



®

INTERNATIONAL

October 14-17, 2018
Chicago, Illinois USA

THE MAIN EVENT

FOR PACKAGING SOLUTIONS

Submit your space application today!
packexpointernational.com

EXHIBITOR PROSPECTUS

Co-located with:
Healthcare⁺
PACKAGING
EXPO

YOUR KEY OPPORTUNITY

It only comes around every two years, and in 2018 it will be the biggest packaging event in the world, bringing together packaging professionals from every vertical industry and 130+ countries around the world. So if you're going to exhibit anywhere in 2018, make it **PACK EXPO International**—The Main Event.



50,000
attendees

7,000
international buyers

40+
vertical markets

1.2
million+ nsf

THE RIGHT DECISION MAKERS

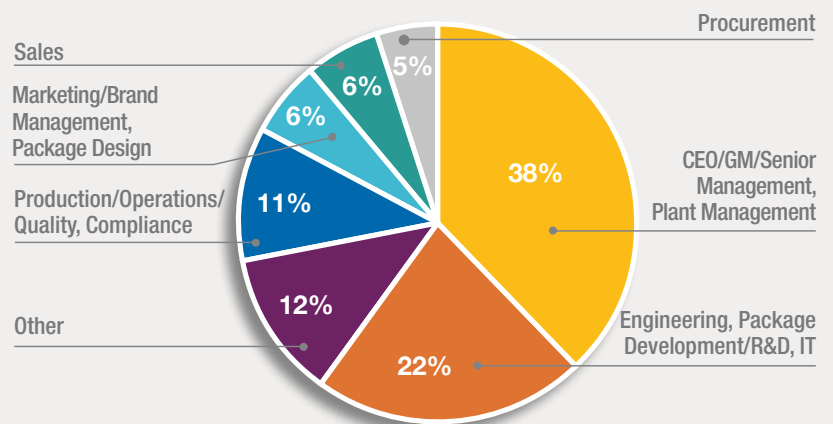
At PACK EXPO International, you won't just be collecting names; you'll be selling solutions to prospects with real, funded projects—and real buying power.

More than 1/3
of attendees are responsible for multiple plants.

New faces every time.
Nearly half of attendees are first-timers.

95% of exhibitors surveyed said attendees are in their target range of titles and industries.

Attendee Job Functions



Attendee demographics refer to end users, retailers and contract packagers only.

SUBMIT YOUR SPACE APPLICATION TODAY
AT [PACKEXPOINTERNATIONAL.COM!](http://PACKEXPOINTERNATIONAL.COM)

THE EVENT THAT DELIVERS

Decade after decade, PACK EXPO International has proven to deliver a great return on investment for its exhibitors.

GLOBAL IMPACT

Buyers come to PACK EXPO International from **133 countries** around the world.

Top 12 Foreign Countries Represented at PACK EXPO International 2016

- | | |
|-------------|--------------------|
| 1. Canada | 7. Germany |
| 2. Mexico | 8. Italy |
| 3. Japan | 9. Brazil |
| 4. China | 10. United Kingdom |
| 5. India | 11. South Korea |
| 6. Colombia | 12. Argentina |



BUYERS ON A MISSION

45% of end users at the show are seeking or researching new vendors.

37% are keeping up with new technology.

75% of exhibitors expect to sell products or services as a result of participation.

More than **10,000 buyers** seeking vendors for an already-funded project!

“ We surpassed our lead count in 2014 and had a fantastic PACK EXPO International 2016. This is always our biggest show where we see all of the right decision-makers. ”

– Sarrina Crowley, Marketing Communications Manager, Mettler Toledo

THE EVENT THAT SPANS THE INDUSTRY

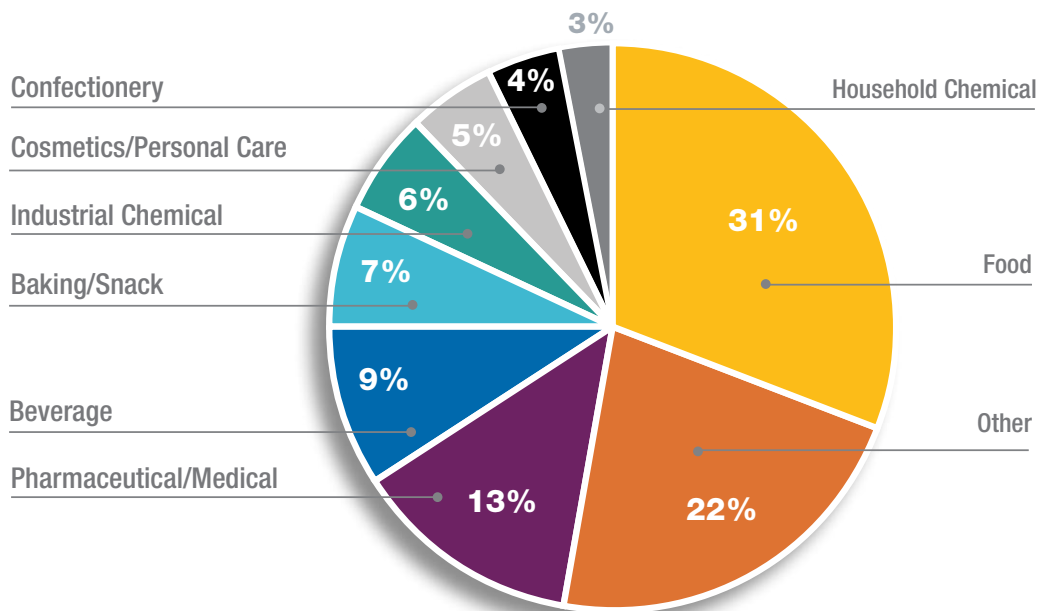
PACK EXPO International is a can't-miss event for packaging professionals from every vertical industry.

