

***Live Demo Planner and *Game Plan* offer extensive digital outreach through the following channels:**

- Attendee confirmation email
- Ongoing update emails to attendees personalized around categories of interest
- Exhibitor Preview e-newsletters to prospective attendees
- Prominence on Packworld.com, ProFoodWorld.com, HealthcarePackaging.com, reaching a global audience of 125K+ monthly unique visitors
- Integration into the PackExpoConnects.com home page
- Inclusion in the Countdown email, sent to both confirmed and prospective attendees
- Day-before-Preview Week email, sent to both confirmed and prospective attendees
- Day-before-PACK EXPO CONNECTS email, sent to both confirmed and prospective attendees
- Tomorrow At PACK EXPO Connects email