

Sponsorship Prospectus

Exhibits January 12-14, 2027 · Conference January 11
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
- 34% Company Executive
- 6% Service & Support
- 9% Other
- 6% Marketing
- 1% Information Technology

29
**Countries
Represented**

Distributor Company Tier Breakdown*

- 1% International
- 29% Standard Base
- 29% Standard Plus
- 11% Professional Silver
- 7% Professional Gold
- 15% Professional Platinum
- 9% Non-Member

* % are rounded to the nearest whole number



A Look Ahead

- [Show Sponsorships](#)
- [Conference Sponsorships](#)
- [Product Pavilion](#)
- [Digital Sponsorships](#)
- [Show Directory \(Coming Soon\) & Pre-Show Planner](#)
- [PPAI EXPO Party Sponsorships \(Coming Soon\)](#)
- [Sponsorship Packages](#)

Show Sponsorships

Product Sponsorship

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.

\$8k Each Product Sponsorship

SOLD OUT



Show Bag Insert(s)

Every attendee at The PPAI Expo picks up a show bag before stepping onto the show floor. That means your product or flyer could already be in their hands before they reach your booth. Get in front of attendees early and give them a reason to stop by.

4 Available - \$5,000 ea.



Escalator Sponsorship

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 Wall inserts
 - **SOLD OUT** \$12,000 (1 available)



Community Lounge Sponsorship

Your brand front and center in the official Community Lounge.

This opportunity includes:

- Listing in the show directory as a Community Lounge Sponsor
- Hanging signage in the lounge
- 200 branded coffee tickets to distribute however you'd like

* No competitive products/services allowed.

2 Available - \$5,000 ea.

\$2,000 for each additional 100 tickets



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
 - \$2,000 (25 available – 3 per company max)
- Hall E/F
 - \$1,500 (8 available)
- Premium Hall B/C
 - **SOLD OUT** \$2,200 (0 available)
- Registration Hall A
 - \$1,500 (4 available – 1 per company max)

*Placement determined by PPAI.



Mascot Sponsorship

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.

9 Available - \$6,000 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.



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.



PPAI Live Interview

Highlight your products or services during a PPAI Live interview. Your interview will air on lobby TVs, in the PPAI booth and on the PPAI website. After Expo, your interview will be hosted at ppai.org/expo, teased on social and distributed to attendees in a post event email.

15 Available - \$1,500 ea.



Pop-Up Sponsor

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.



Media Wall Commercial

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.

