

PACK EXPO International 2016

THE MAIN EVENT FOR PROCESSING AND PACKAGING

CHICAGO
ILLINOIS



NOV

6-9



Submit your space
application today.
packexpointernational.com



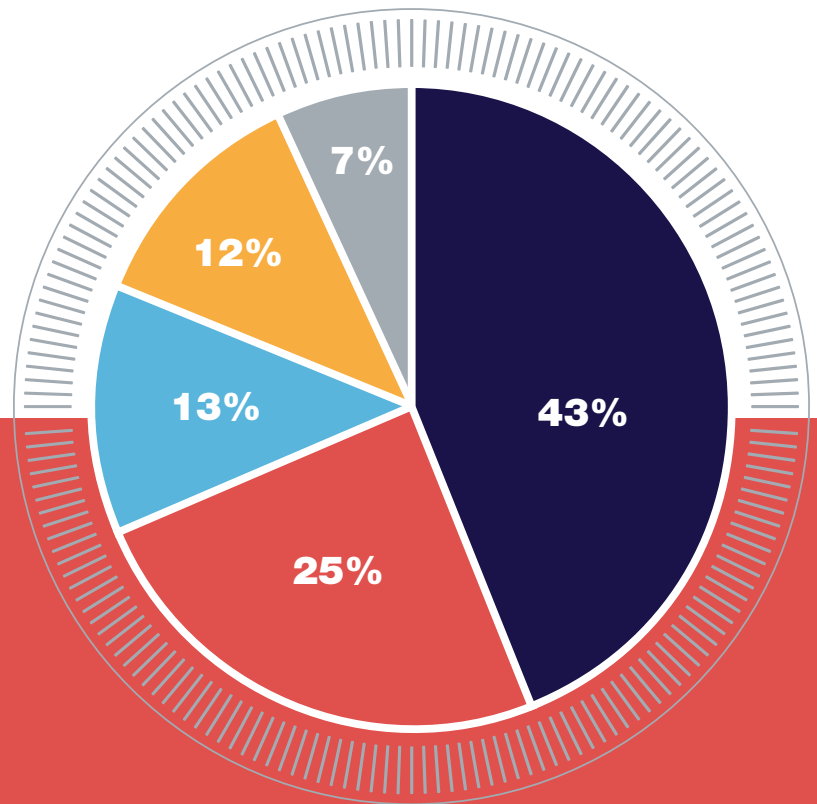
Co-located with: **PHARMA EXPO™**

Exhibitor Prospectus

THIS SHOW IS THE ONE...

...Where You Meet All Your Buyers

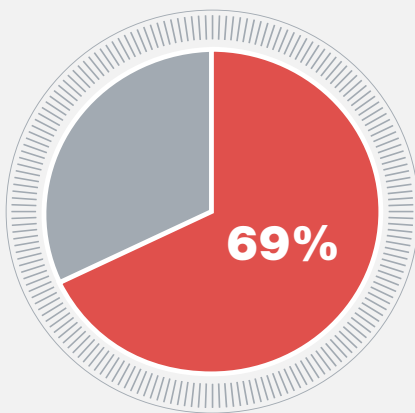
- ➔ **50,000** attendees
- ➔ **7,000** international visitors from over **130** countries
- ➔ **40+** vertical markets represented



...Where Decision Makers Go

- Significant Influence
- Final Decision Maker
- Initial Recommendation
- Other
- Research New Products

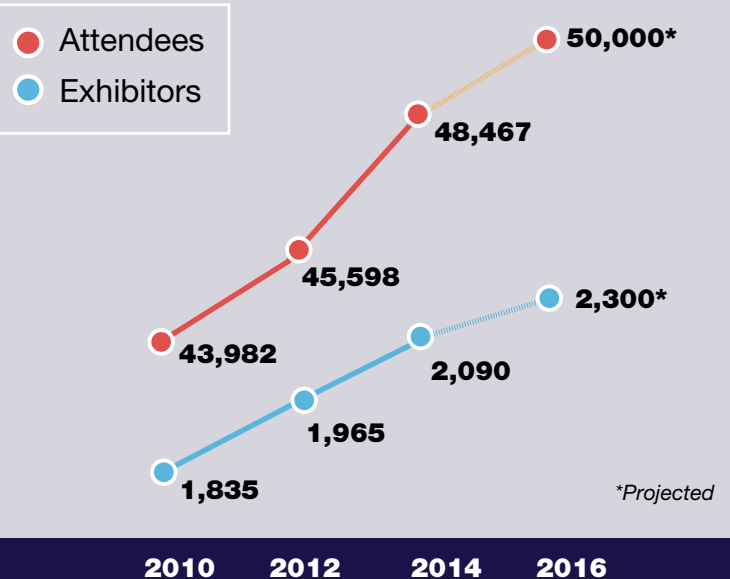
...That Attendees Choose Over Every Other



of PACK EXPO International attendees attend no other brand of show

...That Continues to Deliver

PACK EXPO International participation



IT'S THE ONE EVENT IN 2016...

