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 **PRINTING United Expo 2024: The Countdown is on as the Industry's Premier Event Returns to Las Vegas with the Most Prominent Names in Print**

*Over 800 exhibitors bring the Las Vegas Convention Center to life with groundbreaking technology unveilings, immersive interactive displays, and hands-on experiences that showcase the future of print*

**Fairfax, Va.** — [PRINTING United Alliance](http://www.printing.org), the most comprehensive member-based printing and graphic arts association in North America, is counting down the weeks until PRINTING United Expo 2024 returns to Las Vegas from September 10-12, 2024, at the Las Vegas Convention Center. This year's Expo promises an extraordinary lineup of education, cutting-edge equipment, and unparalleled networking opportunities, cementing its reputation as the must-attend event for professionals across printing verticals. Register to attend online at: [www.printingunited.com/register](http://www.printingunited.com/register).

**Technology Being Shown for the First Time in North America**
Exhibitors continue to use PRINTING United Expo as the major North American venue of choice to launch never-before-seen technology.

“In terms of new and innovative technology, it is certainly an exciting year,” says Mark J. Subers, president, PRINTING United Expo. “For those that didn’t have the opportunity to attend drupa, they can experience it all at PRINTING United Expo in Las Vegas as exhibitors will be showing these solutions for the first time ever in North America, in addition to brand new, never-seen-before product launches.

“News continues to pour in from our exhibitors showcasing their significant investments and what they have put together for our attendees, even with many shows taking place concurrently this year. Durst is one such example attending multiple events that week that is committed to bringing its powerful end-to-end solutions to PRINTING United Expo. An example of an especially extraordinary showcase, Standard Finishing Systems announced it will have its largest finishing display to date at this year’s show, with over 25 individual solutions running live from partners Horizon International and Hunkeler. Title sponsor Canon U.S.A., Inc. with the most significant footprint on the floor, will host the U.S. debut of its varioPRINT iX1700, announce brand new products, and show a remarkable lineup of current and future digital technology. Also, Kornit Digital’s Apollo system will make its grand U.S. debut. The list goes on and on and spans every market segment across printing verticals. We couldn’t be more excited to present this all-encompassing showcase to our attendees!”

Be sure to plan out your Expo stops by visiting the complete floor plan and exhibitor list for this year’s event [here](https://www.printingunited.com/attend/floor-plan-booths/). Download the Expo mobile app at printingunited.com for the latest schedules and floor plan.

**Education at the Expo: Empowering the Future of Print**
PRINTING United Expo 2024 will feature a robust educational program designed to address the diverse needs of the industry. Attendees can immerse themselves in a wide array of educational sessions, forums, and workshops led by industry experts. Topics will range from the latest innovations in AI, workforce development, sustainability practices, business strategies, market trends, and more. The event's educational offerings are tailored to provide valuable insights and practical knowledge that attendees can apply directly to their businesses. View the complete education schedule [here](https://www.printingunited.com/attend/show-features/paid-education/).

*Keynote Addresses*
Be sure to catch the following keynote addresses at the beginning of days one and two at the Expo:

**“Harnessing Business Investment to Drive Profitability and Competitive Advantage”***Presented by the Alliance/NAPCO Research Team*
Tuesday, September 10 at 10 a.m.

**“G7+™, the World’s Best Calibration System, Made Better”***Presented by Don Hutcheson, President, HutchColor, LLC*Wednesday, September 11 at 10 a.m.

**Engagement Areas: Hands-On Learning and Demonstrations**
This year’s Expo will also feature multiple areas of engagement where attendees can experience live demonstrations of the latest printing technologies and equipment. These hands-on opportunities allow participants to explore the newest products, meet with leading manufacturers, and see innovations in action.

Just some of the engagement areas that attendees should not miss include, but are not limited to:

*Apparel Zone, Powered by* *Apparelist Live* *(Booth SL5287)*This space is for every printer regardless of experience in apparel decoration. Explore screen printing, sublimation/cut-and-sew, embroidery, heat-applied graphics, and other printing technologies to consider for new business opportunities. Take a picture in front of a vintage 1961 Cadillac, gain hands-on experience with the latest technologies and techniques in apparel, listen to a session in the popular *Apparelist Live! Theatre*, take in an industry podcast led by the experts, and immerse yourself in the latest in apparel decoration.

*PDAA Installer Zone* *(Booth C1070)*
The PDAA (Professional Decal Applicators Alliance) Installer Zone will be in full swing at PRINTING United Expo where all the tips and tricks to be a top Installer are on display. Attendees can practice at the interactive window station, featuring window films and graphics; improve wrapping skills on a van door; test skills at a mini competition; and more!

*PRINTING United Expo Knowledge Center*
The new Knowledge Center is the go-to destination for all things innovation and insight. The Knowledge Center experience is designed to be a dynamic, interactive hub where attendees can meet the industry’s premier media and association partners; become immersed in the latest trends and developments in printing; attend campfire sessions on hot topics like AI; grab samples from participating exhibitors; peruse a wealth of useful information including white papers and industry resources; and more! Check out the latest Knowledge Center schedule [here](https://www.printingunited.com/attend/show-features/knowledge-center/).

**Opening Night Shindig: Blue Wave in the Desert**
PRINTING United Expo is the mecca for those in the industry who work hard and play hard. Join in the highly anticipated *Opening Night Shindig* on September 10. Celebrate with the industry and support the Music Maker Foundation at this special free event. Food trucks and drinks will be on hand as attendees enjoy excellent food, networking, and music! More information about the event can be found [here](https://www.printingunited.com/attend/show-features/opening-night-shindig/).

**Register Today to Join the Industry’s Premier Event**
With its unparalleled combination of education, hands-on demonstrations, networking opportunities, and entertainment, PRINTING United Expo 2024 is an event you can’t afford to miss. Join us in Las Vegas this September to experience the future of print.

Alliance members receive endless perks at the Expo! Check out the long list of member benefits [here](https://www.printingunited.com/attend/membership-experience/). If you’re not a member, join today online at [www.printing.org/membership](http://www.printing.org/membership), or visit the Alliance booth at the Expo in Booth C4200 to meet the Alliance team, view an iLEARNING+ demonstration, visit with a subject matter expert, and more!

**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.