

A large crowd of people is gathered in front of a trade show booth. The booth has a large, illuminated sign that reads "PPAI EXPO EXHIBITS". Above the sign, there are banners for "Kroger Group" and "CBS". To the right, there is a large screen displaying a colorful image. The crowd is diverse in age and appearance, and many are looking towards the booth. The background shows other parts of the convention center, including a sign for "560" and "570".

# PPAI EXPO EXHIBITS

## Sponsorship Prospectus

Exhibits January 13-15, 2026 | Conference January 12  
Mandalay Bay Convention Center | Las Vegas, Nevada



# Why The PPAI Expo

**The PPAI Expo** is the industry's largest and most influential trade show, offering unmatched opportunities to connect, showcase and grow.

## Premier Exposure

Reach more than 10,000 qualified distributors and stand out among 1,000+ exhibitors.

## High-Impact Networking

81% of attendees come to discover new suppliers—maximize lead generation and build lasting relationships.

## Perfect Timing

Launch new products and set the tone for your year.

## Global Reach

Connect with a diverse audience, including domestic and international buyers.

## Elevated Visibility

Position your brand as a leader in the promotional products space.



# The PPAI Expo By The Numbers

**10,000+**  
**Qualified  
Distributors**

## Distributor Primary Role

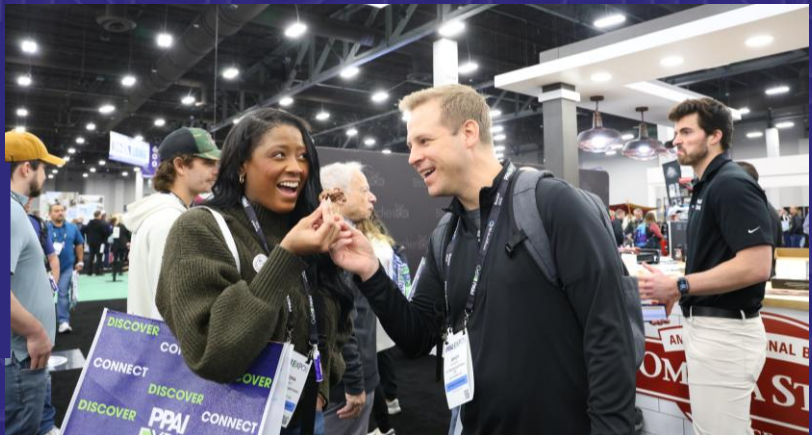
**45%** Sales  
**33%** Company Executive  
**8%** Service & Support  
**8%** Other  
**5%** Marketing  
**1%** Information Technology

**37**  
**Countries  
Represented**

## Distributor Company Tier Breakdown

**1%** International  
**31%** Standard Base  
**27%** Standard Plus  
**10%** Professional Silver  
**8%** Professional Gold  
**14%** Professional Platinum  
**9%** Non-Member







# A Look Ahead

Show  
Sponsorships

Conference  
Sponsorships

Product  
Pavilion

Digital  
Sponsorships

Coming Soon  
Show Directory

Coming Soon  
PPAI Expo Party  
Sponsorships

Sponsorship  
Packages



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BE INSPIRED

**CONNECT**

Show  
Sponsorships

**BE INSPIRED**

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# Product Sponsorship

Put your product in attendees' hands.

Highlight your brand by distributing your exclusive product in key locations.

PPAI's marketing team will collaborate with you to develop a co-branded product that aligns with both brands.

Contact Your Account Manager  
For Availability & Pricing





**WORKWEAR  
OUTFITTERS™**

The leading  
manufacturer of  
innovative  
workwear brands.

BOOTH #2975



## Lobby Box Sponsorship

**Big foot traffic. Bigger  
visibility.**

This opportunity puts your brand in the most trafficked area of The PPAI Expo – right in the main lobby. You'll get a dedicated area for a pop-up display where thousands of people walk by daily.

**3 Available - \$6,000 ea.**





## Lobby Booth

Lead the conversation before the show even starts.

Secure this high-visibility space in the main lobby perfect for product sampling, greetings, or a strong brand presence. This is where attendees pass through before hitting the show floor, giving you early and frequent exposure.

**1 Available - \$8,000 ea.**





## Promo & Pints Sponsorship

While distributor attendees unwind, take advantage of this relaxed setting to maximize your marketing impact—boost brand visibility and drive more traffic to your booth.

