



MARCH 13–16, 2022

SHERATON DOWNTOWN HOTEL
OKLAHOMA CITY, OK

SPONSORSHIP OPPORTUNITIES

ADDRESSES PRINTING SECTORS: **COMMERCIAL /
PACKAGE / WIDE FORMAT / TEXTILE / APPAREL /
FUNCTIONAL**

taga.org

ORGANIZED BY





WHY SPONSOR THE TAGA CONFERENCE?

The TAGA Conference Value Proposition

The Technical Association of the Graphic Arts (TAGA), part of PRINTING United Alliance, is an international forum of industry professionals and academics dedicated to scientific research and technological innovation in printing and graphic communications. TAGA also helps university students improve their technical knowledge and skills as they prepare for a graphic arts career. The annual TAGA Conference is a premier platform for presenting and publishing research studies and innovations, and showcasing student talent.

As a conference sponsor you'll gain exposure to the industry leaders, innovators, researchers, scientists, and end users who come to the conference to evaluate the latest R&D and learn how it can impact their own activities and business. There are presentations relevant to every segment of our industry—from package production to textile printing.

Why is the TAGA Conference a solid choice for sponsorship?

- Held in Oklahoma's **vibrant capital city!** March 13–16, 2022 at the Sheraton Downtown Hotel.
- **A remarkable 72-year track record.**
- The **premier** industry conference for research, development, and innovation in printing and graphic communications.
- **Face-to-face** with an estimated 130 technical professionals, academics, and students—people influencing the future direction of our industry.
- **Visibility** through PRINTING United Alliance's vast network to thousands of companies and tens of thousands of industry professionals, plus your logo and links on the event website and printed promotional materials.
- **You believe in an organization that supports university programs and especially students poised to be our industry's future leaders.**

Extend your reach and maximize exposure to a highly targeted audience by sponsoring the TAGA Conference. From the opening continental breakfast in the exhibitor resource area, to breaks, receptions and conference sessions, you'll have multiple opportunities to connect with attendees. Your sponsorship will reinforce brand loyalty and show potential clients your company is committed to advancing the industry through technical innovation.

What makes the TAGA Conference different?

The TAGA Conference attracts a diverse group of individuals from around the world, all focused on research and innovation in printing and graphic arts technology.

Attending the Conference are:

- Technical officers and managers from large printing companies
- Scientists and researchers from suppliers, research institutes, and universities
- Professors at universities with graphic communications-related programs
- Students majoring in graphic communications

The conference attracts varying types of printing companies, such as those that produce packaging, commercial print, and retail and event displays and signage. This is the premier worldwide event for companies that want to stay on the leading edge of research developments and innovations in printing and graphic arts.



SPONSORSHIP OPPORTUNITIES

BENEFIT	CONFERENCE SPONSOR \$3,100	SPONSOR A STUDENT \$500/EACH
Complimentary Full Registrations	1 - Additional passes: \$600/each	1 Student
Full Page, Full Color Ad in Attendee Handbook	Included	–
Conference Booklet Recognition	Logo with 50-word company description	Logo
Recognition from Podium	Included	Included
Post Attendance List	Included	–
6 ft. Literature Display Table	Included	–
Logo on Selected Promos	Included	–
Logo on Website	Included	–
Logo on Conference Signage	Included	Included
Tour Registration	Included	Included
Bonus Opportunities	Optional	Optional

BENEFITS EXPLAINED

- **Full-Page Color Ad in Attendee Handbook** — Get noticed at the conference with a full-page ad in the attendee handbook.
- **Conference Booklet Recognition** — Include your logo and company description in the attendee handbook.
- **Recognition from Podium** — Have your company’s name and logo displayed and mentioned from the main conference stage.
- **Post Attendee List** — Receive the conference attendee list after the event (limited to two email correspondences).
- **6 ft. Literature Display Table** — Set up your promotional items and giveaways and connect with conference attendees.
- **Logo on Conference Signage, Selected Promos, & Website** — Recognition before, during, and after the event with your company logo on signage, selected promotions, and the conference website.
- **Student’s Conference and Tour Registration** — Support a university student intent on being among the next generation of industry leaders.

