

# GRAPHICS|PRO EXPO

## 2026 Exhibitor Prospectus

GRAPHICS PRO EXPO combines three synergistic 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 learn, connect and grow their businesses. Exhibiting companies come for qualified leads, brand exposure, and a platform to educate and sell.**

On average,  
more than  
**40%**  
of each show's  
audience is  
**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%

Nearly **60%** of  
attendees return to GPX  
after finding great value  
their first time!

#### Attendee Job Function:\*

Owner/President/CEO.....	56%
Management.....	13%
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



## 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**

## Qualified Leads

Average lead count  
per booth, per event:

**99-276**

Average cost per lead,  
per event:

**\$12-\$33**

(CEIR reports \$112 as the national average)



# 2026 Exhibitor Prospectus

## 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

## Exhibiting Opportunities

Location	Date	Cost*	Early Bird Discount Deadline**
Irving, TX	March 12-14, 2026	\$3,495	December 6, 2025
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

### Irving, TX

March 12-14, 2026  
Education starts March 11

### 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





# 2026 Exhibitor Prospectus

## 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 - Drive Booth Traffic!

Category	Sponsorship	Cost	Type
Show Sponsor	Diamond	\$5,000	◆
	Sapphire	\$3,000	◆
Education	Masters GPXU	\$5,000	◆ ◆
	Bachelors GPXU	\$3,000	◆ ◆
	All-Day Class	\$3,500	◆
	90-Minute Class	\$1,250	◆
	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 ◆ = Lead Generation



**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 event 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!

**Katie Ditallo**

Associate Director, GPX Sales  
kditallo@cahabamedia.com  
720-939-7204



**Leigh Ann Messer**

Senior Account Executive  
lmesser@cahabamedia.com  
256-300-2725