This opportunity includes:

- Recognition as one of the Promo & Pints sponsors in pre-show marketing.
- 200 branded drink tickets to distribute during The PPAI Expo
- Hanging signage within Promo & Pints

**2 Available - \$8,000 ea.**





## Escalator Sponsorship

**Branding that moves with the crowd – literally.**

Every attendee headed to The PPAI Expo Conference, meetings or events rides these escalators. With bold clings, carpet logos, or wall inserts, your message travels with them.

- Hall A Escalator Cling
  - **SOLD OUT** \$6,500 (1 available)
- Hall C Escalator Cling
  - \$4,500 (1 available)
- Hall A or C Carpet Logo
  - \$6,500 each (2 available)
- Hall A Wall Inserts
  - \$12,000 (1 available)





## Coffee Lounge Sponsorship

**Where the caffeine flows, so does the conversation.**

Your brand front and center in the official Coffee Lounge.

This opportunity includes:

- Listing in the show directory as a Coffee Lounge Sponsor
- Hanging signage in the lounge
- 500 branded drink tickets to distribute however you'd like

\* No competitive products allowed.

**2 Available - \$8,000 ea.**





## Free Standing Graphic Panels

**Make a big impact before they hit the show floor.**

These 4' x 8' single-sided panels are placed in high-traffic lobby areas. You gain brand exposure in key entry zones.

Location Options:

- Hall B/C
  - \$1,750 (9 available – 3 per company max)
- Hall E/F
  - \$1,400 (10 available)
- Premium Hall B/C
  - **SOLD OUT** \$2,000 (10 available)
- Registration Hall A
  - **SOLD OUT** \$1,000 (10 available – 1 per company max)

\*Placement determined by PPAI.





## Mascot Sponsorship

**A fun way to make your brand unforgettable.**

Put your mascot to work in the Level 1 lobby to interact with attendees, hand out materials, take photos, and generate buzz for your booth. It's a lighthearted way to boost brand awareness and engagement.

8 Available - \$6,000 ea.





## Expo Live Interview

### Broadcast your brand live.

Highlight your products or services during an Expo Live interview. Your interview airs at least twice during the show on lobby TVs and in the PPAI booth.

**12 Available - \$1,500 ea.**





## Pop-Up Sponsor

**Go beyond the booth.**

Let PPAI tailor a custom pop-up package designed around your brand. These surprise-and-delight moments are a great way to attract attendees and stand out.

***\*Limited availability. Contact your account manager for full details.***





## Hall D Banners

**Put your brand on the road to The PPAI Expo.**

Hang your branding in one of the most trafficked areas of The PPAI Expo – the hallway attendees pass through to the Product Pavilion. Banners are 2'x3' double sided.

**7 Available - \$1,400 ea.**





## Media Wall Commercial

**All eyes, all the time.**

Feature your silent 30-second video ad on the Media Wall, playing on a loop throughout the show in either the Bayside B Lobby or next to the Lobby Entrance Unit.

**30 Available - \$1,500 ea.**





## Recharge Lounge Sponsor

Sponsor the Recharge Lounge – the go-to space for attendees to unwind and recharge, both physically and digitally.

This opportunity includes:

- Recognition as one of the Recharge Lounge sponsors in pre-show marketing.
- Hanging signage within the recharge lounge sponsor.

**2 Available - \$8,000 ea.**





Recycle Your  
Lanyard Here

Take Part In The  
**PPAI EXPO**  
Zero Waste Initiative



## Zero Waste Partner Sponsor

**Good for the planet. Great for  
your brand.**

Be part of PPAI's Zero Waste goals.  
Sponsor(s) will be thanked in general  
sessions, on the media wall, in social  
posts and in PPAI Expo Marketing.

**6 Available - \$5,000**

**Or**

**Exclusive Sponsorship - \$25,000**





## Meeting Pods

**Make your brand part of the conversation.**

Select one of 12 private meeting pods to showcase your logo and message. Located at the official PPAI booth, these spaces allow attendees to connect and conduct on-site business.

**6 Available - \$3,000 ea.**





## Registration Quick Print Sponsor

**Your brand at every self-check station.**

This opportunity will put your brand on the screen of every Quick Print registration tablet.