REACH EVERY MARKET

“ This PACK EXPO International was our best show yet. At this show, we always see top level executives, marketers and package designers for brands across the industries we serve. ”

– Virginia Price, CEO & Founder, Planet CanIt

Attendees by Primary Industry



CO-LOCATED SHOW DRAWS TOP PHARMA COMPANIES

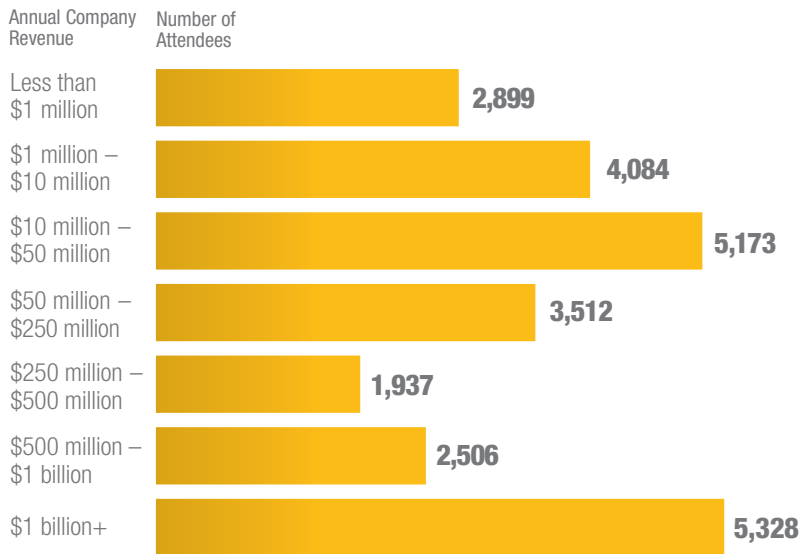
As the next generation of the pharma event that drew 23 of the World's 25 Largest Drug & Biotech Companies* to PACK EXPO International 2016, Healthcare Packaging EXPO will bring powerful pharma and medical device industry buyers to McCormick Place in 2018. Take this opportunity to showcase your crossover solutions!

*Forbes' 2016 Global 2000:
The World's Largest Drug and Biotech Companies

Healthcare⁺
PACKAGING
EXPO

Powered by: 

COMPANIES OF ALL SIZES



MAKE CONTACTS FROM MAJOR CPGS AND RETAILERS

Amazon	Kimberly-Clark
Coca-Cola	Kraft Foods
Colgate-Palmolive	Mars
ConAgra	MillerCoors
Costco	Mondelēz International
Danone	Nestlé
DelMonte	Procter & Gamble
Estée Lauder	Safeway
Frito-Lay	SC Johnson
General Mills	Target
Georgia Pacific	Tyson Foods
Johnson & Johnson	Unilever

EVERY VERTICAL IS REPRESENTED

of Attendees

Food & Beverage

Bakery/Snack.....	4,425
Beverage.....	3,839
Cereals, Breakfast Foods.....	1,783
Confection/Candy	2,180
Dairy.....	2,441
Fruits/Vegetables (Fresh, Canned, Frozen) ..	2,235
Grains, Seeds, Beans, Flour, Nuts	1,938
Meat/Poultry/Seafood.....	2,527
Prepared Foods.....	2,895
Wine/Beer/Spirits	915

Personal Care

Cosmetics/Toiletries.....	1,452
Household Chemicals/Soap	1,123

Pharmaceutical & Related

Biologics/Biopharmaceutical.....	846
Medical Devices/Diagnostic Instruments.....	1,384
Medical/Dental Instruments or Supplies.....	861
Nutraceutical, Vitamin, Dietary Supplement	1,264
Pharmaceutical.....	2,728

Other Packaged Goods

Automotive	1,276
Building/Construction/Home Improvement Products	901
Electronics.....	819
Furniture/Fixtures.....	402
Hardware/Tools	564
Pet Food/Pet Care.....	804
Textiles/Apparel	385
Tobacco	178
Toys/Sports/Crafts.....	383

Other Industries

Chemical	1,662
Consulting	1,011
Converter	828
Line Integration Engineering Services.....	797
Metals	520
Paper/Printing	1,068
Petroleum.....	213
Raw Materials (Film, Board, Resin, etc.).....	1,317

Attendee demographics refer to end users, retailers and contract packagers only. More than one category could be selected.

