2018 SGIA Advertising and Sponsorships

Meet your customers where they are: SGIA. Take advantage of the opportunities inside to get your products and messages in front of your most promising prospects and your best customers.

SGIA.org

SGIA Specialty Graphic Imaging Association
703.385.1335 • 888.385.3588

Specialty Graphic Imaging Association
703.385.1335 • 888.385.3588

Unique Market Access

Contact us today to learn how SGIA can help you reach new customers.

advertising@SGIA.org

sponsorships@SGIA.org

Thank you for your interest in SGIA and all of the advertising and sponsorship opportunities we have to offer. As you no doubt know, SGIA has a special resonance with its membership that extends beyond the typical association relationship.

SGIA, in fact, is a trusted source of information and education in a wide array of printing segments. As an Association, we have an engaged an audience that relies on our advertising and sponsorship opportunities to solve their problems and gain perspective.

For you, the advertiser or sponsor, it means that there are few places that compare to the opportunities we provide to relay your message in a similar environment. Coupled with the largest and most exciting trade show in the printing world, the SGIA Expo, your investment is compounded in a way that leads to real returns for your spend.

The pages that follow outline methods for getting your message in front of the right mix of people. We look forward to working with you in 2018!

Ford Bowers
President & CEO

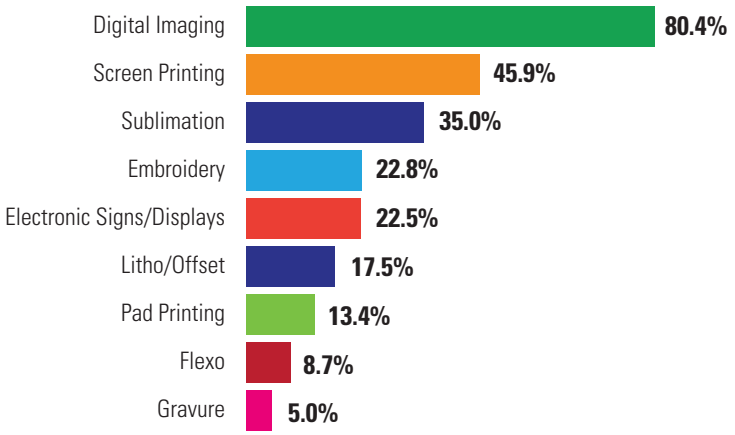
Sales Contacts:

Sondra Fry Benoudiz
sondra@sgia.org or 703.359.1332

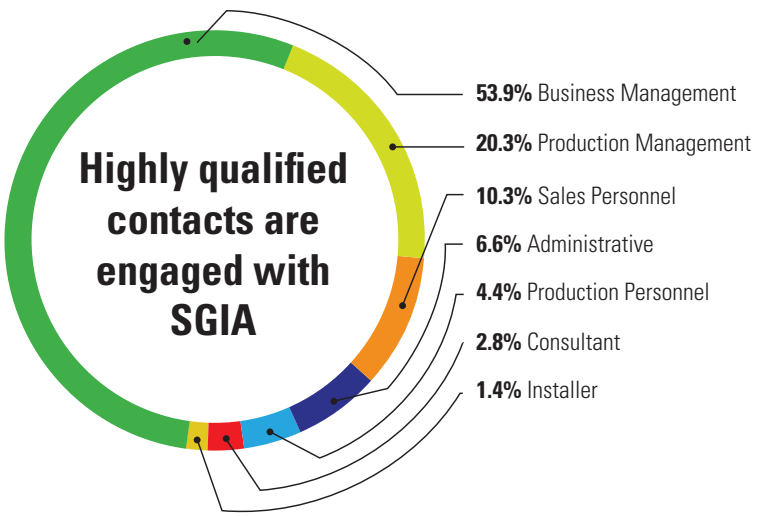
Mike McGowan
mgowan@sgia.org or 703.359.1362