**1 Available - \$6,000**





## Promo & Pints Meet-Up Sponsor

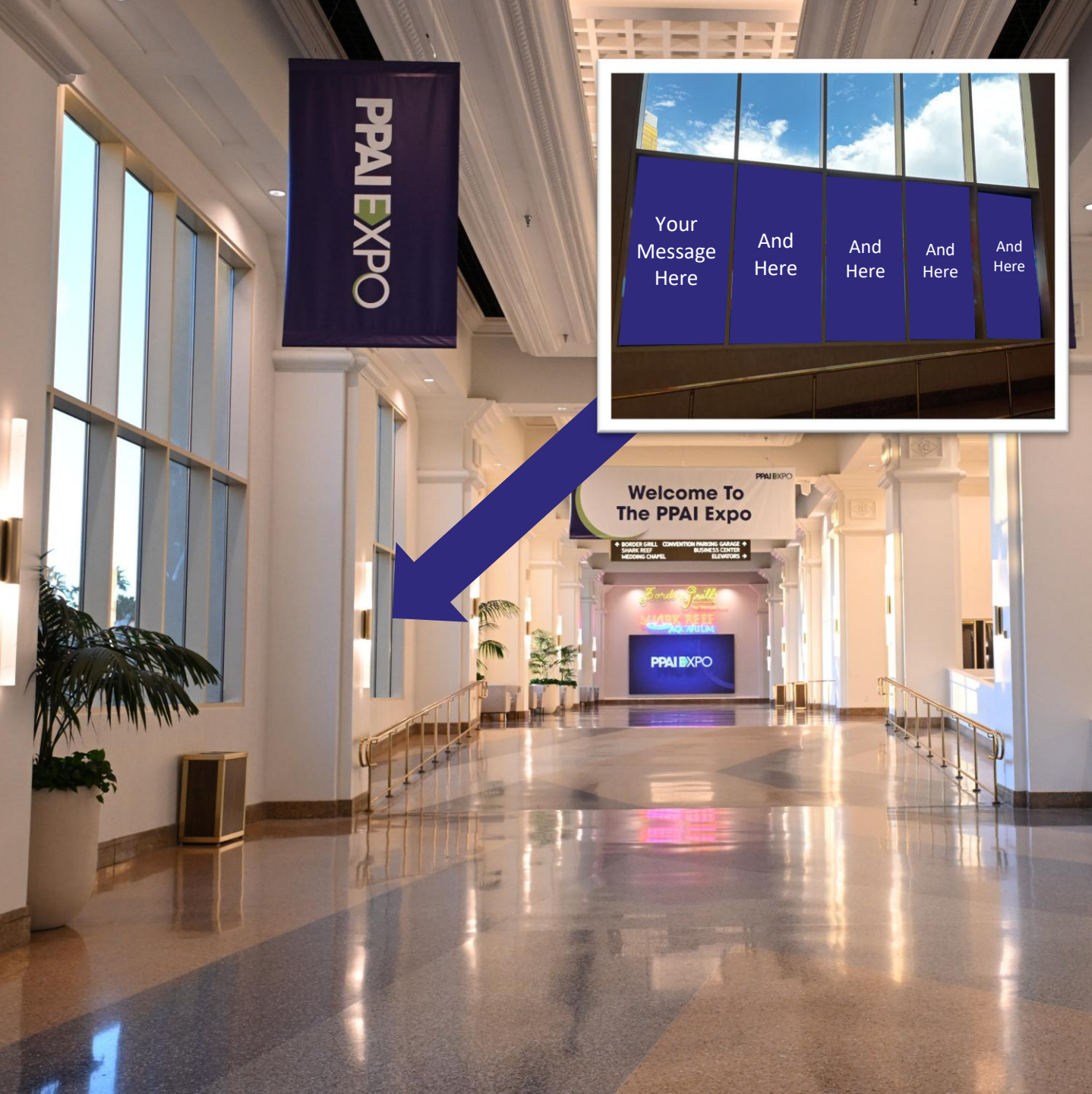
Choose from the Women In Promo Meetup, Inclusive Impact Meetup, Emerging Leaders Meetup or Technology Meetup.

Sponsorship includes:

- 50 branded drink tickets to distribute during the meetup
- Logo on meetup signage, mentioned in all meet up marketing and the official PPAI Expo directory
- Option to hand out a product (must be approved by PPAI)

**4 Available - \$2,500 ea.**





## Window Clings

Make a bold impression as attendees move between the hotel and the convention center. These high-traffic window clings line the enclosed walkway, capturing the attention of thousands daily. Your brand becomes the first and last thing they see each day—offering prime visibility and reinforcing your message with every pass.