29 Available - \$1,500 ea.



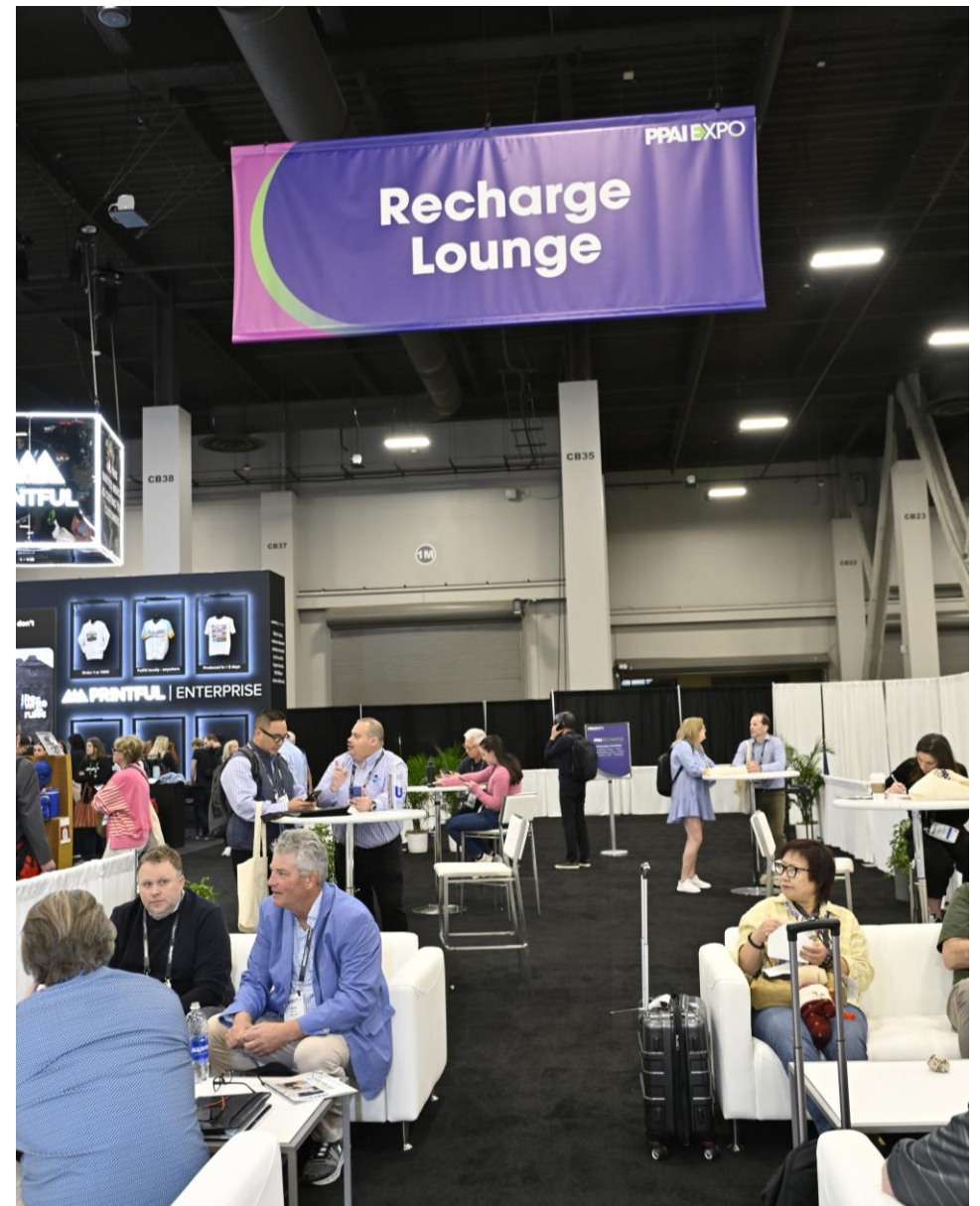
Recharge Lounge Sponsor

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.

1 Available - \$8,000



Zero Waste Partner Sponsor

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.