...That Brings the World into Reach

PACK EXPO International is the only U.S. processing and packaging event promoted by the U.S. Commercial Service International Buyer Program. Buyers come from more than 130 countries around the world.

Top 10 Countries Represented at PACK EXPO International 2014 (outside the U.S.)

- | | |
|------------|------------------|
| 1 Canada | 6 India |
| 2 Mexico | 7 Brazil |
| 3 China | 8 United Kingdom |
| 4 Japan | 9 Italy |
| 5 Colombia | 10 Germany |

7,000 attendees from outside the U.S.

50,000 ATTENDEES

"This is the largest, most effective show for our industry. From engineers to maintenance, everyone is at this show."

– Jan Visser, Sales Manager/Director, Markem Imaje

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"This is a great show for reaching prospects and customers from a wide range of different markets."

– Kathi Jones, Director of Marketing,
Marlen International



"The show offers an incredible opportunity to showcase innovation and get business done. Our target market—past, present and future customers—are walking these aisles."

– Stephen Bates, Director of Sales
& Marketing, Starview Packaging
Machinery, Inc.

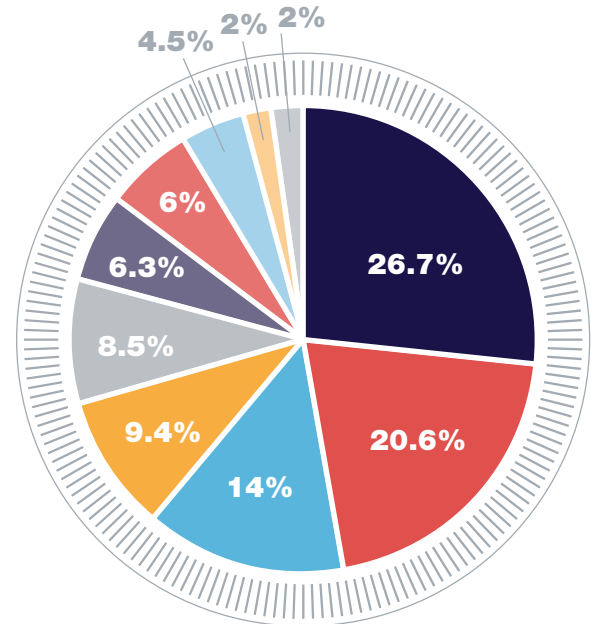
THESE LEADS ARE TOP QUALITY

Start Collaborating on the Show Floor

PACK EXPO International attendees come ready to work and make buying decisions.

Attendee Job Functions:

- Management—General, Corporate, Plant, Project
- Engineering
- Sales
- Production/Manufacturing
- Facility Design, Quality Assurance – Other
- Purchasing
- Package Design/Marketing/Brand Manager
- Research/Development
- Automation/IT
- Logistics/Supply Chain Management



72% OF ATTENDEES SPECIFY/RECOMMEND OR MAKE A PURCHASING DECISION

Meet with Major CPGs and Retailers

These leading companies and thousands more attend regularly:

3M	Dow Chemical	Mondelez International
Amazon.com	Frito-Lay	Nestlé
Apple	GE	Perdue
Coca-Cola	General Mills	Safeway
ConAgra	Hormel Foods	Samsung
Costco	Kraft Foods	Target
DelMonte	MillerCoors	Tyson

“We choose to come back year after year because of the quality leads. CPGs and retailers abound.”

– Lincoln Osbon,
International
Sales Manager,
Do-It Corporation

Visit the Exhibit section at packexpointernational.com and select “Who Attends” for a full list.

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Reasons for Attending



89% – Seeing new types of machinery, technology, materials and containers



76% – Obtaining information needed to recommend a purchase



71% – Developing new relationships with vendors



31% – Making a purchasing decision



“At PACK EXPO, we’re speaking with good quality leads. It’s not just about collecting contact details—we’re sitting down with engineering groups to talk through real projects.”

– Steve Nixon, General Manager,
Descon Integrated Conveyor Solutions

12 AVERAGE NUMBER OF HOURS BUYERS SPEND ON THE SHOW FLOOR

We Bring the Buyers to You

Our comprehensive marketing campaign drives the right attendees to the show and helps direct them to your booth.

Event Website – packexpointernational.com


- Mobile friendly (responsive design)
- **1.1 million** pageviews
- **486,032** exhibitor profile views
- **107,758** links back to exhibitors’ company websites

PACK EXPO International 2014 Marketing Snapshot:

- **441,000+** direct mail impressions
- **226** interactive ads
- **135** print ads
- **297,412** booths added to My Show Planner agendas