**1 (Set of 5) Available - \$13,000**





## Water Stations

Keep attendees refreshed and your brand top of mind. This sponsorship includes your messaging on top 3 water stations placed across the busy show floor, where thousands of attendees stop to refill each day. It's a high-visibility opportunity to align your brand with sustainability, wellness and convenience.

**1 Available - \$6,000**





## Lobby Entrance Unit

**Main entrance. Maximum exposure.**

Located where attendees enter and exit the main lobby, this co-branded unit with PPAI puts your company front and center. It's the gateway to The PPAI Expo and a prime opportunity to make a bold first impression.

**1 Available - \$18,000**





## PPAI Staff Apparel Sponsor

**Your brand on every PPAI  
team member.**

Showcase your logo on walking billboards every attendee will see multiple times a day, everywhere – the PPAI staff. Your logo will be prominently displayed on all PPAI Staff apparel.

**1 Available - \$8,000**



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# Conference Sponsorships

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JOURNALS MADE EASY

PCNA

74



ImageBook  
NotePad  
IB-74FB  
5x7

FULL  
COLOR  
FRONT  
& BACK  
COVERS



Value Color  
TriPak  
PVC-750TP  
5x7  
GRAPHIC  
WRAP  
3 UNIQUE  
DESIGNS



PerfectBook  
SeminarPad  
PSP-8DGM  
5.5x8.5

2 PIECE  
GIFT BOX  
WITH FOIL  
IMPRINT



CUSTOM FILLER

JOURNALBOOKS

To Get Started Contact:  
SALES@JOURNALBOOKS.COM

PPAI  
EXPO

## Conference Content Sponsor

Host a session.  
Lead the conversation.

Share your expertise with PPAI Expo attendees as a Conference Content Sponsor. Your team runs the session – you choose the topic (with PPAI approval), and your team takes the stage.

**2 Slots Available - \$5,000 ea.**



## Conference Product Sponsor

**Be the only product of your kind on display.**

Show off your product in the prominent Level 2 lobby during The PPAI Expo Conference – exclusively in your category.

PPAI's marketing team will collaborate with you to develop a co-branded product that aligns with both brands.

**Contact Your Account Manager  
For Availability & Pricing**







# Networking Lunch

**Feed connections with your brand presence.**

Sponsor the Monday networking lunch attended by 350+ industry pros. This opportunity includes:

- 2-minute video or live remarks before the event begins
- Logo on screen before the event starts
- Opportunity to hand out flyers or product (All materials subject to PPAI approval)
- Logo placement in event marketing (based on deadlines)

**1 Available - \$6,500 ea.**





## Pitch Bar Sponsor

**Drinks on you – buzz for your brand.**

Sponsor the bar during “The Pitch,” promos version of The Voice meets Shark Tank. Your logo and booth number and QR code will be printed on drink tickets, and you'll receive a shoutout from the stage.

**1 Available - \$6,500 ea.**

PPAI EXPO 2024

**the pitch**

January 15  
3:30-4:30pm  
Oceanside D

Sponsored By:

*The Prisoner*  
WINE CO.

By Constellation Brands Booth # 2569



SCAN ME

This Voucher Entitles Holder To

**Redeem For  
One Beverage**

Only beer, wine, water, or soft drink  
up to \$16.00 during The Pitch.

For beer or wine redemption, must be 21 years old or older and present a valid government issued photo ID. No cash value. No change given. One voucher per person.





# General Session Keynote Sponsorship

**Your moment on the big stage.**

Sponsor a high-profile keynote session on **Monday and/or Tuesday** at The PPAI Expo Conference. It's prime exposure to a packed room of industry leaders. Includes:

- 2-minute video or live remarks before the keynote
- Logo on screen before the session starts
- Opportunity to hand out flyers or product (All materials subject to PPAI approval)
- Logo placement in general session marketing (based on deadlines)

**SOLD OUT** **Monday - \$6,500**

**SOLD OUT** **Tuesday - \$6,500**



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# Product Pavilion





## Product Pavilion Sneak Peek Sponsor

New for 2026, you can sponsor a specific product pavilion – New Products, Sustainable Products, Made In The USA Products, Business Solutions or 1<sup>st</sup> Time Exhibitor Products.