10 Available - \$3,000



Registration Quick Print Sponsor

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

1 Available - \$6,000

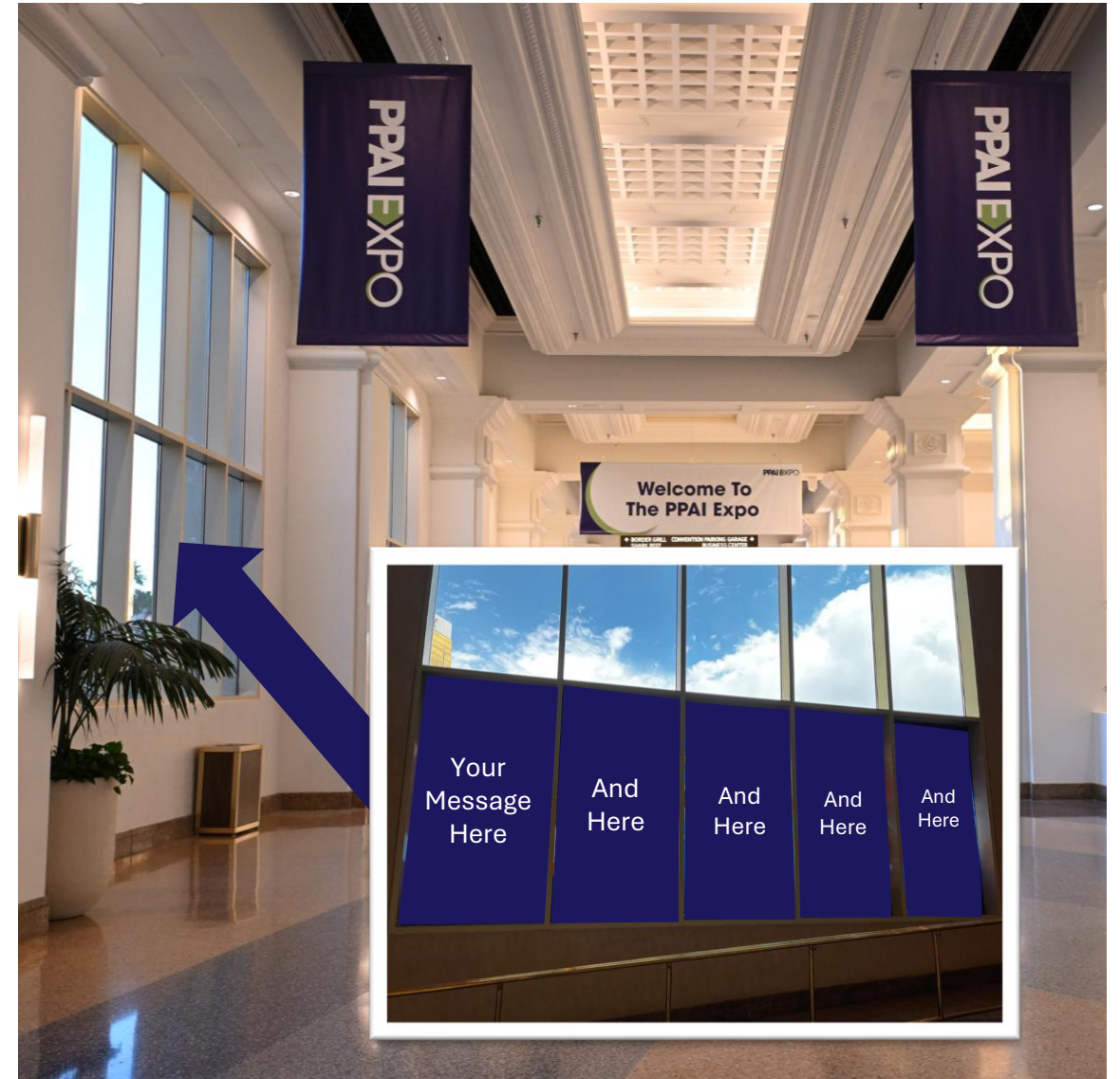


Window Clings

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 Available, 5 Windows - \$8,000*

*First year offer



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 Box Sponsorship

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.



Meeting Pods

Select one of 6 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. for modest branding or \$5,000 ea. for full branding



Hall D Banners

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.

8 Available - \$1,400 ea.



Lobby Entrance Unit

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 - \$20,000



Lobby Booth

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.

3 Available - \$8,500 ea.



PPAI Staff Apparel Sponsor

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



Conference Sponsorships

Conference Product Sponsor

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 Pricing

Journal – **SOLD OUT**

Pen – 1 Available

Water Bottle – 1 Available



Networking Lunch

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.

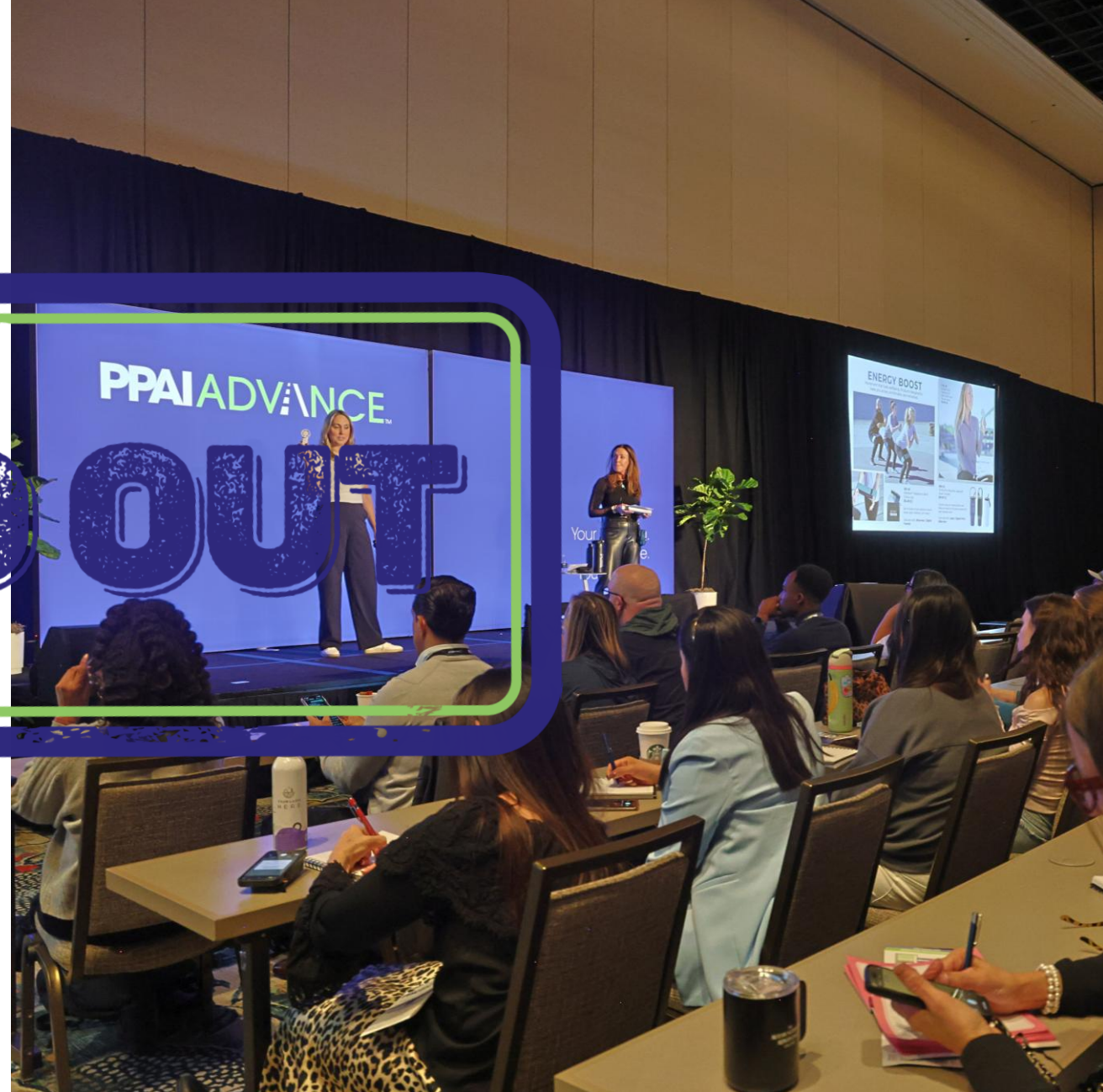


Conference Content Sponsor

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.

4 Slots Available – \$6,000 ea.

SOLD OUT



Pitch Bar Sponsor

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.



General Session Keynote Sponsorship

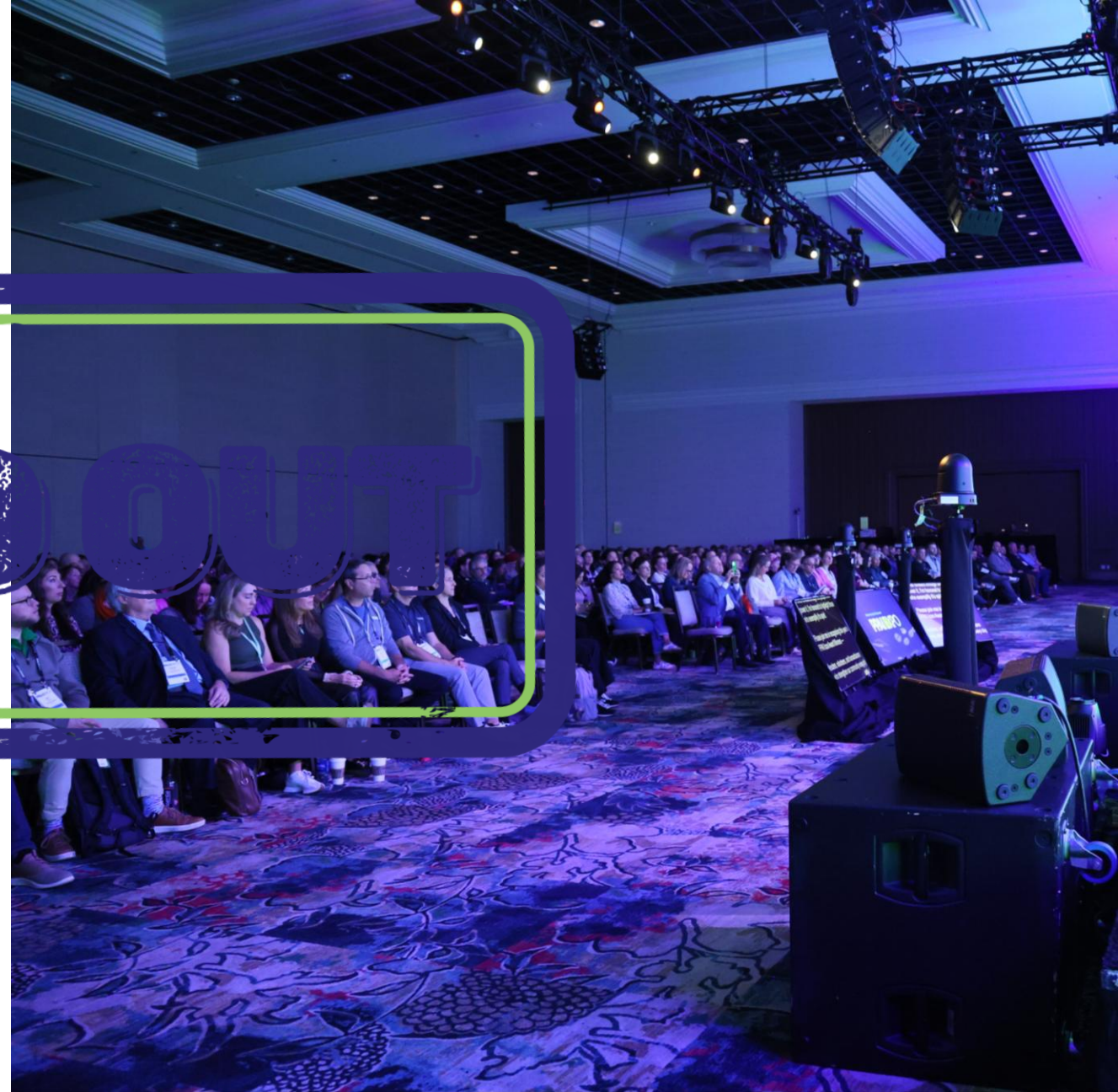
Sponsor a high-profile keynote session on Monday and/or Tuesday at the PPAI EXPO Conference. It's prime exposure to a packed room of industry leaders. Includes:

- 2-minute video or live on stage presentation 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)

Monday - \$6,500

Tuesday - \$6,500

SOLD OUT



Product Pavilion

Product Pavilion Sneak Peek Sponsor

Sponsor a specific product pavilion – New Products, Sustainable Products, Made In The USA Products, Business Solutions or 1st 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



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

1st Time Exhibitor

- To be eligible for the 1st Time Exhibitor Product Pavilion, the submitted product must come from a company exhibiting at The PPAI EXPO for the very first time in 2027.

New Products

- To be eligible as a new product, submissions must have launched after The PPAI EXPO 2026 and must also be showcased in the exhibitor's booth at The PPAI EXPO 2027.

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

- 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	\$500 per item	Under 18" w x 4' h x 2' d	Under 75 lbs.
Medium Product Pavilion Entry	\$600 per item	Under 18" w x 4' h x 2' d	Over 75 lbs.
Large Product Pavilion Entry	\$850 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.

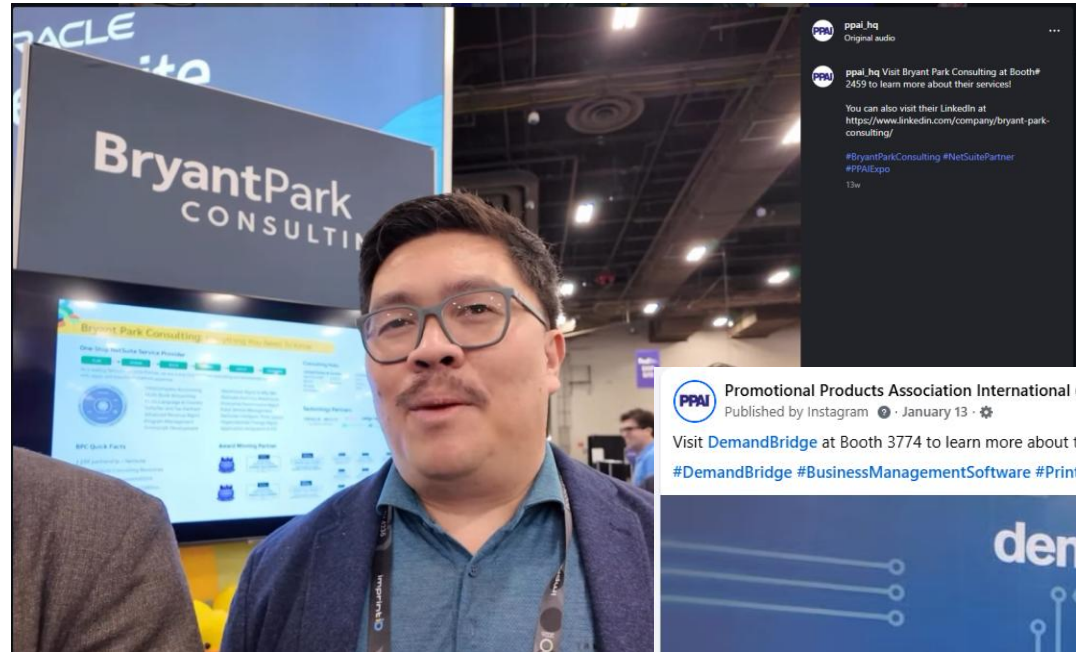
Digital Sponsorships

Social Media Spotlight

Our team will stop by your booth to film a branded video, featuring your team and messaging. This 30- second spotlight will run on PPAI's Instagram, Facebook and YouTube.

- Choose from Monday, Tuesday, or Wednesday morning for filming. - Limited spots are available per day.
- All videos will be enhanced with The PPAI EXPO branding.
- Your booth staff will be responsible for delivering the messaging and starring in the video.
- Your company's social media page tagged.
- Submit your company logo to PPAI as a large format PNG.
- Include up to three hashtags, with #PPAIXPO being a must-have.
- The video will be featured on PPAI's Facebook and Instagram for a month after the event, and all videos will also be shared on PPAI's YouTube channel.

15 Available - \$2,500 ea.



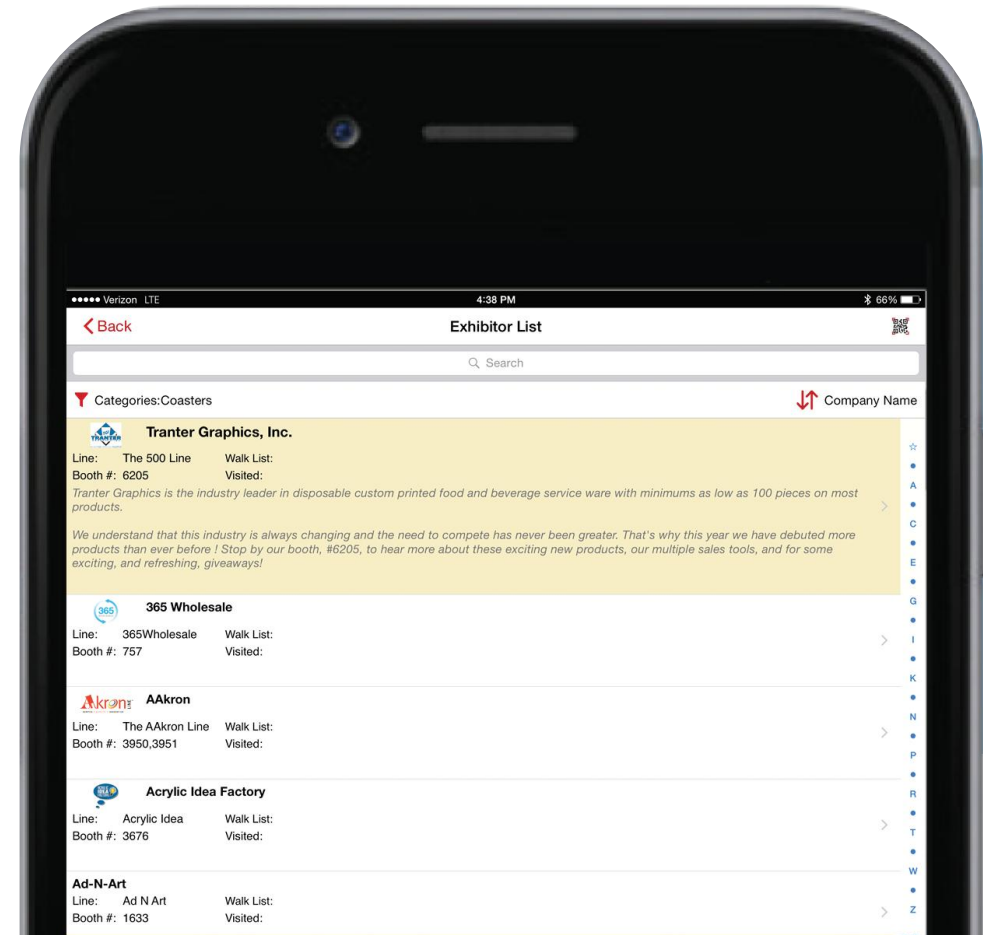
Product Category Buyout: SAGE Mobile App

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.

16 Available - \$250 ea.

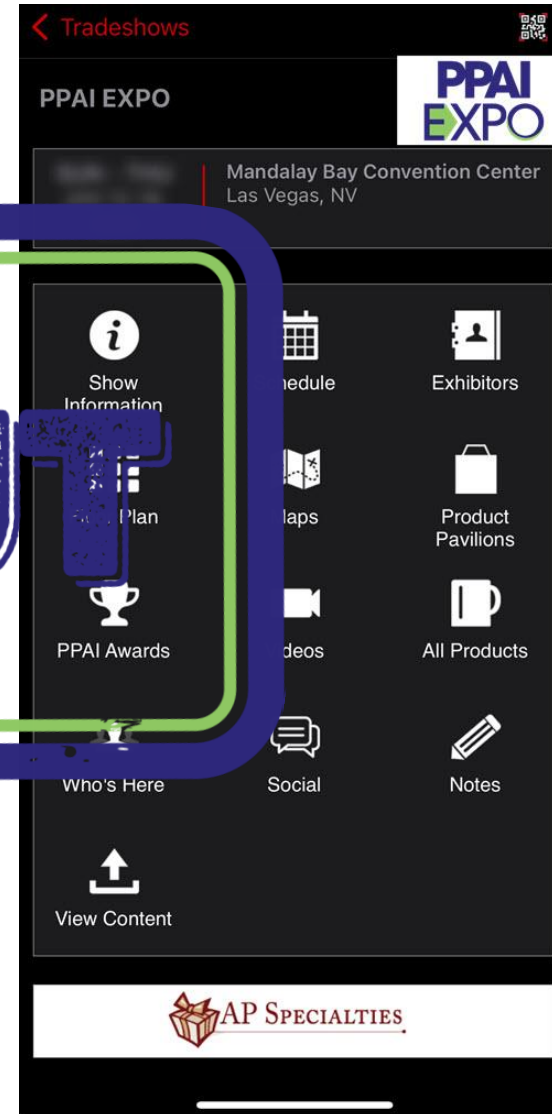


SAGE Mobile Sponsor

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 the show.

1 Available - \$5,000 each

SOLD OUT



Wi-Fi Sponsor

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



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

Continue

Marketing Email Sponsor

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

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

14 Available - \$1,000 ea.

PPAI EXPO

Your Exclusive Chance To Discover First-Time Exhibitors

With more than 2,500 booths on the show floor, this year's event is your chance to spot the next big thing in branded merchandise.

- CordBrick: Smart cord organizers and GlowBrick tech accessories
- AS Colour: Premium blank apparel for standout branding
- Dagne Dover: Sustainable, modern bags perfect for gifting
- Caddy Splash: Golf club cleaning innovation on the go
- NVS Promo: Fresh takes on technology, drinkware and custom solutions

Be the first to explore their products and connect with first-time exhibitors you've never seen before.

Register Today

Your PPAI Company ID is Contact PPAI at 888-426-7724



Looking for the best pricing and quality
on anything ink on paper?

Come see us at **Booth 5758** PPAI Expo 2026

info@catalogkings.com
Ph: 800-382-7150
www.CatalogKings.com
Brokers Welcome

Keynote - Abigail Posner

Monday, January 12 | 8:30 am | Mandalay Bay J

Forget buzzwords. This is the creativity wake-up call your business needs. Abigail Posner will break down how bold thinking, not budget cuts, drives growth and how anyone (yes, even you!) can unlock game-changing ideas with a simple and inspiring three-step framework. Expect high energy, real-world stories and a powerful take on how creativity and AI spark connection and new possibilities.



Sponsored By: PCNA

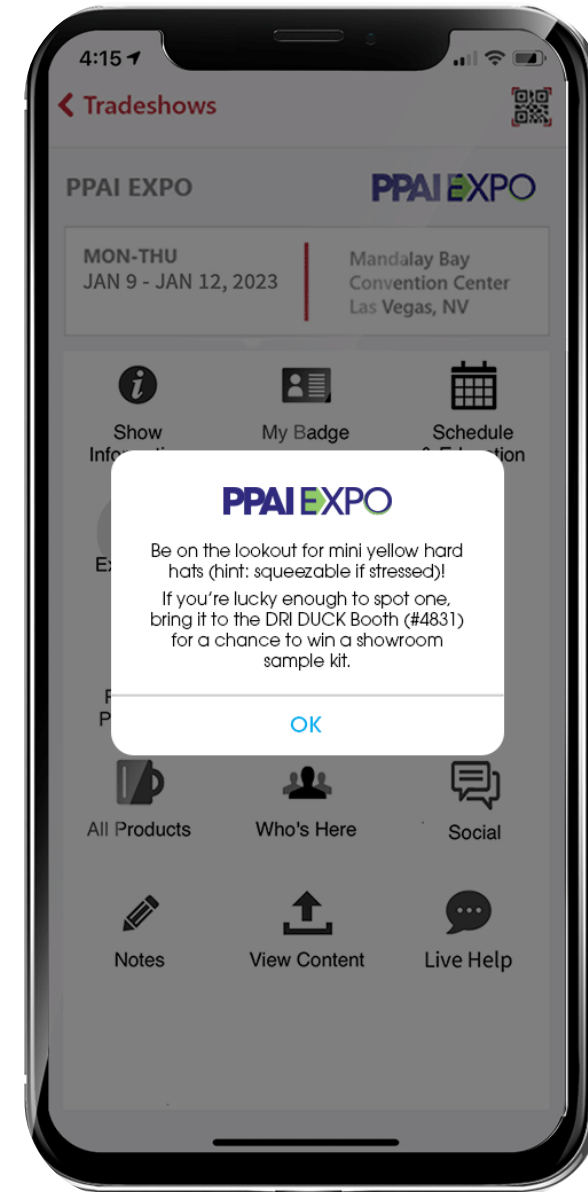
PPAI EXPO

Push Notifications

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

- 2 Available Tues. - \$2,000 ea.
- 1 Available Wed. - \$2,000 ea.
- 1 Available Thurs. - \$2,000 ea.