THE LAUNCH POINT OF YOUR LATEST INNOVATIONS

If you have a product to launch, PACK EXPO International is the place to do it. Showcase your packaging equipment, automation technologies, printing technology, materials and containers.

- Robotics
- Energy Efficiency
- Line Integration
- Labeling
- Remote Operation
- Intuitive Controls
- Hygienic Design
- Digital Printing
- Track and Trace



MARKETING SUPPORT FOR YOUR INVESTMENT

A sophisticated, comprehensive marketing campaign attracts the right buyers to the show. The PACK EXPO International 2016 marketing campaign included the following elements (and you can expect more like this in 2018):

- **460,000+** direct mail impressions
- **50-60** emails, per prospective attendee
- **125** print ads
- **277** interactive ads
- **4.9 million** page views and **509,000+** users on our mobile-friendly website
- **Mobile app** with an exhibitor search function and show planner

User-friendly marketing tools help you promote your company and booth location.

- **Exhibitor Dashboard** lets you update and upload videos or press releases to your online company listing.
- **Free Customer Invite Program** helps you distribute a code for complimentary registration to an unlimited number of your customers and prospects.



“I knew PACK EXPO would be the place to come for innovative new packaging and I was not let down—it’s getting bigger and better every year.”

– Brian Gleason, Senior Manager,
Dawn Foods Products



“PMMI does an excellent job supporting the show.”

– Sarrina Crowley, Marketing Communications Manager, Mettler Toledo

GAIN VISIBILITY IN TARGET MARKETS

NEW!



**The PACKAGE
Printing Pavilion**

South Building

This new 60,000 square-foot area showcases your printing and converting technologies. Package designers and engineers concerned with sustainability, traceability, the proliferation of SKUs and micro marketing, will want to see your:

- Smart package printing applications
- Digital color printing options for folding cartons, flexible packaging and corrugated packaging
- Labeling, coding and marking solutions



**The Containers
and Materials
Pavilion**

North Building

Let brand managers, marketers and designers see how your products can increase brand recognition, shelf impact, usability or sustainability. Enjoy extra foot traffic driven by **The Showcase of Packaging Innovations®**, sponsored by *The Dow Chemical Company®*.



**The
Confectionery
Pavilion**

South Building

Candy and snack producers visit The Confectionery Pavilion in search of specialized solutions as well as for educational presentations and networking in The Candy Bar Lounge area.

Sponsored by the National Confectioners Association



**The Reusable
Packaging
Pavilion**

Upper Lakeside Center

Educational programming and demonstrations in The Reusable Packaging Learning Center attract decision makers to this showcase for your reusable products, services and supply chain solutions. Exhibitors must be *Reusable Packaging Association* members.

Sponsored by the Reusable Packaging Association



**SUBMIT YOUR SPACE APPLICATION TODAY
AT PACKEXPOINTERNATIONAL.COM!**

“A great opportunity to connect with a wide range of customers and prospects in a single space.”

– Paul Collins, National Account Manager, Hartness

SECURE YOUR SPOT AT THE MAIN EVENT IN 2018

Go to packexpointernational.com to:

1. View current floor plans.
2. Determine your desired booth location and size.
3. Review the rules and regulations for exhibitors.
4. Complete the exhibit space application.
5. Submit a 25% non-refundable deposit with your application.

The non-member rate is \$29 per square foot including drayage.
Special PMMI member rates apply.

Questions? We're here to help.

Beth Murray
571.612.3186
bmurray@pmmi.org

Nina Sader
571.266.4409
nsader@pmmi.org

BRAND-BOOSTING SPONSORSHIPS AVAILABLE

Take advantage of sponsorship and advertising opportunities to:

- Reach 50,000 attendees.
- Stand out from the crowd.
- Gain status for your brand.

For more information, contact:

Mike Bradley
610.647.8585
mbradley@pmmi.org

Patrick Bradley
610.647.8585
pbradley@pmmi.org

For additional marketing opportunities, explore PMMI Media Group's advertising products. Visit pmmimediagroup.com.

Exhibit Hours

Sunday–Tuesday
October 14 – 16
9:00 am – 5:00 pm

Wednesday
October 17
9:00 am – 3:00 pm

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Produced by:

