# PRINTINGUNITED

OCT. 21-23, 2020 • ATLANTA, GA

## EXHIBITOR MARKETING OPTIONS



POWERED BY

SGIA NAPCO MEDIA

# DRIVING THE PURCHASING DECISIONS – Start to Finish




## PRE-PRINTING UNITED ISSUES

*Printing Impressions*, *In-plant Impressions*, *Packaging Impressions,* and *Wide-format Impressions* are the leaders in print industry media! Inform all of the senior level buyers of the types of cutting-edge solutions they can expect from your company at PRINTING United!



## PRINTING UNITED PRODUCT OF THE YEAR WEBINAR

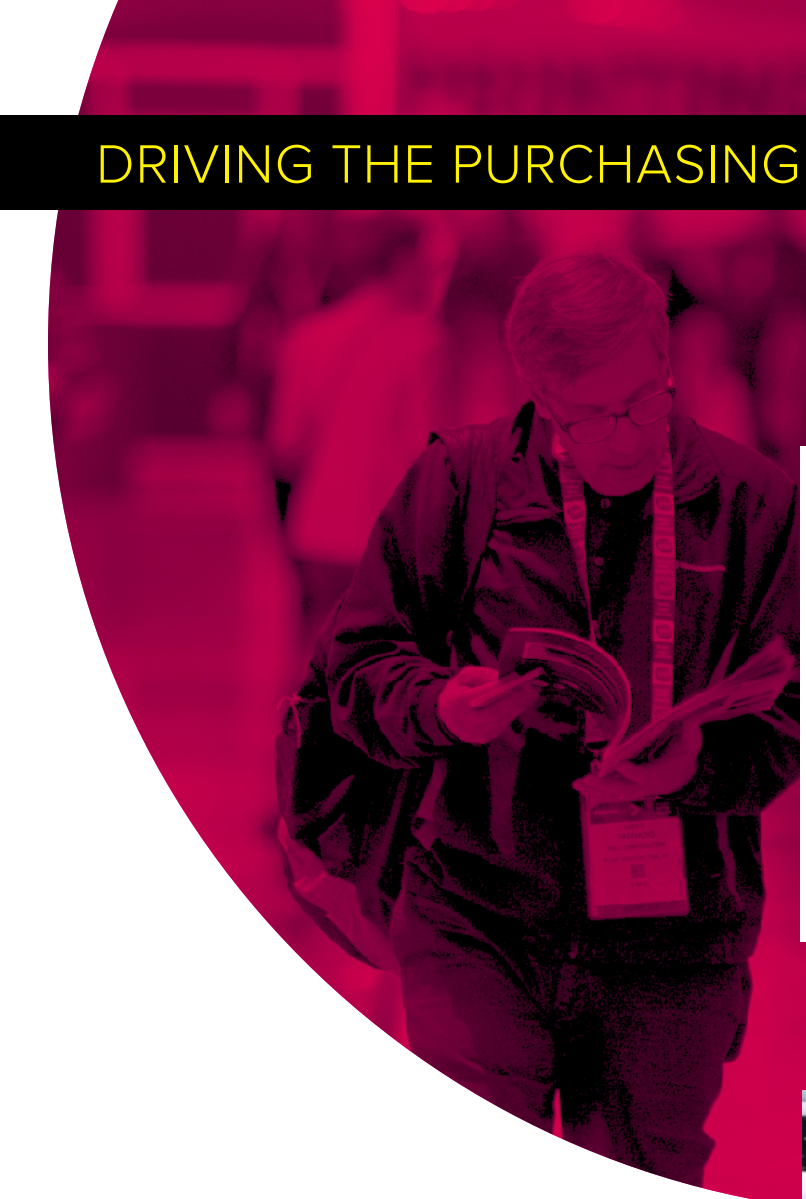
PRINTING United showcases the latest innovations in printing with its Product of the Year competition. Enhance the visibility of your company and products as a sponsor of the official webinar announcing the winners. Webinar airs September 2020.



## COUNTDOWN eNEWSLETTER

Drive brand awareness and thought leadership to all registered attendees, past attendees, and the full audiences of NAPCO Media's brands: *Printing Impressions*, *In-plant Impressions*, *Packaging Impressions*, *Wide-format Impressions*, *Print + Promo,* and *Promo Marketing* – 98k+ per email (7 total emails).

# DRIVING THE PURCHASING DECISIONS – Start to Finish



## THE OFFICIAL PRINTING UNITED DAILY

The PRINTING United Daily 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.



## LIVE! PRINTING UNITED eNEWSLETTER

Launched each day of PRINTING United to the same audience as the Countdown eNewsletter, this eNewsletter 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. PLUS, you OWN the video!





