

GRAPHICS|PRO EXPO

2026 Exhibitor Prospectus

GRAPHICS PRO EXPO combines three complementary markets of graphics professionals, entrepreneurs, suppliers and distributors. GPX is a regional business-to-business conference and trade show for the following disciplines: sign making, vinyl wraps, digital printing, screen printing, embroidery, apparel decorating, sublimation, awards, engraving, specialty graphics, custom and personalized gift.

Attendees come to Discover, Learn, Grow their businesses. Exhibiting companies come for qualified leads, brand exposure, and a platform to educate and sell.

Over
40%
of attendees at
each show are
new to GPX.

On-Site Audience Demographics

Areas of Interest:*

| | |
|---|-----|
| Apparel - for Decoration/Embellishment..... | 49% |
| Architectural/Wayfinding/Interior Signage..... | 7% |
| Awards/Trophies/Plaques..... | 14% |
| Channel Letters/Electric Sign Cabinets..... | 6% |
| Commercial Signs/Banners..... | 20% |
| Digital Printing - Direct-to-Film..... | 28% |
| Digital Printing - Direct-to-Substrate/Garment..... | 18% |
| Digital Printing/Finishing - Wide Format..... | 18% |
| Embroidery/Monogramming/Applique..... | 23% |
| Engraving – Laser..... | 25% |
| Engraving – Rotary..... | 9% |
| Exhibit/Trade Show Display/Retail Display/Point of Sale (Fabricator)..... | 5% |
| Heat-Applied Graphics/Heat Transfers..... | 22% |
| Industry Supplier/Distributor..... | 5% |
| LED Lighting/LED Signs/LED Components..... | 6% |
| Personalized Products/Gifts..... | 17% |
| Promotional Products (Distributor/Sales/Broker/Retailer)..... | 13% |
| Rubber Stamps/Marking Devices..... | 4% |
| Sandcarving/Etching – Decorative..... | 5% |
| Screen Printing (Apparel/Headwear/Towels/Bags/Accessories)..... | 17% |
| Specialty Graphics and Printing (Non-Wearable/Industrial/Commercial)..... | 10% |
| Sublimation - Large Format..... | 5% |
| Sublimation - Small Format (44" or less)..... | 14% |
| Vehicle Graphics/Wraps..... | 12% |
| Wholesale Services to the Trade: Shop-to-Shop; Contract Printing/Decorating/Embellishment..... | 6% |

60% of attendees
return after their first
GPX experience!

Attendee Job Function:*

| | |
|---|-----|
| Business Owners, C-suite, or Top Managers..... | 69% |
| Production..... | 8% |
| Art/Design..... | 7% |
| Sales..... | 6% |
| Purchasing..... | 2% |
| Other..... | 8% |

*Average numbers from the previous 5 GPX events (NC24, TX25, IN25, CA25, NJ25).

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Social Media



Total reach of **more than 500K!**

Newsletter Email Reach



Qualified Leads

Average lead count per booth, per event:

100 sq ft booth:
33-48 leads

400+ sq ft booth:
78-118 leads

Average Cost Per Lead for Booth Space:

\$93

(CEIR reports \$112 as the national average)

Average Cost Per Lead for Classroom Training:

\$13



Website Stats



Total Website Users Jan-Sept 2025:

83K

Average Website Page Views 30 days leading up to a show:

52K

Total Website Page Views Jan-Sept 2025:

313K

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Why Exhibit at GPX?

GPX connects you face-to-face with decision-makers ready to discover, learn, and buy, helping you grow sales and strengthen your brand.

- Meet qualified buyers
- Showcase your latest products
- Build lasting relationships with customers
- Free exhibitor promo codes to drive booth traffic
- Regional focus = quality interactions
- Graphics Pro media ecosystem exposure
- Lead retrieval system available

Long Beach 2025 saw
36.5%
YoY attendance
growth

Exhibiting Opportunities

| Location | Date | Cost* | Early Bird Discount Deadline** |
|----------------|-----------------------|---------|--------------------------------|
| Long Beach, CA | August 13-15, 2026 | \$3,495 | February 13, 2026 |
| Cleveland, OH | September 10-11, 2026 | \$3,295 | March 11, 2026 |
| Charlotte, NC | November 13-14, 2026 | \$3,295 | May 13, 2026 |

*Cost is per 10x10 inline booth. Each corner has an additional \$200 fee.

** Discount is \$1.00 off per square foot

Long Beach, CA

August 13-15, 2026

with WRAPSCON
Education starts August 12

Cleveland, OH

September 10-11, 2026

Education starts September 9

Charlotte, NC

November 13-14, 2026

Education starts November 12

WRAPSCON is
the industry's
premier wrap
competition with
\$20,000
in cash prizes.



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Sponsorship Opportunities

Maximize Your Visibility with Sponsorships

Exhibiting at GPX is a powerful way to showcase your products and connect with buyers, but why stop there? Sponsorship opportunities take your presence to the next level by putting your brand in front of attendees before, during, and after the show.

- Increase Brand Visibility
- Establish Thought Leadership
- Drive Product Discovery
- Enhance Product Education
- Generate Qualified Leads
- Stand Out from Competitors
- Extend Your Reach

| Category | Sponsorship | Cost |
|--------------|--------------------------------------|---------|
| Show Sponsor | Diamond | \$5,000 |
| | Sapphire | \$3,000 |
| Education | GPXU in the Hall | \$2,000 |
| | GPXU All-Day Class | \$3,500 |
| | GPXU 90-Minute Class | \$1,250 |
| | GPXU 45-Minute Fast Track | \$1,000 |
| On-Site | Registration | \$3,000 |
| | Badge | \$2,000 |
| | Lanyard | \$1,500 |
| | Bag | \$1,500 |
| Digital | Web Ad | \$1,000 |
| | Mobile App Banner | \$850 |
| | Expo Special Eblast (shared message) | \$500 |
| | Exclusive Eblast | \$850 |
| | Newsletter Ad | \$1,100 |
| | Floor Plan Logo | \$500 |
| Networking | Mixer Sponsor | \$5,000 |



Brand Visibility and Awareness: Visibility serves as the foundation for awareness; the more consistently a brand is seen, the more familiar it becomes, leading to increased recognition, trust, and ultimately, purchasing decisions.



Lead Generation: Capturing a prospective customer's contact information and interest through various channels and processes to build a sales pipeline and drive business growth.

According to the Center of Exhibition Industry Research (CEIR), trade show participants see a 4:1 return in sponsorships (i.e. \$4 in revenue for every \$1 spent).

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Exhibitor Testimonials

Gary Barker, Digital Technology Group

GPX provides the greatest return on our investment. They consistently attract attendees committed to learning through the education sessions and investing in their business on the expo floor. These regional events have allowed us to strengthen our customer relationships across the country. Exhibiting at GPX is simply a must.

Rene Rosales,
TEXMAC Inc

Thanks again for taking good care of us. The traffic on the first day was impressive; all three of our machines sold off the floor and our lead count was great for a two-day show.

Liz Haas,
Rayzist Photomask

My experience of the GPX team has always been one of excellent communication, absolute professionalism, and just a great group of people to work with and one that is quick to assist me and my team.

Contact your Account Executive today!



Haley Gregg

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