

WhatTheyTh!nk

The logo for TAGA NextGen. It features a colorful graphic on the left consisting of a grid of squares in blue, yellow, and red, with a white curved line passing through them. To the right of this graphic, the word "TAGA" is written in a large, bold, black sans-serif font, and "NextGen" is written below it in a smaller, black sans-serif font.

TAGA NextGen

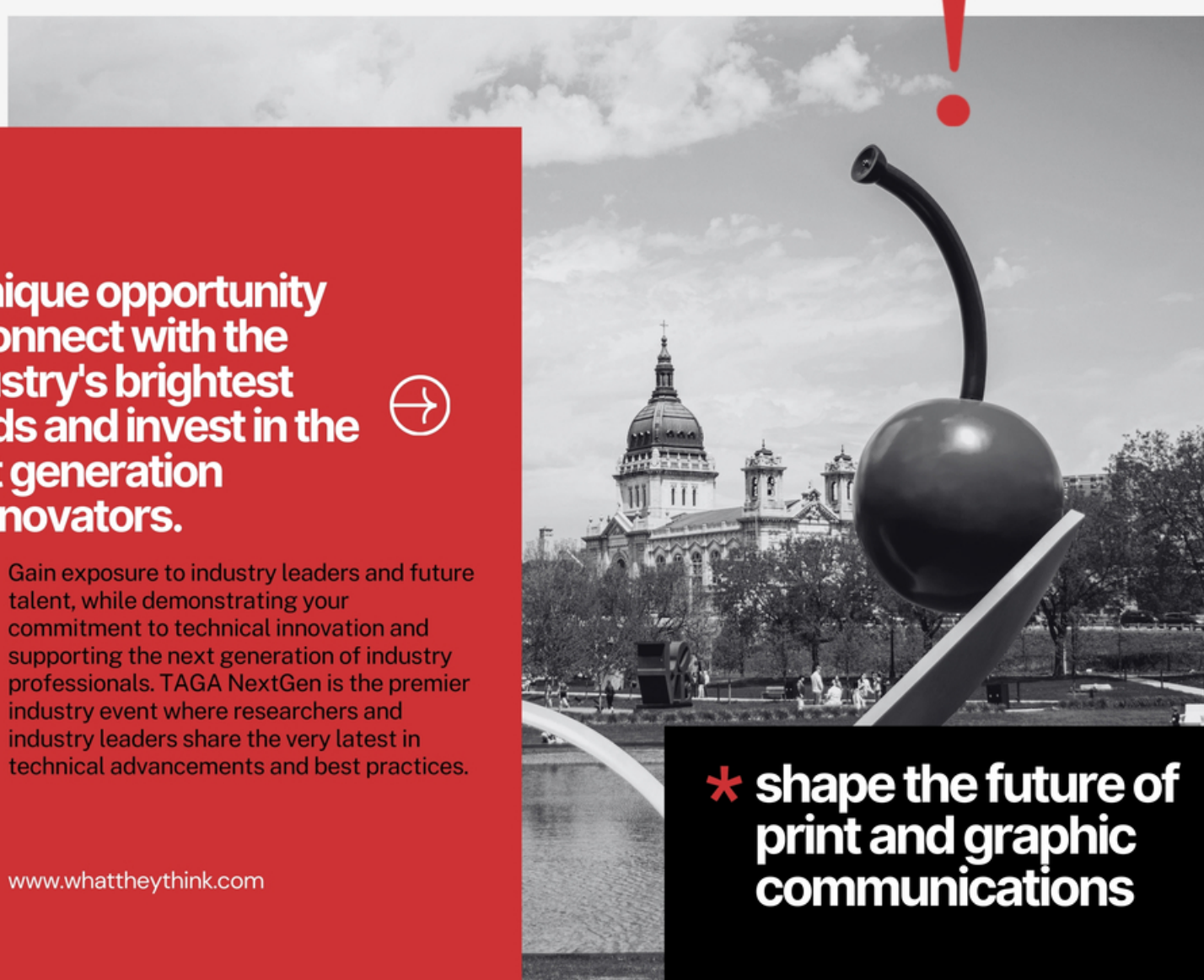
March 16-19, 2026

**A unique opportunity
to connect with the
industry's brightest
minds and invest in the
next generation
of innovators.**



Gain exposure to industry leaders and future talent, while demonstrating your commitment to technical innovation and supporting the next generation of industry professionals. TAGA NextGen is the premier industry event where researchers and industry leaders share the very latest in technical advancements and best practices.