Website Countdown Sponsor

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 event. 1 Available - \$5,000



Registration Sponsorship

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.



Registration Confirmation

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

Exhibits January 14-16, 2025 | Conference January 13, 2025

Download SAGE Mobile

Download SAGE Mobile to your personal 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!

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 Summary

Show Directory & Pre-Show Planner

PPAI EXPO Show Directory

Coming Soon

Pre-Show Planner

Secure your sole placement in The PPAI EXPO Pre-show Planner and put your sole brand in front of every registered attendee as of December 1 and onsite during The PPAI EXPO Conference. This exclusive placement ensures maximum visibility, driving engagement and positioning your company as a must-see destination.

In the mailed pre-show planner, your ad will appear on the schedule of events and onsite, you'll receive the same placement and the back cover.

1 Available - \$6,000

Your Ad Here

**YOUR INSIDERS
GUIDE TO THE
PPAI EXPO**

SEE YOU IN LAS VEGAS!

INSPIRED BE INSPIRED BE INSPIRED
CONNECT CONNECT CONNECT
DISCOVER DISCOVER DISCOVER
ELEVATE ELEVATE ELEVATE
INSPIRED BE INSPIRED BE INSPIRED
ELEVATE ELEVATE ELEVATE



January 13 – 16 | Mandalay Bay Convention Center | Las Vegas



<p>Monday, January 12 Registration 7 am - 6 pm - Bayside B</p> <p>Breakout Sessions 7:30 - 8:20 am - Level 2</p> <p>Welcome and General Session 8:20 - 9:45 am - Mandalay Bay J</p> <p>Breakout Sessions 10 - 11:50 am - Level 2</p> <p>Lunch Session: Fuel Your Growth – Insights From Successful Distributor Executives* 12 - 1:20 pm - Mandalay Bay J</p> <p>Breakout Sessions 1:30 - 3:20 pm - Level 2</p> <p>The Pitch 3:30 - 4:30 pm - Mandalay Bay J</p> <p>The PPAI Expo Opening Reception* 4:45 - 6:30 pm - Skyfall Panoramic Bar & Lounge</p> <p>Tuesday, January 13 Registration 7 am - 5 pm - Bayside B</p>	<p>Product Pavilion Sneak Peek 8 - 9:30 am - Bayside F</p> <p>Welcome and General Session 8:15 - 9:30 am - Mandalay Bay J</p> <p>brand Exhibits Early Open 9 - 9:30 am - Bayside F</p> <p>Exhibits Open – 9:30 am - 5 pm</p> <p>Inclusive Impact Meetup: Driving DEI Forward 2:30 - 3:30 pm - Promo & Pints</p> <p>Women In Promo Meetup 4 - 5 pm - Promo & Pints</p> <p>Wednesday, January 14 Registration 7 am - 5 pm - Bayside B</p> <p>Product Pavilion Early Open 8:30 - 9:30 am - Bayside F</p> <p>Meet Your Regional: Coffee & Collaboration 8:30 - 9:30 am - Level 2, Wedge</p> <p>Exhibits Open – 9:30 am - 5 pm</p>	<p>Technology Meetup 2:30 - 3:30 pm - Promo & Pints</p> <p>Emerging Leaders Meetup 4 - 5 pm - Promo & Pints</p> <p>The PPAI Expo Party At Swingers Las Vegas* 6:30 - 10 pm</p> <p>Thursday, January 15 Registration 7 am - 2 pm - Bayside B</p> <p>Product Pavilion Early Open 8:30 - 9:30 am - Bayside F</p> <p>Exhibits Open – 9:30 am - 2 pm</p> <p style="font-size: 0.7em; color: gray;">*Ticket required.</p>
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Your Ad Here



KEY

- Info Desk
- Water Refill Station
- First Aid
- Shuttle
- Taxi/Ride Share
- Bag Check

SHOW SERVICES

PPAI EXPO Party Sponsorships Coming Soon

Sponsorship Packages

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

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)