# SUGGESTED **PRINTING UNITED DAILY** AND **eNEWS PACKAGES**

## PREMIUM | $34,000 *($4,000 savings)*

- PRINTING United Daily – **Cover** (All 3 issues)
- Product Spotlight
- Countdown eNewsletter – **4 Premium Positions**
- LIVE! PRINTING United eNewsletter – **4 Videos**

## ADVANCED | $27,750 *($3,025 savings)*

- PRINTING United Daily – **Full Tab Page** (All 3 Issues)
- Product Spotlight
- Countdown eNewsletter – **3 Premium Positions**
- LIVE! PRINTING United eNewsletter – **3 Videos**

## INTERMEDIATE | $13,250 *($1,475 savings)*

- PRINTING United Daily – **Standard Page** (All 3 Issues)
- Product Spotlight
- Countdown eNewsletter – **3 Featured Positions**
- LIVE! PRINTING United eNewsletter – **3 Featured Positions**

## BASIC | $9,750 *($1,050 savings)*

- PRINTING United Daily – **1/2 tab page** (All 3 Issues)
- Countdown eNewsletter – **2 Featured Positions**
- LIVE! PRINTING United eNewsletter – **2 Featured Position**s

## STARTER | $5,000 *($650 savings)*

- PRINTING United Daily – **1/4 tab page** (All 3 Issues)
- Countdown eNewsletter – **1 Featured Position**
- LIVE! PRINTING United eNewsletter – **1 Featured Position**

# EXCLUSIVE, **HIGH-VISIBILITY** OPTIONS

## EXCLUSIVE POSITIONS

- **Cover Post-it Note** (All 3 issues - 1 available per) **$12,500**
- **Blow-in Card** (All 3 issues - 2 available per) **$11,500**
- **Product of the Year Webinar Sponsorship** **$8,500**

PRINTING United's annual Product of the Year competition showcases products that keep the printing industry moving forward. Winning companies achieve worldwide recognition and the ability to market their product as a winner of this prestigious competition. The Product of the Year webinar provides a unique and highly attended platform for all of the winners and especially for the sponsor(s) to tell their success story. The webinar can be individually sponsored or sponsored by multiple, non-competing brands. The multi-sponsor option requires all sponsors to be aware of their fellow partners.

# **PRE-PRINTING UNITED ISSUES** FROM NAPCO MEDIA'S PRINTING AND PACKAGING BRANDS (SEPT. AND OCT.)

Reach the FULL MARKET with your message before the PRINTING United! Each NAPCO Media brand will include a "preview" section for PRINTING United. The sections will serve as a valuable resource to promote your brand and presence and will be the pre-event "go to" resource for the latest news, hot technology, and educational sessions for commercial printers, in-plant printers, packaging printers/converters, and wide-format and garment printers.

| PRINTING IMPRESSIONS | | IN-PLANT IMPRESSIONS | | PACKAGING IMPRESSIONS | | WIDE-FORMAT IMPRESSIONS | |
|---|---|---|---|---|---|---|---|
| Full Page | **$7,500** | Full Page | **$3,590** | Full Page | **$3,100** | Full Page | **$5,250** |
| 1/2 Page | **$4,600** | 1/2 Page | **$2,390** | 1/2 Page | **$1,850** | 1/2 Page | **$3,750** |
| 1/4 Page | **$2,900** | 1/4 Page | **$1,490** | 1/4 Page | **$975** | 1/4 Page | **$2,500** |

**Due Dates:** *(Space)* **August 10 and** *(Material)* **August 13**

**Due Dates:** *(Space)* **Sept. 7 and** *(Material)* **Sept. 11**

**Special positions available for all publications as well**

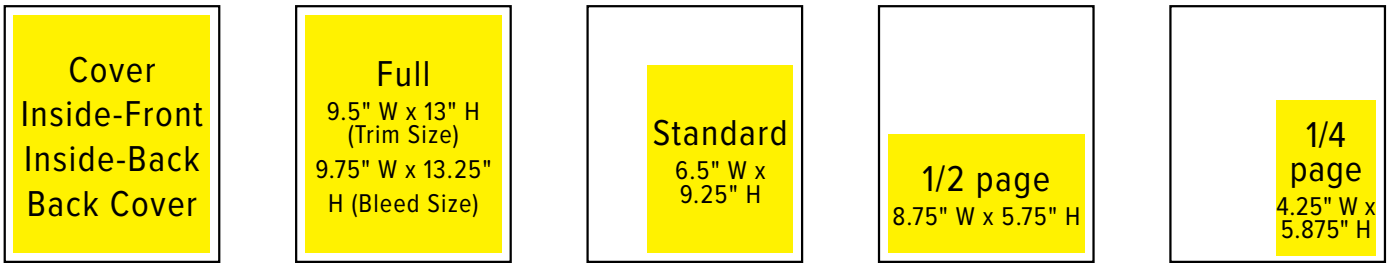
# INDIVIDUAL **PROGRAMS**

## PRINTING UNITED DAILY

- Daily Cover **$14,500**
- Full Tab Page **$11,500**
- Standard Page **$9,000**
- 1/2 Tab Page **$7,500**
- 1/4 Tab Page **$4,000**
- Product Spotlight **$775**

