

INTERNATIONAL PERSONALIZATION EXPO

February 24–27, 2026
Horseshoe Las Vegas



2026 Exhibitor Prospectus



INTERNATIONAL PERSONALIZATION EXPO

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See you in
2026



THE APA EXPO is the premier, can't-miss event for professionals in the personalization industry. This long-standing Las Vegas show brings over fifty years of success as the annual event for businesses involved in awards and trophies, recognition, identification, gifts and other personalized products. This is the trade show for laser engraving, but also showcases UV printing, rotary engraving, sandcarving, sublimation, direct to film, heat transfer and other small format personalization techniques. Every year, the APA Expo is the launch pad for new products in acrylic, wood, drinkware, glass and crystal, plaques, medals, personalized gifts and of course trophies and awards.

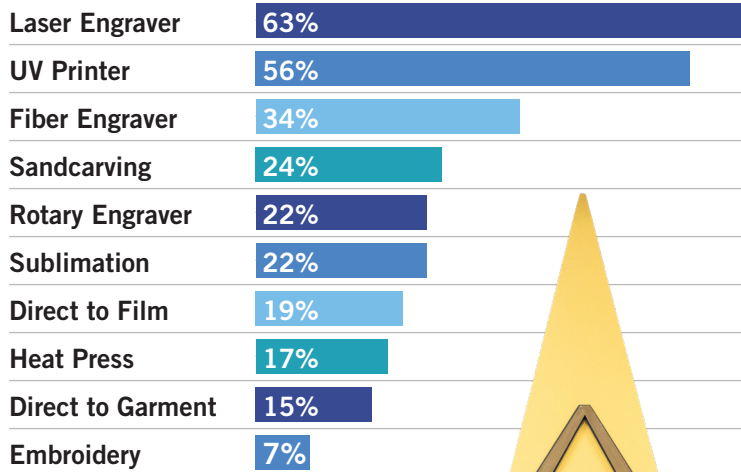
2025: Strong Performance

- Over 600 first-time attendees
- Total Expo Registration: 1,989

ATTENDEE PROFILE

Attendees of the International Personalization Expo are APA members and other small-format personalization professionals who offer engraving, sublimation, sandcarving, UV printing, personalized gifts, specialty products and awards.

The personalization professionals in attendance at the APA Expo are looking for equipment for laser engraving, UV printing and other small-format decoration techniques*:

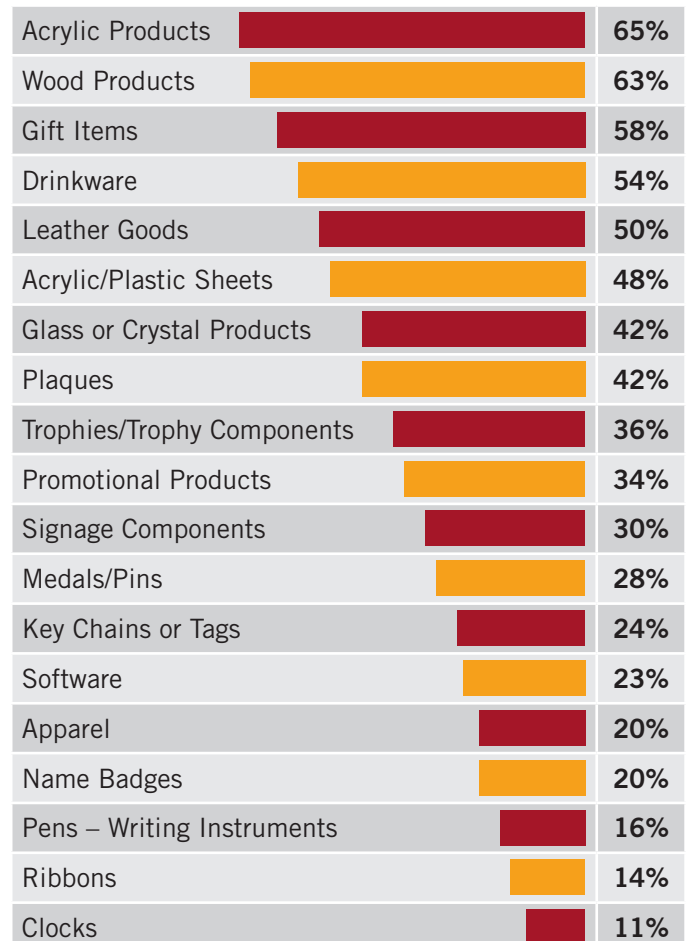


Top reasons personalization professionals come to the APA Expo*:

1. Learn about new products
2. Meet new suppliers
3. Build relationships with existing suppliers
4. Research equipment



Attendees come to the APA Expo to source acrylic, wood, award & trophy items, gifts and more*:



*Based on responses to 2025 International Personalization Expo Attendee Survey, February 2025

2025 EXHIBITOR FEEDBACK

↑19% Show Growth.
The 2025 APA Expo saw a 19% increase in exhibiting companies over 2024

94% Show Performance.
94% of exhibitors at the 2025 APA Expo reported that they achieved their overall show objectives**

100% Exhibitor Satisfaction.
100% of exhibitors rated their 2025 APA Expo experience as “good” or “better”**

**Based on responses to 2025 International Personalization Expo Exhibitor Survey, February 2025

“The APA Expo is a very welcoming and community-based event.”

—Gurmeet Grover, Brilliance Laser Inks

“Exhibiting at the APA Expo was an incredible experience! It gave me the opportunity to connect with so many talented business owners and see firsthand how excited people are about quality jewelry findings and laser blanks.”

—Katie Mullinax, Monarch Pine

“The APA Expo has long been a standout event for companies looking to showcase their products and services. What truly set the 2025 APA Expo apart was its dynamic evolution, keeping pace with the ever-changing awards and personalization industry.

In 2025, Rowmark and Johnson Plastics Plus experienced firsthand the immense value of this event. It allowed us to reconnect with our loyal customers while also engaging new prospects who were eager to discover what the APA has to offer.

Don’t miss out on the excitement and potential of the 2026 Expo—we can’t wait to see the connections and opportunities that will emerge!”

—Jessica Heldman-Beck, The Rowmark Group



“The APA Expo in Las Vegas remains the premier event for professionals in the personalization and recognition industry.

The show allows us to not only strengthen our relationships with existing customers but also helps us connect with new clients looking to develop a new partnership.

The APA Expo delivers a high-energy atmosphere where innovation, education, and networking converge. From workshops and demonstrations to industry discussions, it’s a must-attend event for anyone wanting to stay ahead in the personalization market.

For businesses looking to gain exposure, build connections, and showcase their new products, the APA Expo continues to set the standard for in-person engagement in our industry.”

—Gregory Kolenut, Marco Awards Group

“Trade shows are an important source for new customers and the 2025 International Expo drew a lot of new businesses to JDS Industries.”

—Mike May, JDS Industries



APA WHERE
PERSONALIZATION
PROS
CONNECT

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2026



2026 EXHIBIT OPPORTUNITIES

Exhibiting at the APA Expo provides excellent value and strong ROI.
APA Supplier Members enjoy discounts of over 40% on exhibit rates!

Member Rate: per 10'x10' booth	
1-4 booths	\$3100
5-9 booths	\$3050
10+ booths	\$3000

Non-member Rate: per 10'x10' booth	
1-4 booths	\$5250
5-9 booths	\$5200
10+ booths	\$5150

Corner booth fee: \$300

Island booth fee: \$3,000 (includes corners)

The basics are included! Each 10'x10' booth includes a 6' draped table, two chairs, a wastebasket, and company ID. The trade show floor is carpeted.



Reserve your space today!
[CLICK HERE](#)



PROMOTIONAL OPPORTUNITIES

Elevate your presence before, during and after the Expo! APA's promotional and sponsorship opportunities are designed to bring more qualified, educated buyers to your booth, and to increase your sales.

Non-Exclusive Sponsorships	
Official Show Sponsor	\$1,450
Special Event Sponsor	\$2,800
Education Program Sponsor	\$800

Marketing Opportunities	
New Product Showcase	\$600
Vinyl Billboard	\$1,000
Learning Lounge Session	\$800

Exclusive Sponsorships*	
Totebags (you provide)	\$4,500
Pens (you provide)	\$3,000
Lanyards	\$4,000
Awards Celebration	\$5,000
Member Breakfast	\$5,000

* Exclusive Sponsorships are available only to Official Show Sponsors

2026 APA Expo Guide Advertising	
Full Page	\$950
Half Page	\$750

Visit the [APA Exhibitor Resources](#) page for more information!