You'll receive:

- Your logo in select pre-show marketing
- Option to hand out product samples during Sneak Peek
- Your branding on event signage

**1 Available - \$6,000 ea.**





## Product Pavilion Product(s)

Showcase your newest and most in-demand products in the Product Pavilion—an exclusive opportunity to boost brand visibility and drive traffic to your booth. Distributors can explore your featured products/services up close. Each product/service will be displayed on a table within the Product Pavilion, accompanied by signage highlighting your company name, product name and booth number.

**View Product Pavilion Categories On  
Next Page**



# Product Pavilion Categories

## **1<sup>ST</sup> TIME** Exhibitor

To be eligible for the 1<sup>st</sup> Time Exhibitor Product Pavilion, the submitted product must come from a company exhibiting at The PPAI Expo for the very first time in 2026.

## **NEW** Products

To be eligible as a new product, submissions must have launched after The PPAI Expo 2025 and must also be showcased in the exhibitor's booth at The PPAI Expo 2026.

## **MADE** IN THE **USA**

To qualify as a Made-in-the-USA product, the submitted entry must be produced within the United States.

## **BUSINESS** Solutions

New At The PPAI Expo 2025 – The Business Solutions Pavilion offers business services companies a dedicated space to showcase their solutions.

## **SUSTAINABLE** Products

Products in the Sustainable Products Pavilion must follow [FTC Green Guides](#) to ensure accurate, non-misleading environmental claims. PPAI may remove any entry that does not comply.



# Product Pavilion Specs

	Price	Dimensions	Weight
Standard Product Pavilion Entry	\$450 per item	Under 18" w x 4' h x 2' d	Under 75 lbs.
Medium Product Pavilion Entry	\$550 per item	Under 18" w x 4' h x 2' d	Over 75 lbs.
Large Product Pavilion Entry	\$800 per item	Larger than 4' w x 7' h	Over 75 lbs.

## Medium Product Entry (by size or by weight)

Product entry is smaller than 4' wide x 7' high but larger than 18" wide x 4' high x 2' deep. If the product entry weighs more than 75 lbs. but is smaller than 18" wide x 4' high x 2' deep, it also qualifies as a Medium Product Entry.

## Large Product Entry

Product entry is larger than 4' wide x 7' high.



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# Digital Sponsorships





## PPAI Expo Conference Breakouts Announced

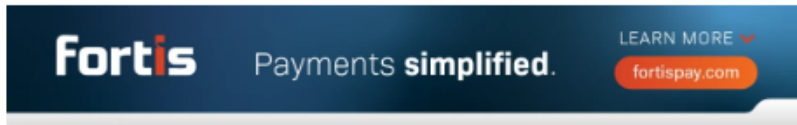
The PPAI Expo Conference, Monday, January 13, is your chance to access top-tier education tailored to help you thrive in the competitive world of promo. Here's what you'll experience:

- **Engaging Sessions:** Learn strategies to grow your business, explore industry innovations and gain insights into the latest trends.
- **Dynamic Speakers:** Hear from top experts, both inside and outside of the promo industry, who will inspire and inform.
- **Valuable Takeaways:** Walk away with tools and ideas to strengthen your team and drive success in 2025.

Your registration includes access to The PPAI Expo Conference along with three days of entry to the show floor. Don't wait—register today!

[Register & Book Housing\\*](#)

Your Company PPAI ID Is 304174



## The PPAI Expo Conference Schedule Monday, January 13

7:30-8:20 am

**Sustainable Marketing: Navigating The Greenwashing Trap**

Speaker: Brianna Mazze, Vice President, Compliance & Safety, St. Regis Group

**LinkedIn Workshop: Building Leads And Relationships**

Speaker: Stacy Garrett, Vice President Sales & Marketing, Ideation Creative Brand Management

10-10:50 am

**Eco-Savvy Selling: Presenting Sustainable Options & Value In Every Pitch**

Speakers: Abe Anteby, President, Threadfast Apparel; Kate Nash, Director of Sales & Marketing, Raining Rose Promos; Mandi Rudd, Director, New Markets, Genumark; Moderator, Elizabeth Wimbush, Director, Sustainability & Responsibility, PPAI

**From Strategy To Execution: How To Build A High-Performance Sales Team**

Speaker: Joseph Sommer, Founder and President, Whitestone

**AI Tools For Distributors**

Speaker: Angela Taylor, Vice President of Customer Engagement & Digital Solutions, AIM Smarter

## Marketing Email Sponsor

Show up in inboxes, not  
spam folders.

