

i m p r e s s i o n s

# Brand Prospectus 2026

[impressionsexpo.com](http://impressionsexpo.com)

[impressionsmagazine.com](http://impressionsmagazine.com)



# General Overview

As a leader in the decorated-apparel and imprinted-products industry for over 40 years, Impressions attracts the most qualified industry buyers; both attendees and subscribers from all over the world. Our three interconnected product offerings — Impressions Expo and Impressions Magazine & Media work in sync to create the Impressions Universe, which serves as an ever-evolving resource and networking hub for the entire industry.

## impressions universe

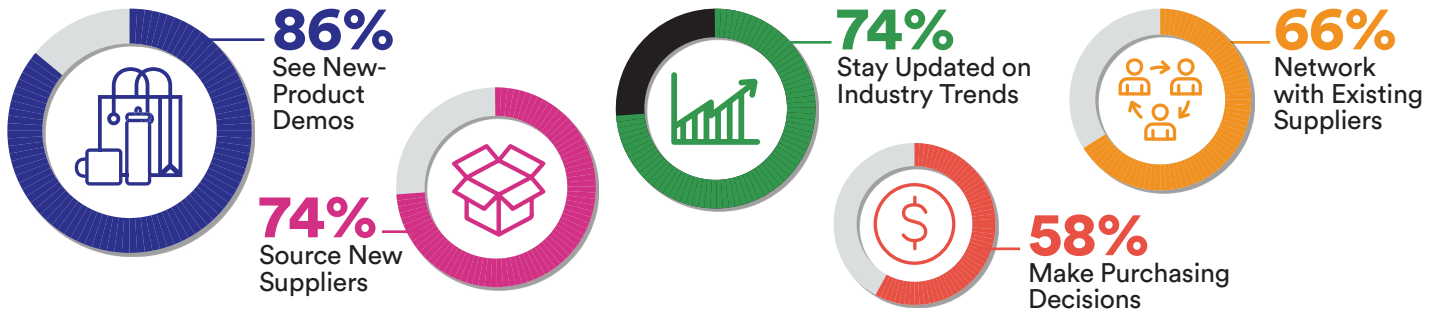
Make an impression on your decorated-apparel business



Our combined strategic marketing efforts as the collective Impressions brand spans **over 100,000** industry professionals. Impressions has grown into a well-seasoned, one-stop destination to learn about and source the latest equipment, supplies, trends, and techniques in the decorated-apparel market.

# Why is Impressions Right For Your Brand?

Decorated apparel businesses are part of the Impressions community for a variety of reasons. Put your brand in front of these decision makers who look to:

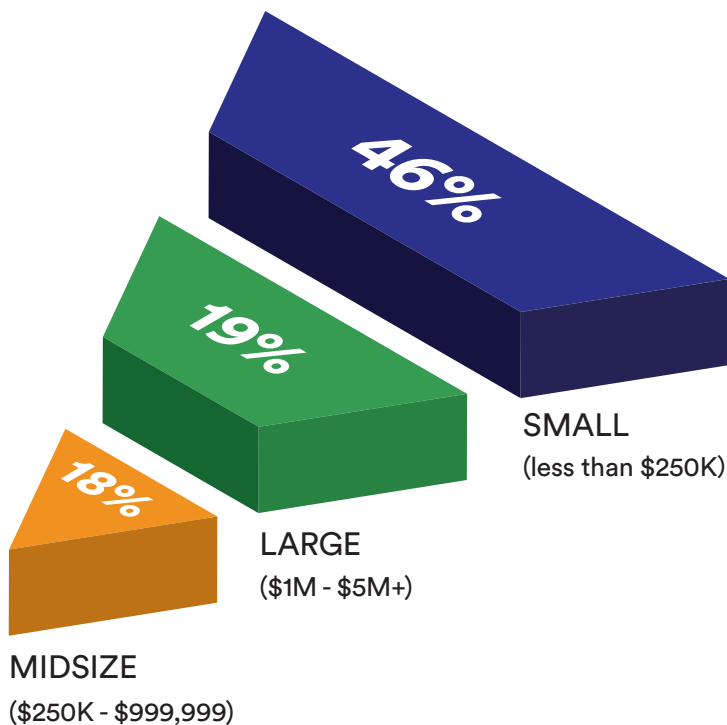


## Who We Serve - Continuing to Bring Our Community Together

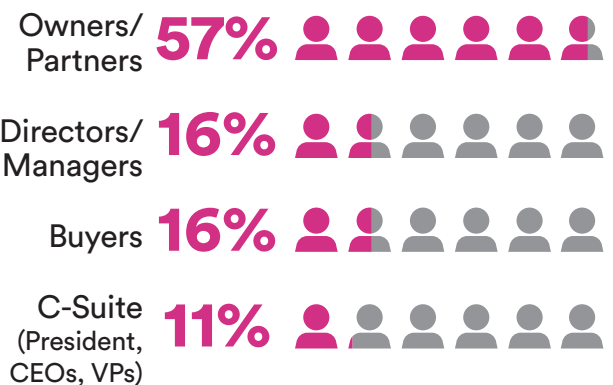
In 2020, there were an average of around **90,500 employees** that were part of the apparel-manufacturing industry in the United States. Whether exhibiting, advertising, or sponsoring, Impressions supports all industry suppliers not only to promote their products but to close sales as well. Without market exposure and volume sales, companies cannot increase their scale. The Impressions Universe provides a robust sales platform that can boost your company's bottom line with one or multiple touchpoints.

### Company Types

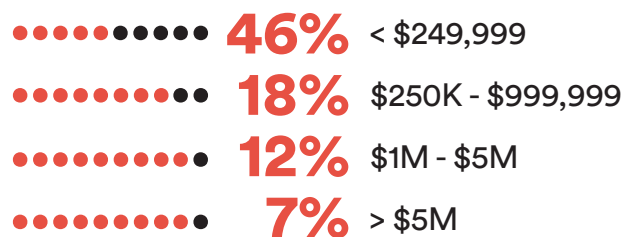
Based on Annual Sales



### Attendee Demographics



### Annual Sales of Companies in attendance



# Our Immersive/Integrated Offerings

Impressions offers a suite of products and services to help take your business to the next level. With our unique, three-pronged approach, our integrated offerings promote continuous business development. Whether it's transitioning real world show programming onto our virtual platforms, or launching the first of its kind content library, our offerings were created to give our customers consistent and unparalleled access to industry expert insights.



## Impressions Media



## Impressions Expo Shows



## impressU Conference Sessions

No matter what type of garment decorator your company services, our suite of products is designed with the entire industry in mind. Learn which product works best for your company and spark endless routes to help your business grow!

### i m p r e s s i o n s   e x p o

#### Expo & Conference

Product and service innovation showcase, with opportunities to meet buyers face-to-face.

- Long Beach
- Atlantic City
- Dallas

25,000 attendees annually

### i m p r e s s i o n s

The Decorated Apparel Authority

#### Print & Digital Media

Editorial and sponsorship opportunities that help your company increase its market reach.

- Print & Digital Advertising
- Monthly E-Newsletters
- E-blast Program
- Website + Retargeting
- Product Guide
- Social Media Campaigns

62,000+ Digital & Print subscribers

# Product Categories

Regardless of your company's size or the types of products it offers, Impressions provides access to every sector of the apparel-decoration industry. The following is a snapshot of a sampling of products offered by suppliers that are part of our community:

## Apparel Blanks

- Athletic Apparel/Teamwear
- Caps/Headwear
- T-shirts

## Blank Non-Wearables

- Backpacks/Knapsacks
- Bags
- Promotional Products

## Cutting Equipment & Supplies

- Die Cutters
- Laser Cutters
- Vinyl Cutters

## Digital Decorating

### Equipment & Supplies

- Direct-to-Garment
- Inkjet
- Sublimation

### Embroidery Equipment & Supplies

- Needles
- Singlehead & Multihead Machines
- Thread

## Heat-Applied

### Equipment & Supplies

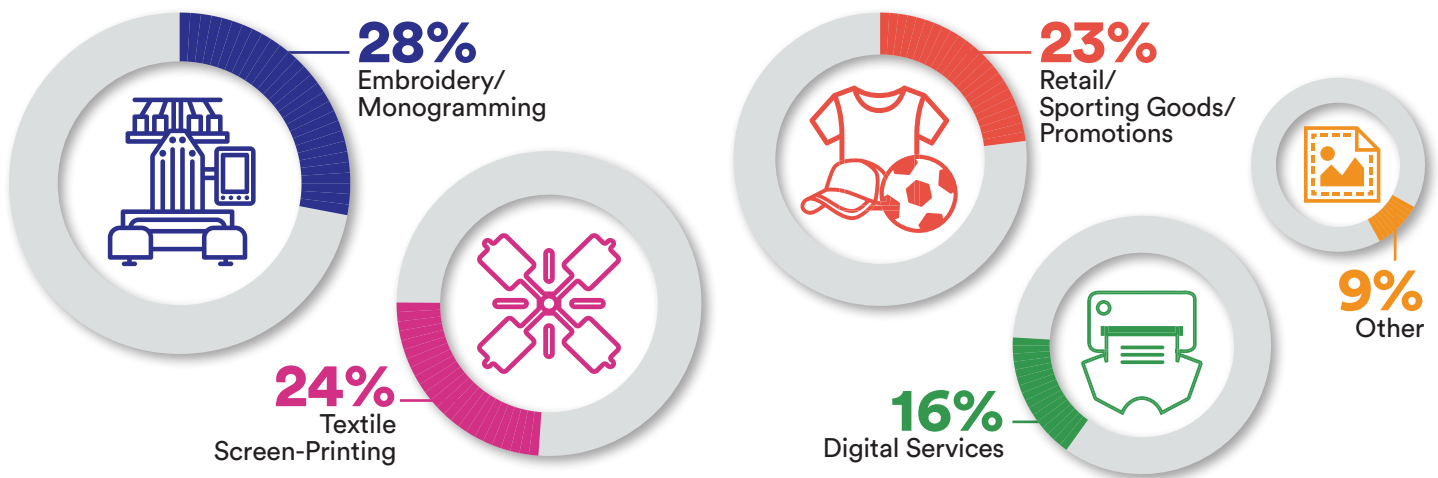
- Heat Presses
- Lettering
- Transfers

## Screen-Printing

### Equipment & Supplies

- Drying Equipment
- Inks
- Printing Presses

## Industry Breakdown (Long Beach, Atlantic City, Fort Worth combined)



## Supporting businesses to scale

Impressions is a partner in helping your business increase its scale. From hosting face-to-face events designed to bring the decorated-apparel community together, to providing multiple touchpoints to help you reach industry buyers year round, we have the right solutions to ensure your business' success.

On average, **60% of Attendees** will place an order with one or more **NEW VENDORS**.



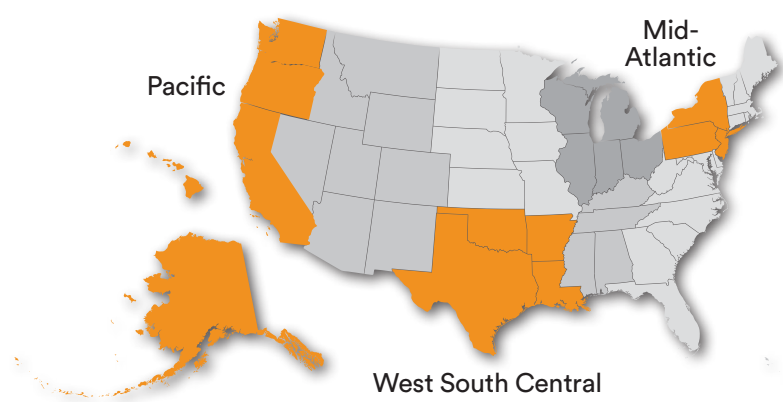
# Supporting your brand goals

Thousands of Owners, Buyers, Directors and Managers become a part of the Impressions community. Our national live events allow customers to foster new connections and build long standing partner relations. Since 2019, **63% of exhibitors** have returned to our live shows/events and an average of **37% of Impressions Expo exhibitors** are new; providing attendees with fresh sourcing opportunities annually.

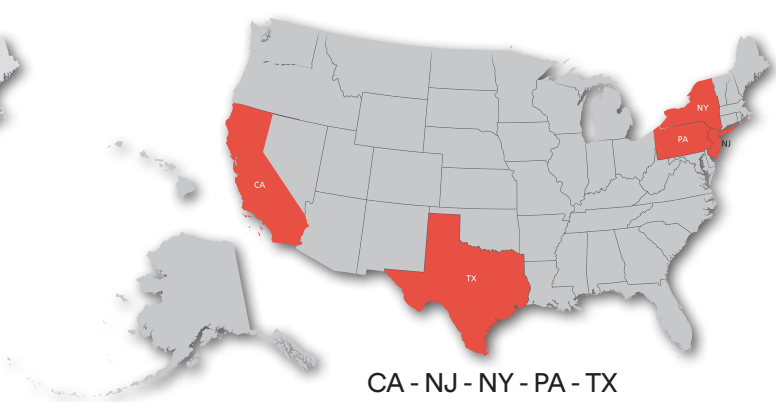
## Geographic Breakdown

The Impressions Universe spans across the United States, reaching companies and customers from all regions.