THIS IS REAL ROI

Expand into New Markets—They're All Here

Food & Beverage	Personal Care & Chemical	Other Packaged Goods
Number of Attendees		
<p>7,205 Baking & Snacks</p> <p>6,445 Beverage</p> <p>3,657 Confectionery/Candy</p> <p>4,226 Dairy</p> <p>3,224 Fruit/Vegetables</p> <p>3,672 Grain/Mill/Cereal</p> <p>3,754 Meat/Poultry/Seafood</p> <p>5,107 Prepared Foods</p> <p>1,801 Produce/Fresh</p> <p>2,150 Wine/Beer/Spirits</p>	<p>3,283 Chemical</p> <p>2,668 Cosmetics/Toiletries</p> <p>2,024 Soaps/Household Chemicals</p> 	<p>2,728 Automotive</p> <p>3,061 Container Manufacturing</p> <p>2,390 Electronics</p> <p>1,012 Furniture/Fixtures</p> <p>1,694 Hardware/Tools</p> <p>1,574 Metals</p> <p>3,927 Paper/Printing</p> <p>478 Petroleum</p> <p>876 Textile/Apparel</p> <p>822 Toys/Sports/Crafts</p> <p>6,709 Other</p>



Pharma EXPO made its debut in 2014, co-locating with PACK EXPO International, and was an immediate success. For the 2016 show, PMMI will again join forces with the world-renowned International Society for Pharmaceutical Engineering (ISPE) to offer a conference and trade show in McCormick Place's West Building with a wide range of solutions for the entire pharmaceutical lifecycle, and boundless opportunity for the cross-pollination of ideas across

industries. Pharma EXPO attracts decision makers from the pharmaceutical, biopharmaceutical, medical device, personal care and nutraceutical industries.

Attendees will find solutions for:

- | | |
|---------------------------------|-----------------------------------|
| Anti-Counterfeiting | Packaging |
| Cleaning and Sterilization | Processing |
| Commissioning and Qualification | Quality Control/Quality Assurance |
| Controls and Robotics | Sterilization Solutions |
| Dosing | Supply Chain Services |
| HVAC | Tamper-Proof Packaging |
| Labeling | Track and Trace |
| Operations/Manufacturing | Validation |



Pharma EXPO is a joint venture of



SHOWCASE YOUR SPECIALTIES

The Brand Zone



Brand managers, marketers and designers make The Brand Zone their first stop for innovations that can help create strong branding statements. And The Showcase of Packaging Innovations®, sponsored by Dow®, draws even more foot traffic to the area. There's no better place to showcase your:

Packaging materials – glass, plastic, metal, paperboard • State-of-the-art labeling and decorating technologies • Re-sealing technologies

Located in the North Upper Hall

The Processing Zone



Decision makers from industries like baking & snack, beverage, meat and poultry, dairy, and fruit and vegetable start their search for front-of-the-line solutions in The Processing Zone. This 100,000 square-foot area is the ideal place to showcase processing solutions that will help your customers:

Increase efficiency • Achieve total system integration • Ensure safety

Located in the Lakeside Upper Hall

The Confectionery Pavilion



From extrusion to enrobing or cooling to portion control, your solutions for candy, chocolates, gum and snacks will be in the spotlight in The Confectionery Pavilion. Featuring a networking lounge, this pavilion draws crowds of candy and snack producers looking for new solutions such as:

Aeration • Batch refining • Cooling conveyors • Extruders, cutters and depositors • Enrobers, coaters and fillers • Re-sealable packaging

Sponsored by the National Confectioners Association (NCA).

Located in the South Hall

The Reusable Packaging Pavilion



Decision makers looking to cut costs, reduce their impact on the environment or gain supply-chain efficiency want to learn about your reusable pallets, hand-held containers, bulk containers, dunnage and other alternatives to single-use transport packaging. Educational presentations in the Reusables Learning Center are an additional draw for footprint-conscious prospects.

Sponsored by the Reusable Packaging Association (RPA).

Located in the Lakeside Upper Hall

Submit your space application today! packexpointernational.com/exhibit2016

FOR EXPOSURE, FOR LEADS, FOR ROI—THIS IS THE MAIN EVENT

Visit packexpointernational.com/exhibit2016 to:

1. View the most current floor plan.
2. Determine desired size and location of your booth.
3. Complete the exhibit space application.
4. Submit your application with your 25% non-refundable deposit. The non-member rate is \$28 per square foot including drayage. (PMMI member rates vary. Call to inquire.)
5. Review the rules and regulations.



**Submit your space
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Questions? Contact us:

Beth Murray
bmurray@pmmi.org
571.612.3186

Krista DeBrosse
kdebrosse@pmmi.org
571.612.3215

Merideth Newman
mnewman@pmmi.org
571.612.3208

Extend Your Reach through Sponsorship

With 50,000 attendees at McCormick Place during PACK EXPO International and Pharma EXPO, sponsorships are a valuable opportunity to make your name known.

- Increase brand recognition.
- Boost booth traffic.
- Position your company as a leader.

Exhibit Hours

Sunday, November 6	9 am – 5 pm
Monday, November 7	9 am – 5 pm
Tuesday, November 8	9 am – 5 pm
Wednesday, November 9	9 am – 3 pm

Contact Steve Osborne or Mike Bradley to discuss the sponsorship possibilities!
sosborne@pmmi.org | mbradley@pmmi.org | 610.647.8585