

PRINTING UNITED EXPO, SEPTEMBER 10-12TH, LAS VEGAS

All technologies in all applications

More than 800 exhibitors from around the world will present their latest solutions covering all segments of printing production on 92,000 sqm of exhibition space. PRINTING United Expo will take place on September 10-12th at the Las Vegas Convention Center.

CONVERGENCE UNDER ONE ROOF

PRINTING United Expo is the only place in the United States where the entire printing industry will meet under one roof, but this year it will have specialized competition – the Labelexpo Americas in Chicago and the SuperCorr Expo in Orlando, Florida, are taking place at the same time.

Each show has a unique value proposition to its attendees and will attract the audience that aligns best – Mark J. Subers, president of PRINTING United Expo believes. – In the case of Label Expo and SuperCorrExpo, the focus is specifically label and corrugated production, respectively. I believe this attracts printers and converters who are already in those segments to see what specific enhancements are provided by the exhibitors. In the case of PRINTING United, we have adopted a “one-roof, convergence” approach to provide all printing technologies across all application segments. This allows the

attendee to see new solutions within their current segment, but also explore “net new” opportunities. For our attendees, this offers a view into new revenue generation and for the exhibitors, an opportunity to meet with net new clients. In both cases, there are time and investment savings by bringing the full industry together. In terms of impact, I don’t expect much. PRINTING United has been able to grow from the 98th largest show in the U.S to the 32nd. I think we have a very attractive model that will draw the expected numbers.

TRAINING AND EDUCATION

A CORNERSTONE OF DEVELOPMENT

As training and education remain the cornerstone of professional development, there will be no shortage of educational opportunities at PRINTING United Expo. The iLEARNING+ Alliance platform will take center stage, offering live presentations of the latest courses and certifications. Hands-on training in the popular Apparel Zone and thought-provoking sessions in the Future State Theater should be a must-see for all visitors. With keynote speeches from industry leaders and multiple educational tracks, attendees will learn about opportunities to expand revenue streams and business operations, and hear about the latest trends such as artificial intelligence, sustainability and color management with the new G7+. The



PRINTING United Expo is the only place in the United States where the entire printing industry will meet under one roof

Mark J. Subers:
If the overseas travelers didn't have an opportunity to attend drupa, then PRINTING United Expo should be their next stop

Knowledge Center on the other hand, has been designed as a dynamic, interactive hub where visitors will be able to immerse themselves in the latest printing trends and innovations, attend sessions led by industry leaders, or peruse a wealth of useful information, including white papers and industry reports. PRINTING United Expo is also a meeting place for women in the printing industry. In 2024, the Women in Print Alliance will offer them even more ways to network, including at the annual Women in Print Alliance lunch on September 11th.

SYNERGY EFFECT

A partnership between the German trade show and PRINTING United Alliance was announced at drupa in Düsseldorf, creating many opportunities for synergies.

Although our partnership with drupa is yet to be fully defined, the upside of the largest Printing and Packaging shows in Europe and the Americas working together is evident – explains Mark J. Subers. – The ability to leverage our communities and share the value proposition that each show has to offer is certainly among the top advantages.



There's plenty of intellectual property between the two organizations that can be shared and adopted to advance each other's events which will ultimately provide the attendees with an enriched experience. PRINTING United Alliance, the organizer of the Expo, is a U.S. based, non-profit whose mission is to support the long-term prosperity of the industry. Our relationship with drupa will serve to advance that goal.

NEXT STOP ON THE TRADE SHOW MAP

If the overseas traveler didn't have an opportunity to attend drupa, then PRINTING United Expo should be their next stop. We offer similar models in terms of a wide variety of printing solutions, however, PRINTING United includes apparel decoration, industrial, and an expanded portfolio of wide-format solutions which is unique to our show. If they are interested in exploring their opportunities, PRINTING United is a great investment. Plus, it's in Las Vegas which is worth the trip itself! – encourages Mark J. Subers. AN

MORE THAN 800 EXHIBITORS FROM AROUND THE WORLD WILL PRESENT THEIR LATEST SOLUTIONS COVERING ALL SEGMENTS OF PRINTING PRODUCTION ON 92,000 SQM OF EXHIBITION SPACE.