### Top 3 Regions in Attendance



### Top 5 States in Attendance



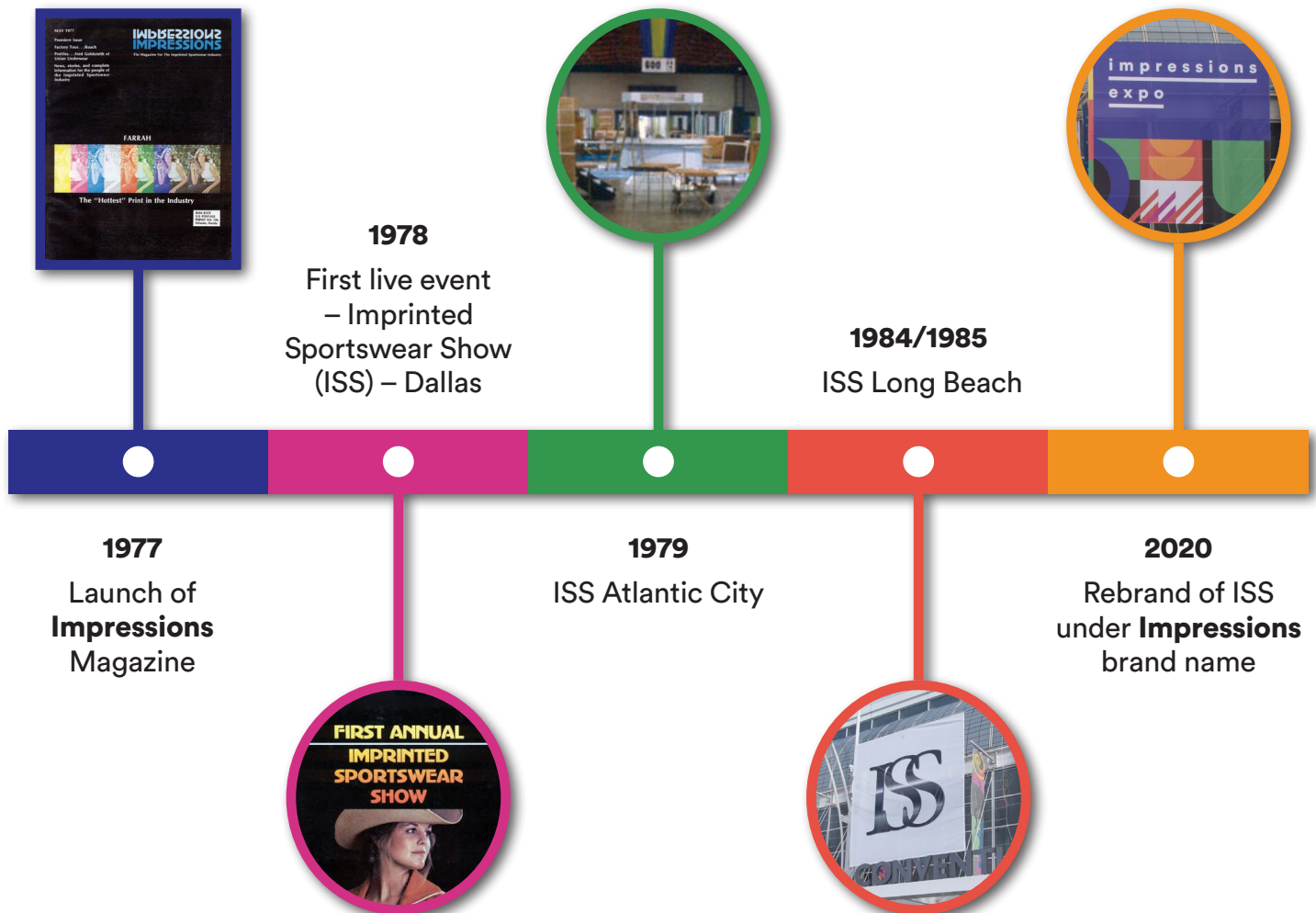
## In-Person Show Breakdown

| National                    | Hyper – Regional                  |
|-----------------------------|-----------------------------------|
| Long Beach                  | Atlantic City & Fort Worth        |
| 14,000+<br>total attendance | 4,000 - 7,000<br>total attendance |
| 100,000+ NSF                | 30,000 - 40,000 NSF               |

Hundreds of thousands of industry professionals have walked through our show halls, participated in our webinars, or subscribed to our online and print magazine newsletters. As the leading provider for industry-specific and relevant content, our exhibitors and attendees, are continuously provided with educational materials to boost your company’s goals.