Feature your brand alongside important PPAI Expo updates in a marketing email sent to thousands of industry distributors. This opportunity includes a clickable ad linking directly to your site.

\*Email send dates are first-come, first-served.

**11 Available - \$750 ea.**



New For 2026

# Voice & Force Podcast Sponsor

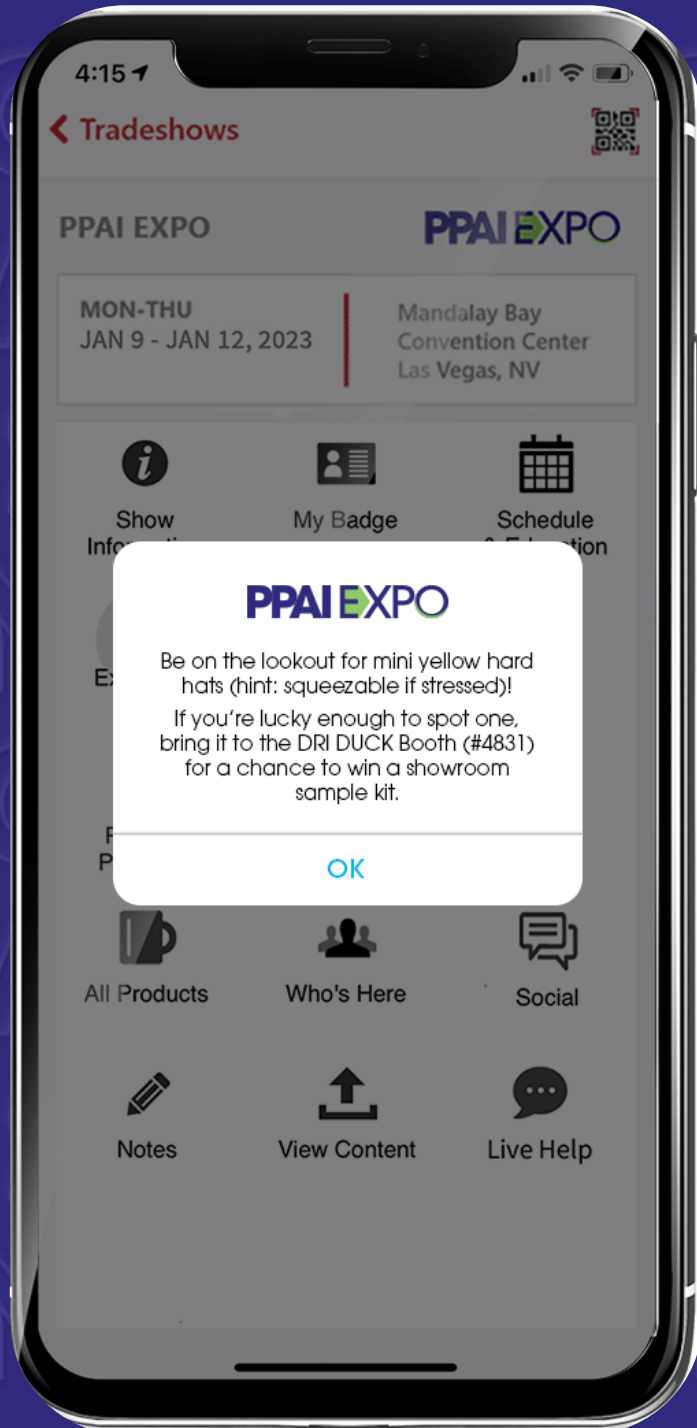
Be part of *Voice & Force: A PPAI Podcast* – where bold ideas and meaningful dialogue meet. With every Season 2 episode spotlighting The PPAI Expo, sponsoring an episode aligns your brand with the industry's largest event of the year. Includes:

- A 30-second professionally voiced sponsor read
- Your product or company description in the episode overview
- Distribution on [ppai.org](http://ppai.org), Apple Podcasts, Spotify or wherever you listen

**6 Episodes - \$1,000 per episode  
or \$5,000 for all 6**

**Deadline To Purchase Is August 20**

**VOICE & FORCE**  
A PPAI PODCAST



## Push Notifications

**Ping. You're in their pocket.**

- Promote your brand and boost booth traffic Monday through Thursday by sending a short message straight to attendees' mobile devices via SAGE Mobile

- Limited opportunities each day

**1 Available Tues. - \$2,000 ea.**

**SOLD OUT Wed. - \$2,000 ea.**

**1 Available Thurs. - \$2,000 ea.**





## Product Category Buyout: SAGE Mobile App

Own your space in the  
official PPAI Expo app.