Your Market is *Our* Audience

They Use Your Technologies



They Are Key Decision Makers



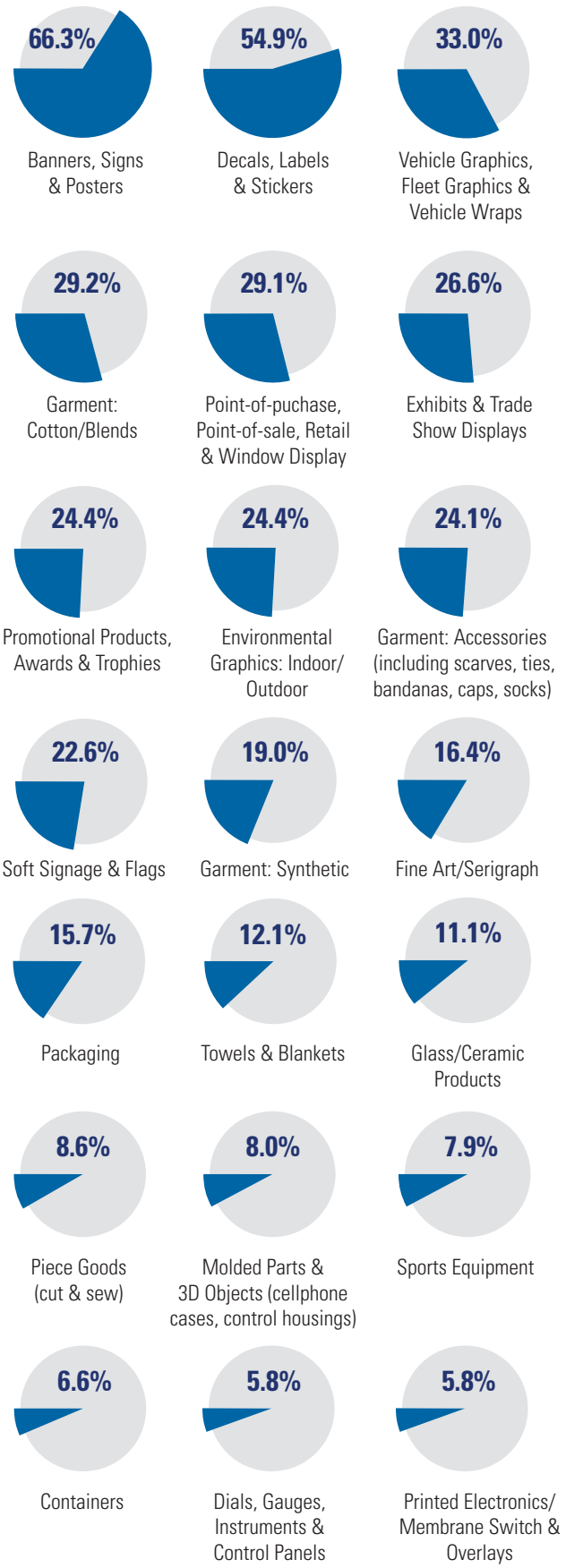
Have Purchasing Authority **70.2%**

Recommend Purchase **20.1%**

The SGIA Community is your target market.

Whether you sell to graphic, offset or industrial printers, garment decorators, in-plant managers or even packaging providers and converters, the SGIA community uses an array of processes to create products using your equipment and solutions.

Their Applications Need Your Products



2018 SGIA Journal

Graphic Edition

Ad Size	10x*	6x	3x	1x
Full Page	$1660	$2300	$2600	$2800
Half Page	$1245	$1550	$1850	$2050
Third Page	$830	$1050	$1350	$1550
Quarter Page	$750	$875	$1000	$1250

January/February
Topic: Digitally Printed Textiles
Ads close: 11.10.17
Ads due: 11.27.17
Drop date: 02.02.18

March/April
Topic: Wide-Format
Ads close: 12.14.17
Ads due: 01.12.18
Drop date: 03.23.18

May/June
Topic: Decorated Surfaces
Ads close: 02.23.18
Ads due: 03.09.18
Drop date: 05.18.18

July/August (Pre-Expo Issue)
Topic: Digitally Printed Packaging
Ads close: 05.02.18
Ads due: 05.16.18
Drop date: 07.27.18

September/October (Expo Issue)**
Topic: New Products & Markets
Ads close: 07.06.18
Ads due: 07.20.18
Drop date: 09.28.18

November/December (Post-Expo Issue)
Topic: State of the Industry
Ads close: 08.31.18
Ads due: 09.14.18
Drop date: 11.30.18

Garment Edition

Ad Size	10x*	4x	1x
Full Page	$1660	$2000	$2500
Half Page	$1245	$1500	$1875
Third Page	$830	$1000	$1250
Quarter Page	$750	$875	$1000

Winter
Topic: E-commerce
Ads close: 10.13.17
Ads due: 10.27.17
Drop date: 12.29.18

Spring
Topic: Workflow & Production
Ads close: 01.26.18
Ads due: 02.09.18
Drop date: 04.20.18

Summer (Expo Issue)**
Topic: New Products & Markets
Ads close: 06.08.18
Ads due: 06.22.18
Drop date: 08.31.18

Fall (Post Expo Issue)
Topic: State of the Industry
Ads close: 08.10.18
Ads due: 08.24.18
Drop date: 11.02.18

Special Industrial Print Issue

Pre-FP3 Conference Issue (call for rates 703.359.1332)
Topic: Functional Printing, Process & Products
Ads close: 01.01.18
Ads due: 01.19.18
Drop Date: 04.02.18

Expo exhibitors receive a 10 percent discount.

Advertising company must be an SGIA member. All rates net, based on annual anniversary. Dates subject to change.

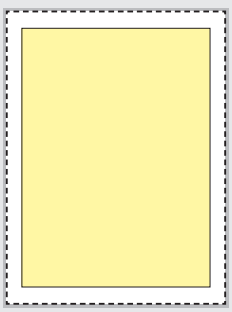
*Insertion order includes all six issues of the Graphic edition and four issues of the Garment edition.
**A 3x insertion order is required to appear in these issues.

Digital File Specifications

- High-resolution PDF X1a compliant files, embedded artwork should be 300 dpi at 100 percent size.
- High-resolution TIFF files, 300 dpi at 100 percent size.
  (Note: No layered files will be accepted. All layers must be merged.)
- Illustrator EPS files, with all fonts outlined and all artwork converted toCMYK. Pantone colors will not print properly and must be converted to CMYK process.
- Adobe InDesign CS4 or later. Please include all supporting graphics as high-resolution CMYK art in TIFF or EPS format and all fonts.

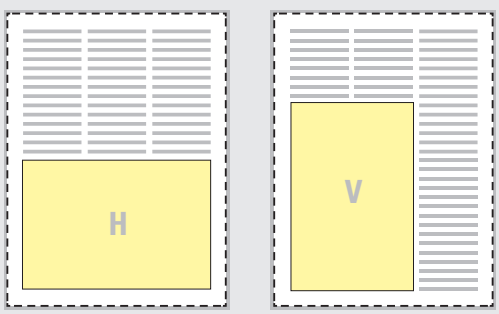
> "I enjoyed the format and the content in this issue and found the insight into industry trends helpful."
>
> *– Brian R. Witvoet, President, C.G. Witvoet & Sons, Co.*

FULL PAGE



Safety: 7" (w) x 9.625" (h)
Trim: 8.125" (w) x 10.875" (h)
Bleed: 8.375" (w) x 11.125" (h)

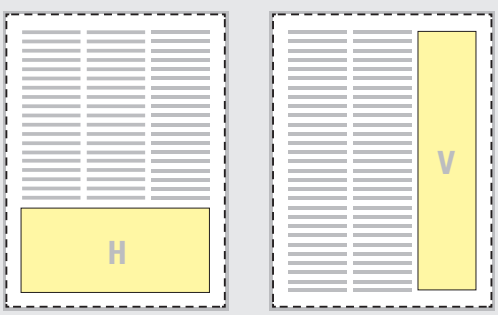
1/2 PAGE



Horizontal
Safety: 7" (w) x 4.75" (h)
Trim: 8.125" (w) x 5.438" (h)
Bleed: 8.375" (w) x 5.688" (h)

Vertical
Safety: 4.292" (w) x 6.75" (h)
Trim: 5.417" (w) x 7.25" (h)
Bleed: 5.667" (w) x 7.5" (h)

