

INTERNATIONAL PERSONALIZATION EXPO



FEBRUARY 23-26, 2027
HORSESHOE LAS VEGAS

2027 Exhibitor Prospectus

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THE APA EXPO is THE SHOW for small-format personalization. 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.

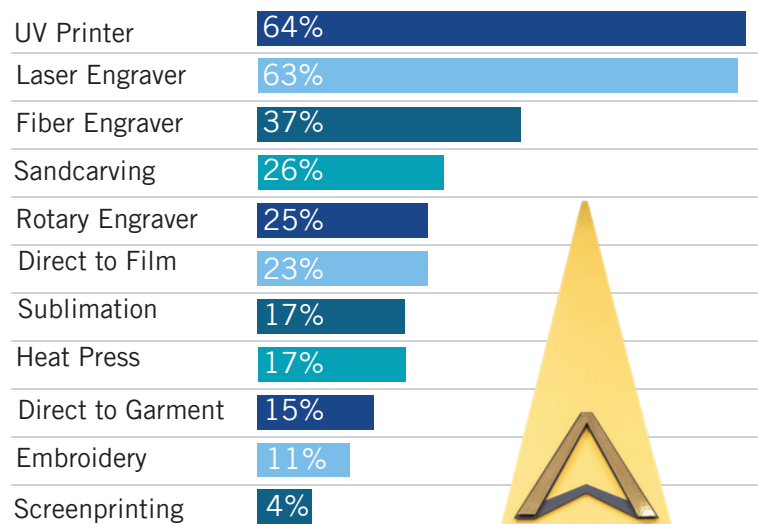
THE APA EXPO IS GROWING: 2026 STATS

- **Total Expo Registration:** 2,119 (7% increase over 2025)
- **First-time attendees:** 477
- **Total Exhibiting Companies:** 87 (6% increase over 2025)
- **Total Exhibit Space:** 19,500 square feet (10% increase over 2025)

ATTENDEE PROFILE

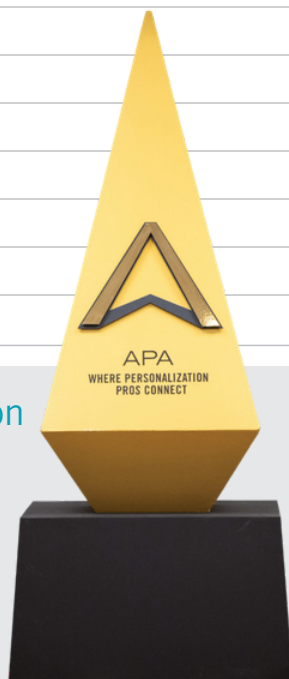
Attendees of the International Personalization Expo are APA members and other small-format personalization professionals who offer engraving, sublimation, sandcarving, UV printing, personalized gifts, specialty products and awards.

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. Research equipment
4. Build relationships with existing suppliers



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

Acrylic Products	74%
Gift Items	63%
Wood Products	63%
Acrylic/Plastic Sheets	56%
Glass or Crystal Products	56%
Plaques	51%
Leather Goods	50%
Trophies/Trophy Components	49%
Drinkware	39%
Promotional Products	38%
Key Chains or Tags	35%
Medals/Pins	34%
Signage Components	30%
Name Badges	26%
Ribbons	22%
Clocks	21%
Apparel	20%
Pens/Writing Instruments	20%
Software	18%

2026 EXHIBITOR TESTIMONIALS

“Exhibiting at the APA Expo is a great place to network with quality equipment manufacturers in the industry. As newer exhibitors in APA everyone has been welcoming and excited to help grow with new opportunities.”

—Patrick Gonzalez, Technotape LLC

“We’ve proudly attended the APA Expo for over 8 years, and the transformation under the new leadership and board has been nothing short of incredible. **APA is evolving with the next generation of personalization businesses**, adapting to the fast-changing industry while continuing to inspire innovation and growth—so much so that the show has inspired MakerFlo to step it up and introduce new, innovative products to the industry. Every year, APA brings together driven business owners ready to level up, and we’re honored to be part of that journey.”

—John Modi, MakerFlo

“Now that things have settled after the show, I wanted to take a moment to thank you and the entire APA team properly.

We came in late — signing up only three or four weeks before the show — and I know that can be a headache for organizers. But from our first conversation, you and your team made us feel welcome rather than like a last-minute scramble. On the floor, every request we brought to you was handled promptly and graciously, without any pushback. And it didn't stop when the show ended — your follow-up afterward meant a great deal, and it's not something we see from most organizers.

We've exhibited at a fair number of shows, and the difference here was real. Too often exhibitors end up feeling like just another box to tick. With APA, we felt looked after — and that goes a long way, especially for a young company showing for the first time.

Please share our gratitude with everyone who pitched in behind the scenes. We'd be glad to be back.”

—Vikram Agrahar, EZCarve Inc.