Be the top-listed brand in your  
product category on SAGE Mobile.

*\*One sponsor per category – first come,  
first claimed.*

**32 Available - \$250 ea.**



☒ I agree to the following [terms & conditions](#) and [privacy policy](#)

Continue

## Wi-Fi Sponsor

**Connect your brand with thousands.**

Sponsor The PPAI Expo's Wi-Fi and put your logo in front of thousands of attendees each time they connect. Includes recognition in the directory and pre-event marketing.

**1 Available - \$8,000 ea.**





## SAGE Mobile Sponsor

**Branding in the app every attendee uses.**

Use the main landing page of SAGE Mobile, the official show app of The PPAI Expo, to expose your brand to thousands. Every attendee will be using SAGE Mobile before, during and after.

**1 Available - \$5,000 ea.**



# Website Countdown Sponsor

## Countdown the days.

Build anticipation and brand exposure with your logo displayed on The PPAI Expo homepage countdown clock. This high visibility placement will keep your brand front and center starting June 1 through The PPAI Expo.

**1 Available - \$5,000**



# Where You Go To CONNECT

Exhibits January 14-16, 2025  
Conference Jan. 13  
Mandalay Bay Convention Center  
Las Vegas

## Registration Confirmation

Thanks for registering for The PPAI Expo, located at Mandalay Bay Convention Center!

Exhibits January 14-16 | Conference January 13

## Download SAGE Mobile

Download [SAGE Mobile](#) to your smartphone device to enter The PPAI Expo quickly and easily. Your device will automatically locate your registration. When onsite open the app and go to the Quick Print area to scan and print your badge!

## Profile

Confirmation ID: 1328

Confirmation Test

Company

Address

Lewiston, ME 04241



1328

Bring this Confirmation to Quick Print. Simply scan the QR Code and your badge will print.

Registration Confirmations Sponsored by:



## Registration Summary

## Registration Sponsorship

**Be the first brand attendees see.**

- This opportunity puts your ad directly in front of every PPAI Expo registrant—appearing in both their initial registration confirmation and a follow-up reminder sent one week before the show.

**1 Available - \$6,000 ea.**

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**Show Directory**

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**DISCOVER**

**ELEVATE**

Coming Soon

# PPAI Expo Party Sponsorships

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# Sponsorship Packages

All advertising and sponsorship investments listed on the promotional opportunities contract contribute toward your sponsorship level. Product Pavilion entries are excluded.

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# Bronze Level Sponsor - \$2,000–\$3,999

This sponsorship provides great exposure at the show for only a small investment.

Level Includes:

- Recognition in pre-show and onsite promotional pieces
- Your company name on the 'Thank You To Our Sponsors' signage at the show

# Silver Level Sponsor - \$4,000–\$5,499

Highlight your company and strengthen your message to attendees.

Level Includes:

- Recognition in pre-show and onsite promotional pieces
- Company name on the 'Thank You To Our Sponsors' signage at the show



# Gold Level Sponsor - \$5,500-\$10,999

The gold level distinguishes your company from the competition and makes a lasting impression on attendees.

Level Includes:

- Recognition on The PPAI Expo website
- Recognition in pre-show and onsite promotional pieces
- Company name on the 'Thank You To Our Sponsors' signage at the show
- One free product placement in the Product Pavilion

# Platinum Level Sponsor - \$11,000+

Position your company as a true industry leader by becoming a Platinum Level Sponsor. An investment of \$11,000+ provides you with the highest visibility and brand awareness.

## Level Includes:

- Recognition on The PPAI Expo website
- Recognition in pre-show and onsite promotional pieces
- Company logo on the 'Thank You To Our Sponsors' signage at the show
- Two free product placements in the Product Pavilion
- One freestanding graphic panel (placement determined by PPAI)