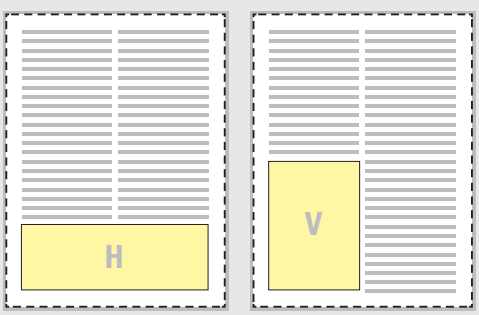
1/3 PAGE



Horizontal
Safety: 7" (w) x 3" (h)
Trim: 8.125" (w) x 3.625" (h)
Bleed:8.375" (w) x 3.875" (h)

Vertical
Safety: 2.25"(w) x 9.625" (h)
Trim: 2.75" (w) x 10.875" (h)
Bleed: 3" (w) x 11.125" (h)

1/4 PAGE



Horizontal
Safety: 7" (w) x 2.125" (h)
Trim: 8.125" (w) x 2.75" (h)
Bleed: 8.375" (w) x 3" (h)

Vertical
Safety: 2.813" (w) x 4.188" (h)
Trim: 4.063" (w) x 5.438" (h)
Bleed: 4.313" (w) x 5.688" (h)

Please upload artwork to SGIA.sendmyad.com

Expo Sponsorships

The SGIA Expo is all about specialty imaging technologies, trends and techniques. Stand out among the industry's leading suppliers and specialty imaging stars exhibiting at the Expo by investing in these high-profile sponsorships.

Exterior

Magnetic Entrance Graphic $6,000 ea
Be front and center as attendees enter the Las Vegas Convention Center. Your welcome message will flank the show entrance graphics greeting visitors and driving traffic to your booth. Sponsorship includes printing, installation and removal.

Entrance Window Graphics $2,000 ea
Welcome attendees to the 2018 SGIA Expo with a custom window decal that prominently spotlights your corporate message on the entrance windows of Central Hall. Sponsorship includes printing, installation and removal.

Shuttle Bus Ribbon & Video $5,500 Package
Drive your brand home, or at least to and from the Expo, with advertising graphics and video monitors on three motor coaches. Your video message will have a captive audience as attendees travel between showhotel and the Expo each day. Sponsorship includes printing, installation and removal.

Shuttle Tower Pedestals $2,000 ea
Reach attendees arriving and departing the convention center with your logo or message prominently displayed on a four-sided pedestal featuring the shuttle routes. Sponsorship includes printing, installation and removal.

Exterior Sidewalk Graphics $1,000 ea
Lead the way to the Expo. These graphics are the perfect way to catch the attention of attendees as they enter the Expo. Sponsorship includes installation and removal. Printing must take place on approved media.

Lobby

Hanging Banners $5,000 ea
Make an impact with a hanging banner at the entrance of the SGIA Expo! Sponsorship includes installation and removal. Sponsor will print and finish banner to specifications.

Lobby Floor Graphics $1,500 ea
Make your mark at the SGIA Expo. Use the Convention Center lobby floor to invite attendees to your booth as they enter the tradeshow. Sponsorship includes installation and removal. Printing must take place on approved media.

Lobby Column Graphics $5,000 ea
Greet attendees as they enter the Central Hall with your corporate messaging on a four-sided personal advertising billboard complete with your own graphics and booth number! Sponsorship includes installation and removal.

On-Site

SGIA Expo Mobile App $10,000 exclusive
The SGIA Expo mobile app sponsorship is a great way to build brand awareness and increase traffic to your booth. Attendees use the app to navigate the entire SGIA Expo — exhibitor listings, networking events, educational sessions and more.

Badge Ticket $5,000 exclusive
Invite attendees to stop by your booth with a customized ticket attached to their official name badge. Attendee demographics can be used to narrow or expand your target audience. Call Sondra Fry Benoudiz at 703.359.1332 to discuss details.

Expo Floor Map $5,000 exclusive - SOLD
Be on hand and top of mind as the exclusive sponsor of the Expo resource used by thousands of attendees to navigate the conference for three days. Your advertisement will be featured on the back cover and on the inside of this foldable map.