“The Marco Awards Group attends the APA Expo in Las Vegas every year because it is the single best way for those in the personalization/recognition industry to start the year. It gives us the opportunity to showcase our full product line, interact face-to-face with customers, and gather real feedback that helps not only us, but our customers as well! The show also allows us to network with other suppliers, strengthen partnerships, and gain awareness of industry trends. For both retailers and suppliers, **it's a must attend event if you want to grow your business and stay competitive.**”

—Gregory Kolenut, Marco Awards Group

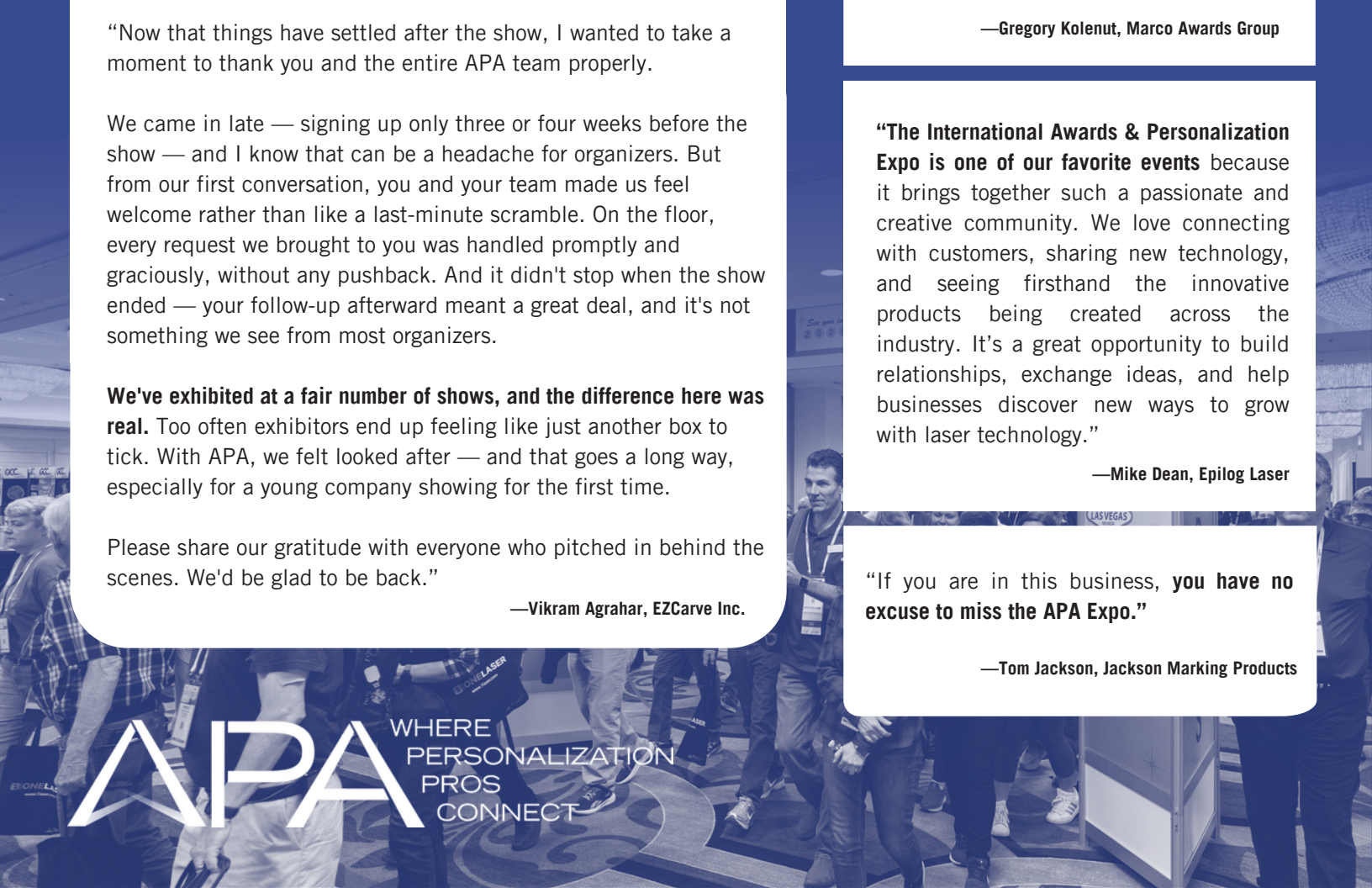
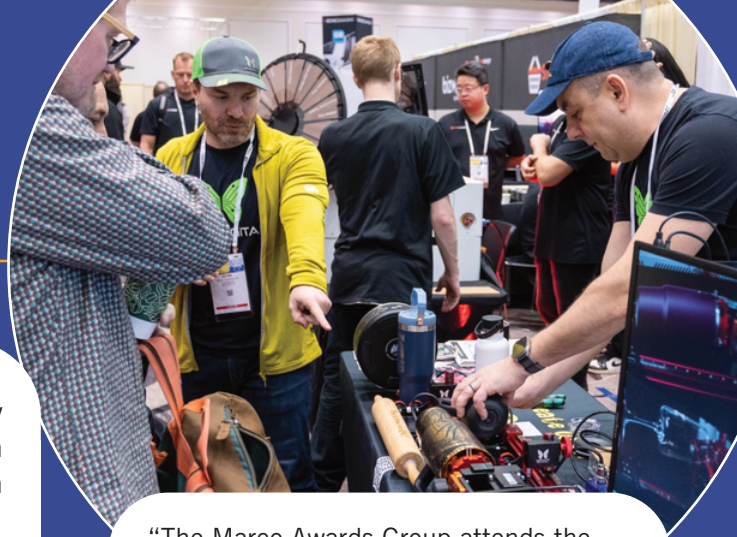
“The International Awards & Personalization Expo is one of our favorite events because it brings together such a passionate and creative community. We love connecting with customers, sharing new technology, and seeing firsthand the innovative products being created across the industry. It's a great opportunity to build relationships, exchange ideas, and help businesses discover new ways to grow with laser technology.”

—Mike Dean, Epilog Laser

“If you are in this business, **you have no excuse to miss the APA Expo.**”

—Tom Jackson, Jackson Marking Products

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2027 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	\$3200
5-9 booths	\$3150
10+ booths	\$3100

Non-member Rate: per 10'x10' booth	
1-4 booths	\$5350
5-9 booths	\$5300
10+ booths	\$5250

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	\$1,500
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!