BONUS OPPORTUNITIES

- **Welcome Reception: \$1,500** — Kick off the conference and stand out early! A fantastic venue with hors d'oeuvres, open bar, and networking with colleagues on the opening evening!
 - SPONSORSHIP INCLUDES: Signage at entrance, tabletops, and bars, name/logo on all pre-event promotional materials, speaking opportunity at the reception, and an opportunity to distribute your promotional materials to all.
- **Honor Awards Banquet Reception and Dinner: \$2,500** — On the final conference night, make a lasting impression sponsoring both the awards banquet reception with hors d'oeuvres and open bar, and the banquet awards dinner.
 - SPONSORSHIP INCLUDES: Signage at entrance, tabletops, bars, and dinner tabletops, name/logo on all pre-event promotional materials, speaking opportunity at the awards banquet dinner, and an opportunity to distribute your promotional materials to all.
- **Networking Breakfast #1: \$1,000** — Start their morning off with a breakfast in your honor.
 - SPONSORSHIP INCLUDES: Signage, breakfast to be named in your honor, and opportunity to distribute your promotional materials to all.
 - Both breakfasts, or breakfast and lunch combination: \$1,500
- **Networking Breakfast #2: \$1,000** — See above.
- **Networking Lunch: \$1,000** — Make their day with a luncheon in your honor.
 - SPONSORSHIP INCLUDES: Signage, lunch to be named in your honor, and opportunity to distribute your promotional materials to all.
 - Lunch and breakfast combination: \$1,500
- **Coffee Break Sponsor: \$1,000** — Have your logo in front of the TAGA Annual Technical Conference attendees during all coffee break periods.
 - SPONSORSHIP INCLUDES: Signage at the coffee break table.
- **Keynote Day Sponsor: \$1,500** — Keynote sponsorship on Sunday, March 13 includes exclusive identification as the sponsor, company logo, your company logo on all keynote signage, and company recognition during the keynote introduction. In addition, sponsor will have the opportunity to place printed material on attendee chairs prior to the keynote. Sponsor is responsible for providing printed materials and for any shipping costs incurred.
 - SPONSORSHIP INCLUDES: Keynote signage with sponsor company logo and distribution of printed materials on attendee chairs prior to the keynote session.
- **Lanyards: \$750** — Build awareness one attendee at a time! Put your company logo on the badge lanyards for each attendee.
 - SPONSORSHIP INCLUDES: Logo'd badge lanyards. Sponsor is responsible for providing lanyards and for any shipping costs incurred.
- **Conference Bags: \$750** — Get exposure right out of the gate! Upon conference check-in, each attendee receives a conference packet. Put your company logo on the attendee conference bags and make an immediate impression!
 - SPONSORSHIP INCLUDES: Logo'd conference bags. Sponsor is responsible for providing bags and for any shipping costs incurred.
- **Wi-Fi Access: \$750** — Every attendee needs Wi-Fi! Put your company logo on all Wi-Fi access signage and main stage announcement for WIFI access.
 - SPONSORSHIP INCLUDES: Logo'd Wi-Fi conference signage and announcements on the first and second mornings of the conference.



STUDENT INVOLVEMENT

TAGA has connected with students for decades. Today, it has a half-dozen student chapters at the best-known universities teaching graphic communications in the United States, Canada, and France. Students from those chapters attend the conference, participate in special programming, and display their entries in the student chapter competition. In addition, students from other universities often attend.

TAGA STUDENT CHAPTERS

- Ball State University – Muncie, Indiana, USA
- California Polytechnic State University State University – San Luis Obispo, California, USA
- Clemson University – Clemson, South Carolina, USA
- Grenoble Institute of Technology – Grenoble, France
- Rochester Institute of Technology – Rochester, New York, USA
- Ryerson University – Toronto, Ontario, Canada

STUDENT SPONSORSHIP

In addition to becoming a conference sponsor, you can also sponsor a student to attend the conference. The \$500 sponsorship:

- Covers the cost of one student’s registration fee and the optional plant tour
- Makes a direct contribution to support a future industry leader
- Connects you to a student who can benefit from an ongoing relationship with your company

With your input, PRINTING United Alliance will provide the sponsorship to a student participating in a TAGA chapter, or to a student at another school. Student sponsors will be recognized from the podium, and their logo included in the conference booklet and on signage.

CONTACTS

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