Notebooks $2,500 exclusive
Put your logo and booth number in front of 2,500 education session attendees with these full-size, two-color notepads. Each page will recognize and provide information about the sponsoring organization. Sponsorship includes printing and distribution.

Aisle Sign $1,500 ea
Point the way to your booth with an aisle sign prominently displaying your logo and booth number. Limit: Two sponsor signs per aisle.

Expo Directory Ads
Put your corporate advertisement in front of attendees not just during the Expo. Attendees carry the Expo Directory home to use as a resource year-round.

Contact us today to learn how SGIA can help you reach new customers.

sponsorships@SGIA.org

Note: You must be a 2018 SGIA Expo exhibitor to become a sponsor and all artwork must be approved by SGIA prior to placement.

Year-Round Exposure

Platinum & Gold Expo Sponsorship

Benefits include priority booth selection, exhibit space credit, full-page ads in the SGIA Journal, a full-page ad in the Expo Directory, advertising in the Expo Lobby and much more! Platinum Expo Sponsors save 10% on all other sponsorships; Gold Expo Sponsors save 5%.

SGIA's new conferences reach industry thought leaders with a pragmatic, high-level perspective.

THREADX

THREADX attendees are creatives. They're forward-thinking, inspired and motivated apparel decoration executives with creative vision for their businesses. With a focus on e-commerce, THREADX 2018 will satisfy their appetite for usable inspiration with speakers including Johnny Earle (Johnny Cupcakes), riCardo Crespo (Th13teen) and Tim Williams (YR Store). Here's where the next generation of leaders is coming together. THREADX will take place February 25–28, 2018, in Palm Springs, California.

WFX

Add a few thousand feet to the 10,000-foot perspective, and you have WFX. Here's where c-suite graphics producers converge to explore technologies and business issues — and come up with strategies to take their businesses to the next level. Breakout sessions will run in three tracks and will include roundtable discussions, print buyer panels and a five-year outlook for the graphics industry. WFX will be in Minneapolis, May 21–23, 2018. For details on sponsorship opportunities, please contact Murray Kasmenn (ST Media Group) 770-578-2577 or murray.kasmenn@stmediagroup.com.

FP3

If it's an emerging technology, you'll hear about it at FP3, a dynamic conference for thought leaders in functional printing. This ground breaking event combines a robust, peer-reviewed agenda covering industrial technologies, business strategies and printed electronics with extensive networking possibilities, including a trade show component. High-quality presentations, high engagement and a high probability of success: They're all at the heart of FP3, coming to Chicagoland June 4-6, 2018.

Custom marketing opportunities are available upon request.

Sales Contacts:

Sondra Fry Benoudiz
sondra@sgia.org or 703.359.1332

Mike McGowan
mgowan@sgia.org or 703.359.1362

Electronic Advertising

Banner Ads on SGIA.org and SGIA.org/Garment

Reach out to your customers as they are researching what is best for their business. Banner ads on SGIA community pages average more than 20,000 impressions per month, depending on the community.

Mini banner: 180 pixels wide x 150 pixels high (20k), $1200/year. Top of sidebar on your preferred community site.
Full banner: 468 pixels wide x 60 pixels high (25k), $1800/year. Bottom of the page on your preferred community site.

Ad Material Specs:

- File Types: png, jpg or gif (20k)
- Sound: not allowed
- Advertising company must be an SGIA member.
- SGIA reserves the right to approve ads prior to posting.

(Note: Paid banner ads do not appear on the SGIA.org home pages and position is shared by five advertisers.)

Banner Ads in the Industry Ink

Delivered to a targeted opt-in list of imaging professionals each month (based on community), SGIA's Industry Ink e-Newsletter is the perfect opportunity to have your message delivered straight to your customer's inbox.

Banner: 600 pixels wide x100 pixels high (25k), $500/month

Ad Material Specs:

- File Types: png, jpg or gif
- Sound: not allowed
- Advertising company must be an SGIA member
- SGIA reserves the right to approve ads prior to posting.

Sales Contacts:

Sondra Fry Benoudiz
sondra@sgia.org or 703.359.1332

Mike McGowan
mgowan@sgia.org or 703.359.1362