www.whattheythink.com

The background of the lower half of the poster is a black and white photograph of the Minnesota State Capitol building. In the foreground, there is a large, dark, glossy sculpture of a cherry with a long stem and a single leaf, positioned as if it's about to be tossed or is just landed. A large red exclamation mark is placed above the cherry's stem. The bottom right corner of the image is overlaid with a black box containing white text.

*** shape the future of
print and graphic
communications**

Our Goal

Get ready to shape the future of print and graphic communications. The TAGA NextGen 2026 Conference is coming to Minneapolis from March 16-19, 2026, and we invite you to partner with us. This event is a unique opportunity to connect with the industry's brightest minds and invest in the next generation of innovators. We offer a range of sponsorship tiers designed to meet your company's goals and maximize your exposure. Each level provides a unique chance to showcase your commitment to innovation and talent development.



Meet the On-Site Team



Birgit Plautz

TAGA President | Gavel Bearer



Mark Bohan

Immediate Past President |
Member Wrangler



Adam Goldman

Sales | Best Buddy



Amy Hahn

Videographer | Attitude



Julie Shaffer

Program Coordinator | Here to Help

WhatTheyTh!nk



Sponsorship Levels

■ Platinum Sponsorship



- Individual table top in our sponsor hall
- Conference signage recognition
- Post conference attendee list (opt-in)
- Recognition on the TAGA conference website
- Two (2) attendee registrations
- Sponsorship recognition for the banquet and lunches
- Full page ad in the conference handbook with logo and 75 word company description in the handbook.

\$6,000

■ Gold Sponsorship

- Individual table top in our sponsor hall
- Conference signage recognition
- Post conference attendee list (opt-in)
- Recognition on the TAGA conference website
- One (1) attendee registration
- Sponsorship recognition for the reception before the banquet
- Half page ad in the conference handbook with logo and 60 word company description in the handbook.

\$4,000

WhatTheyTh!nk



Sponsorship Levels

■ Silver Sponsorship



- Individual table top in our sponsor hall
- Conference signage recognition
- Post conference attendee list (opt-in)
- Recognition on the TAGA conference website
- One (1) student sponsorship
- Sponsorship recognition for the coffee breaks
- Quarter page ad in the conference handbook with logo and 40 word company description in the handbook.

\$2,000

■ Student Sponsorship

- One (1) student sponsorship
- Sponsorship recognition for the coffee breaks
- Quarter page ad in the conference handbook with logo and 40 word company description in the handbook.

\$500

WhatTheyTh!nk

Thank You

The Technical Association of the Graphic Arts is an international community of industry professionals, academics and students dedicated to scientific research and technological innovation in the diverse field of graphic communications. The Annual Technical Conference provides one of the premier platforms for communication, publication, and outreach in the graphic communications industry. During the event, industry leaders, innovators, researchers, scientists, and end users can evaluate the latest R&D and learn how it can impact their own activities and business.

Mission: To provide a worldwide forum for sharing and disseminating theoretical, functional, and practical information on current and emerging technologies for graphic arts print production and related processes.

WhatTheyThink is a non-profit membership organization serving the broader printing industry. As the independent voice of the industry, it is the go-to information source for the industry. Our mission is to inform, educate, and inspire the industry as well as provide a platform that can support our members in making better business and buying decisions.

Your support helps us continue to provide valuable industry information as well as to build and nurture an essential community for print excellence. Thank you, and we appreciate you.



 +1 847-331-1316

 agoldman@whattheythink.com

 www.whattheythink.com