain insights into the latest trends and developments. Our 2025 Expo is poised to set new standards in excellence and innovation.

We are particularly excited for 2025, as we just announced our groundbreaking partnership with drupa, the leading trade fair in Europe for printing technologies. Our "one-roof" approach continues to capture the interest in deeper collaboration with groups such as drupa, ASI, and more. These relationships allow us to continue elevating PRINTING United Expo 2025 to new heights, for you, our valued exhibitors; to offer an expanded global reach and bringing together an even more diverse array of exhibitors and attendees from around the world. This partnership underscores our commitment to providing you with an exceptional platform to showcase your products and services to a truly international audience.

By exhibiting at PRINTING United Expo 2025, you will be part of a dynamic event that attracts decision-makers and influencers from across the printing ecosystem. Our comprehensive show floor will feature the latest advancements in printing technology, from digital printing and graphic design to mailing, labels and packaging, apparel, textiles, and more. With countless networking opportunities, cutting-edge educational sessions, and live demonstrations, PRINTING United Expo 2025 is the must-attend event for anyone looking to stay ahead in this ever-evolving industry.

Join us in Orlando and take advantage of this unique opportunity to elevate your brand, connect with industry leaders, and drive your business forward. We are confident that PRINTING United 2025 will exceed your expectations and provide a significant return on your investment.

Act fast, as space will sell out at this venue and you do not want to miss the opportunity to be part of this groundbreaking year and event! We look forward to welcoming you to what promises to be our most exciting and impactful event yet.

Warm regards,

A handwritten signature in black ink that reads "Mark J. Subers". The signature is fluid and cursive, written over a white background.

Mark J. Subers

President, Events and Exhibitions
PRINTING United Alliance

You will receive an email to submit an application for booth space from PRINTING United Alliance. All 2025 sponsors, and current 2024 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 2024 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 13 - July 5, 2024. If PRINTING United Expo does not receive your online application by midnight on July 5, 2024, we will understand that you have decided to select your booth after August 9, 2024. All booth selections are subject to availability at the time of selection.

2024



WHAT TO EXPECT

STEP 1 | Your company’s representative 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 they 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 time, a PRINTING United Expo team member will send an email with instructions on how to reschedule.
- 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 (Sept. 10-12, 2024). Exhibitors who choose to wait will have the option to book on September 9, 2024. The Booth Sales Office will be located on the 2nd Level of the South Hall in Room S219. The office will be open from 9:00 AM - 12:00 PM on Sept. 9, 8:30 AM - 4:00 PM on Sept. 10-11 and 8:30 AM - 12:00 PM on Sept. 12.

TIERS BOOTH SPACE

Appointments are scheduled based on the tiers below.

Package sponsors will receive priority based on sponsorship level followed by 2024 Exhibitors. 2024 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.

TIERS	BOOTH SQ. FT.	EARLY (Before Sept. 13)	COST PER 100 SQ. FT.	STANDARD (Begins Sept. 13)	COST PER 100 SQ. FT.
1	12,000 & Up	\$34.00	\$3,400	\$36.00	\$3,600
2	9,000 - 11,999	\$34.50	\$3,450	\$36.50	\$3,650
3	6,000 - 8,999	\$35.00	\$3,500	\$37.00	\$3,700
4	3,000 - 5,999	\$35.50	\$3,550	\$37.50	\$3,750
5	800 - 2,999	\$36.00	\$3,600	\$38.00	\$3,800
6	400 - 799	\$36.50	\$3,650	\$38.50	\$3,850
7	0 - 399	\$37.00	\$3,700	\$39.00	\$3,900

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.

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

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

PAYMENT DEADLINES:

First 10% of booth space price + \$1,000 2024 Alliance membership dues. Due upon signing.

40% will be due on or before January 13, 2025.

Final 50% will be due on or before May 16, 2025.

CANCELLATION PENALTIES:

On or prior to December 16, 2024 10% of total space price

December 17, 2024 – March 3, 2025 25% of total space price

March 4, 2025 – June 3, 2025 50% of total space price

On or after June 4, 2025 100% of total space price

*Membership dues are non-refundable



QUESTIONS?

If your team has any questions please contact exhibit@printingunited.com or reach out directly to your current sales representative.

There's an update to our cancellation policy for 2025! 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 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