# Timeline

Impressions as a brand has grown exponentially since its inception. Originating with the creation of our print magazine in 1977, Impressions has continued to expand and grow our brand over the last 40 years to encompass three annual shows, eight print publications and multiple online marketing opportunities, and thousands of subscribers and attendees. With the launch of the industry's first-of-its-kind, year-round online educational video content library, Impressions continues to garner the attention of our audience 365 days a year.



## The Journey Continues

At Impressions, our mission has remained true as we continue to grow and foster relationships within the decorated-apparel industry. Impressions exhibitors and sponsors are valuable brand partners, and we strive to provide the tools and knowledge needed to strategically grow your business. Become a member of our community and ***make a lasting impression.***

# Contact Us

For questions regarding your registration, please contact Customer Service between the hours of 9:00 am - 6:00 pm Eastern Standard Time.

**Impressions Expo Long Beach:** (864) 342-6256

**Impressions Expo Dallas:** (864) 342-6285

**Impressions Expo Atlantic City:** (864) 208-8366

**Impressions Team:** [info@impressionsexpo.com](mailto:info@impressionsexpo.com)

## The Impressions Team



**Kayla McGarry**  
Associate Show Director  
[kayla.mcgarry@emeraldtx.com](mailto:kayla.mcgarry@emeraldtx.com)



**Morgan Hildebrandt**  
Account Executive  
(Companies A-F, P-R, and T-Z)  
[morgan.hildebrandt@emeraldtx.com](mailto:morgan.hildebrandt@emeraldtx.com)



**David Braswell**  
Account Executive  
(Companies G-O, and S)  
[david.braswell@emeraldtx.com](mailto:david.braswell@emeraldtx.com)



**Karen Atchison**  
Senior Account Executive  
Print and Digital  
[karen.atchison@emeraldtx.com](mailto:karen.atchison@emeraldtx.com)



**Richard Resing**  
Account Executive  
Print and Digital  
[richard.resing@emeraldtx.com](mailto:richard.resing@emeraldtx.com)



**Adam Cort**  
Content Director  
[adam.cort@emeraldtx.com](mailto:adam.cort@emeraldtx.com)



**Chris Drew**  
Design Director  
[chris.drew@emeraldtx.com](mailto:chris.drew@emeraldtx.com)



**Dustin Shrader**  
Managing Editor  
[dustin.shrader@emeraldtx.com](mailto:dustin.shrader@emeraldtx.com)



**Linette Dao**  
Senior Marketing Director  
[linette.dao@emeraldtx.com](mailto:linette.dao@emeraldtx.com)



**Syera McClintock**  
Marketing Manager  
[syera.mcclintock@emeraldtx.com](mailto:syera.mcclintock@emeraldtx.com)



**Jenna Ursaner**  
Event Marketing Specialist  
[jenna.ursaner@emeraldtx.com](mailto:jenna.ursaner@emeraldtx.com)



**Linyer Zieman**  
Registration Manager  
[linyer.zieman@emeraldtx.com](mailto:linyer.zieman@emeraldtx.com)



**Melissa Burst**  
Conference Content Manager  
[melissa.burst@emeraldtx.com](mailto:melissa.burst@emeraldtx.com)



**Kathleen Mendez**  
Conference Manager  
[kathleen.mendez@emeraldtx.com](mailto:kathleen.mendez@emeraldtx.com)



**Alexis Jennings**  
Coordinator, Conference  
[alexis.jennings@emeraldtx.com](mailto:alexis.jennings@emeraldtx.com)



**Jody Mosley**  
VP, Operations  
[jody.mosley@emeraldtx.com](mailto:jody.mosley@emeraldtx.com)



**Morgan Worley**  
Operations Manager  
[morgan.worley@emeraldtx.com](mailto:morgan.worley@emeraldtx.com)

## The Impressions Universe:

i m p r e s s i o n s

i m p r e s s i o n s e x p o

i m p r e s s i o n s

