

SGIA EXPO PACKAGES

Exhibitor Marketing Options



Official Communications Partner of the SGIA Expo

DRIVING THE PURCHASING



PRE-EXPO SEPTEMBER ISSUES

Printing Impressions, In-Plant Graphics, and packagePRINTING 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 before the Expo!

SGIA PRODUCT OF THE YEAR WEBINAR

SGIA 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 13.



PRE-EXPO eNEWSLETTER

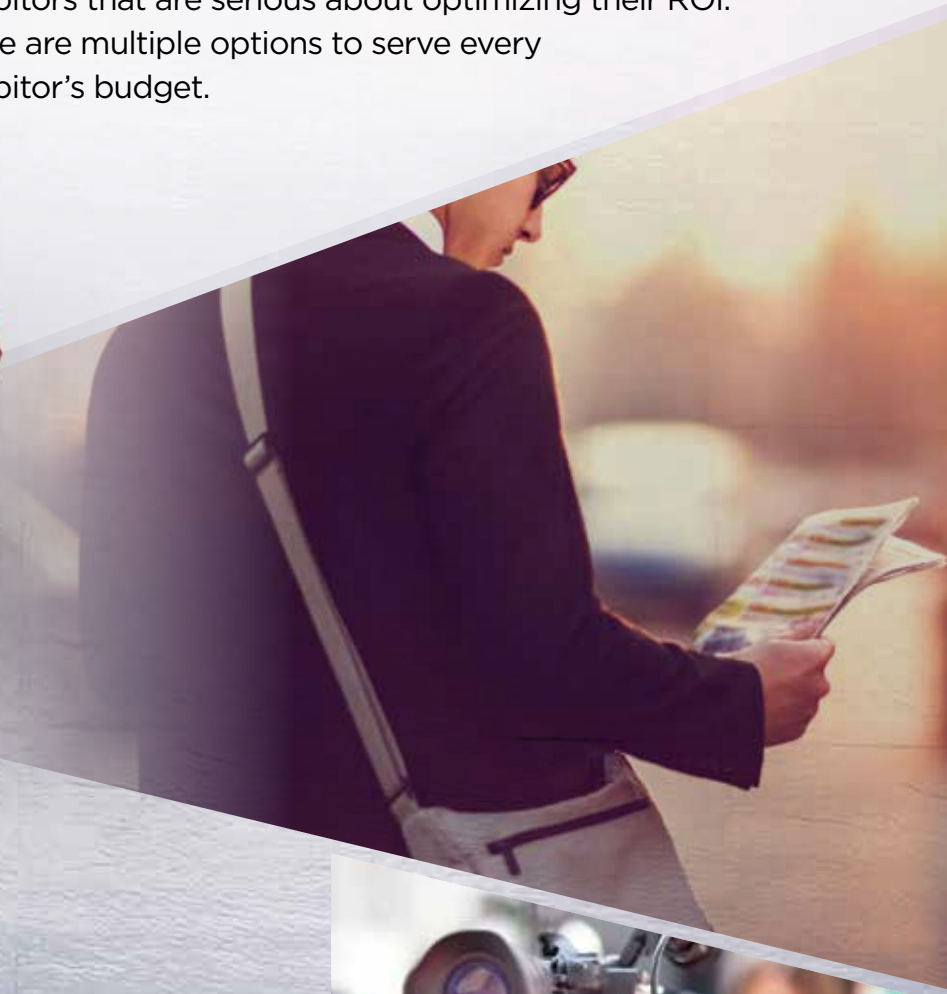
Drive brand awareness and thought leadership to all registered attendees, past attendees, and the full audiences of NAPCO Media's brands: *Printing Impressions, In-plant Graphics, packagePRINTING, Print + Promo* and *Promo Marketing* - 98k+ per email (7 total emails).



DECISIONS – Start to Finish

THE OFFICIAL EXPO DAILY

The “go to” resource at the Expo - the 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! EXPO eNEWSLETTER

Launched each day of SGIA Expo to the same audience as the Pre-Expo, 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 **EXPO DAILY** AND **eNEWS PACKAGES**

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

- Expo Daily - **Cover** (All 3 Issues)
- Product Spotlight
- Countdown eNewsletter - **4 Premium Positions**
- LIVE! Expo eNewsletter - **4 Videos**

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

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

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

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

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

- Expo Daily - **1/2 tab page** (All 3 Issues)
- Countdown eNewsletter - **2 Featured Positions**
- LIVE! Expo eNewsletter - **2 Featured Positions**

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

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

EXCLUSIVE, HIGH-VISIBILITY OPTIONS

EXCLUSIVE POSITIONS

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

SGIA's annual Product of the Year competition showcases products that keep the specialty imaging 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.

OTHER PRE-EXPO MARKETING OPPORTUNITIES

■ Exhibitor Logo and Banner Ads

Promote your booth at the 2018 SGIA Expo with official SGIA Expo graphics.
<https://www.sgia.org/expo/2018/exhibitors/exhibitor-promotional-materials>

■ Exhibitor Invites Program

Again this year, SGIA is covering all the costs associated with this great opportunity for exhibitors: a free customized email campaign! This campaign allows you to send up to three emails to an unlimited number of your customers and prospects, offering them valuable discounts and a friendly reminder to stop by your booth during the 2018 SGIA Expo.

If you would like to schedule an **Exhibitor Invites®** walk through or need assistance, please contact your Exhibitor Invites Specialist, LeAnne Crowley at 703-563-5964 (Monday - Friday, 9 AM to 5 PM CT).
<http://www.exhibitorinvites.com/sgia/>

For additional sponsorship opportunities, contact Sondra Fry Benoudiz, SGIA: 703-359-1332 or sondra@sgia.org.

PRE-EXPO ISSUES FROM NAPCO MEDIA'S PRINTING AND PACKAGING BRANDS (SEPTEMBER ISSUES)

Reach the FULL MARKET with your message before the Expo! Each NAPCO Media brand will include a "preview" section for the SGIA Expo. 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, and packaging printers/converters.

PRINTING IMPRESSIONS

- Full Page **\$7,500**
- 1/2 Page **\$4,600**
- 1/4 Page **\$2,900**

IN-PLANT GRAPHICS

- Full Page **\$3,590**
- 1/2 Page **\$2,390**
- 1/4 Page **\$1,490**

packagePRINTING

- Full Page **\$3,100**
- 1/2 Page **\$1,850**
- 1/4 Page **\$975**

Special positions available for all publications as well

Due Dates: (Space) August 17 and (Material) August 22

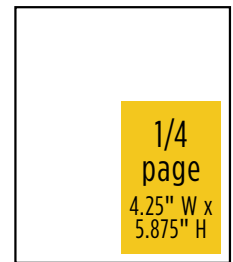
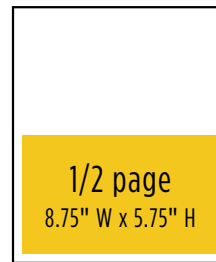
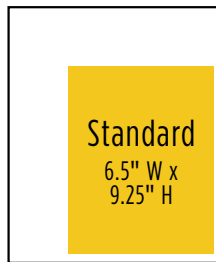
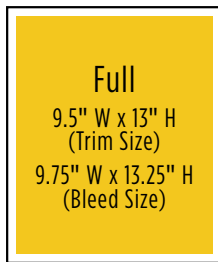
INDIVIDUAL PROGRAMS

EXPO 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 **EXPO DAILY** to optimize your investment and engage with the attendees. Delivered on site at the Expo 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 20,000 will be delivered throughout the three days of the Expo - and the prices shown will place you in every issue!



EXPO 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 Expo Daily.



VIP DISCOUNT PROGRAM

The SGIA Expo in partnership with NAPCO Media, the Official Communications Partner of the SGIA Expo, have teamed up to provide all VIP sponsors with a program discount. The Platinum and Gold sponsors will receive a 10% and 5% discount respectively across all communication opportunities outlined in this presentation.

Close Date: September 12, 2018
Materials Due Date: September 19, 2018

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 Graphics, packagePRINTING, Print + Promo* and *Promo Marketing* - 165k+ 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! EXPO 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 Graphics, packagePRINTING, Print + Promo* and *Promo Marketing* - 165k+ per email
- LIVE! Expo 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!



**CONTACT YOUR REPRESENTATIVE
TO DISCUSS THE OPTIONS TODAY!**

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