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 **PRINTING United Expo Show Highlights Unveiled as Registration and Hotel Figures Trend Ahead for the 2024 Event**

*Expo Title Sponsor Canon U.S.A., Inc., Diamond Sponsors Durst and Fujifilm, and Platinum Sponsors Agfa, Mimaki, and Ricoh lead the long list of sponsor companies at this year’s Las Vegas Showcase*

**Fairfax, Va.** — [PRINTING United Alliance](http://www.printing.org), the most comprehensive member-based printing and graphic arts association in North America, is excited to announce that PRINTING United Expo 2024 registration across market segments, and hotel bookings for the event, are trending ahead of last year’s impressive figures. Taking place September 10-12 in vibrant Las Vegas, this year’s Expo promises to be an unmissable event for industry professionals, innovators, and enthusiasts alike. Register online today to attend the Expo and its many educational and co-located events taking place over three action-packed days: [www.printingunited.com/register](http://www.printingunited.com/register).

**Unprecedented Growth and Interest for the Expo**
On the heels of a strategic partnership announcement with the Messe Düsseldorf Group and drupa, and as the three-month countdown is on and the industry gears up; excitement and growth for the Expo continues to climb. Hotel room bookings are already trending at more than 10% over last year’s impressive numbers at this time. Additionally, registration is trending ahead from the same time last year across all market segments, including more than 20% ahead in Apparel, Commercial, and Graphics/Wide-format.

"We are incredibly excited about this year's Expo in Las Vegas,” says Mark J. Subers, president, PRINTING United Expo. “The enthusiasm from exhibitors and attendees is palpable, with hotel bookings and registration figures already trending significantly ahead of previous years. The incredible momentum underscores the value and importance of this event in this hemisphere in the printing industry. We look forward to welcoming everyone to what promises to be our most dynamic and innovative Expo yet."

*2024 Exhibitor Showcase and Empowering Education*
More than 800 exhibitors from around the world will be unveiling their latest solutions spanning market segments in Apparel Decoration; Commercial and Publishing; Functional/Industrial; Graphic Installation; Graphics/Wide-Format; In-Plant; Labels and Packaging; Mailing, Shipping, and Fulfillment; and Promotional. View the PRINTING United Expo show floor map [here](https://pru24.mapyourshow.com/8_0/floorplan/index.cfm?hallID=OO) for the most current exhibitor list.

As training and education remain at the cornerstone of professional growth, educational opportunities abound at the Expo. The Alliance's iLEARNING+ platform will take center stage, offering live demos of the latest courses and certifications. Hands-on training at the popular Apparel Zone and thought-provoking sessions at the Future State Theater are always a “must attend.” Through keynote addresses from the industry’s brightest minds to multiple educational tracks, attendees will learn about opportunities for expanding revenue streams and business operations, as well as hear about the latest topics such as AI, sustainability, and color management with new G7+.Learn how to stay ahead of challenges facing printers today, from labor costs to maintaining margins; and discover automation solutions and software advancements aimed at enhancing efficiency and competitiveness. View the current educational line-up [here](https://www.printingunited.com/attend/show-features/paid-education/) (\**subject to change*).*Women in Print Unite at the Expo*The Women in Print Alliance, an Alliance community dedicated to attracting, retaining, advancing, and advocating for women in the printing industry through education, personal and professional development, networking and community building; will host a multitude of events at this year’s Expo.

The group has an official hotel block at the renowned Fontainebleau Las Vegas, where women in the industry can stay and participate in meetups and cocktail events being hosted throughout the week. A special networking luncheon and keynote speaker is being planned; and so much more. Visit [womeninprintalliance.org](http://www.womeninprintalliance.org) for the latest information. *Co-Located Events and PRINTING United AFTER DARK Sizzle in Vegas*Attendees can take part in a variety of co-located events, such as the many on-site forums, Happy Hours, and – new this year -- PRINTING United AFTER DARK offering! This program offers unparalleled networking opportunities and a chance to unwind after a day of exploration. Join fellow industry professionals for a memorable evening of camaraderie and fun. Learn more about PRINTING United AFTER DARK [here](https://www.printingunited.com/attend/show-features/after-dark/).

**Register Today**
Register for this year’s Expo now at [www.printingunited.com](http://www.printingunited.com) for an unforgettable experience and to best explore areas for diversification within your business operation.

To take advantage of member-exclusive experiences at PRINTING United Expo 2024, as well as having direct access to leading industry experts, services, and resources, visit [www.printing.org/membership](http://www.printing.org/membership) to learn more about all the benefits of being an Alliance member.

**About PRINTING United Alliance**[PRINTING United Alliance](http://www.sgia.org) is the most comprehensive member-based printing and graphic arts association in North America, comprised of the industry’s vast communities. The Alliance serves industry professionals across market segments with preeminent education and training via iLEARNING+, workshops, events, research, government and legislative representation, safety, and environmental sustainability guidance, as well as resources from our leading media brands – *Printing Impressions, Packaging Impressions, Wide-format Impressions, In-plant Impressions,* and *Apparelist.* A division of PRINTING United Alliance, [Idealliance](https://idealliance.org/) is a global leader in standards training and certification for printing and graphic arts operations across the entire industry supply chain.

PRINTING United Alliance also produces the [PRINTING United Expo](http://www.printingunited.com), the most influential days in printing. The expansive display of technology and supplies, education, programming, and services are showcased to the industry at large, and represents all market segments in one easily accessed place.