Advertise in the ***PRINTING United Daily*** to optimize your investment and engage with the attendees. Delivered on site at PRINTING United and hand-delivered to attendee hotel rooms, the Daily is the top communications medium visitors have in their hands every day to inform their daily schedules and activities.

**Approximately 32,000 will be delivered throughout the three days of PRINTING United - and the prices shown will place you in every issue!**




## PRINTING UNITED DAILY
### Product Spotlight – $775

Shine a "Spotlight" on your latest product releases, differentiate your state-of-the-art technology, and tell them where to find it on the floor with an overview product description in the Product Spotlight section of the PRINTING United Daily.




## VIP DISCOUNT PROGRAM

PRINTING United is happy to provide all VIP sponsors with a program discount. Diamond/Platinum and Gold sponsors will receive a 10% and 5% discount respectively across all communication opportunities outlined in this presentation.

**Close Date: September 17, 2020**
**Materials Due Date: September 28, 2020**

## PRE-EXPO eNEWSLETTER

- Premium **(Limit 3)** $1,500
- Featured **(Limit 5)** $825

### Distribution

- All registered attendees, past attendees, the full audiences of NAPCO Media's brands: *Printing Impressions, In-plant Impressions, Packaging Impressions, Wide-format Impressions, Print + Promo,* and *Promo Marketing* - 98k+ per email
- Pre-Expo eNewsletter – 7 total emails leading up to the event

### All Placements

- Company Name and Booth #
- Announcement headline of 150 characters
- Announcement body of 500 characters
- Up to four links; web, email or file downloads
- **Premium** – top logo "above the fold" placement above news




## LIVE! PRINTING UNITED eNEWSLETTER

- Video **(Limit 3)** $4,000
- Premium **(Limit 3)** $1,500
- Featured **(Limit 5)** $825

### Distribution

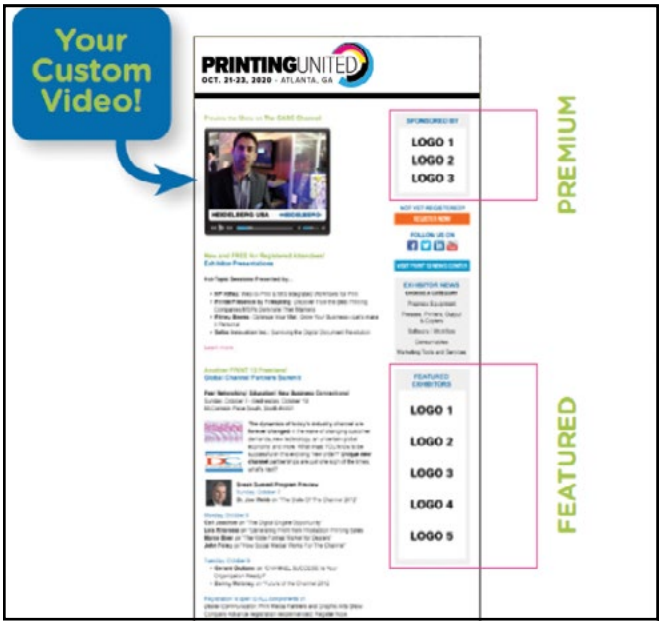
- All registered attendees, past attendees, the full audiences of NAPCO Media's brands: *Printing Impressions, In-plant Impressions, Packaging Impressions, Wide-format Impressions, Print + Promo,* and *Promo Marketing* - 98k+ per email
- LIVE! PRINTING United eNewsletter – 3 total emails during the days of the event. The first read of the day!

### All Placements

- Company Name and Booth #
- Announcement headline of 150 characters
- Announcement body of 500 characters
- Up to four links: web, email or file downloads
- **Premium** – top logo "above the fold" placement above news

### Video Sponsorship LIVE!

- Top "first read" placement on the eNewsletters
- 2-3 min. "Key Executive/Product" video professionally produced by NAPCO Video Services
- PLUS... you own the video!



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## CONTACT YOUR REPRESENTATIVE TO DISCUSS THE OPTIONS TODAY!


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