



# LIVE. VIRTUAL. REIMAGINED.

November 9-13, 2020



## EXHIBITOR PROSPECTUS



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# The most engaging event for the entire industry is the new PACK EXPO Connects.

Now more than ever, packaging and processing professionals need solutions for a rapidly changing world. PACK EXPO Connects offers the power of the PACK EXPO brand to deliver the decision makers you need to reach.

Spotlight your solutions and identify new business prospects during packaging's most important week of the year: November 9 – 13. You can't afford to miss PACK EXPO Connects!

## 5 reasons you need to be part of PACK EXPO Connects

**1 Experience a state-of-the-art branded Virtual Showroom.**  
We've partnered with the leading virtual show vendor, who has integrated the features your customers want exclusively for PACK EXPO Connects!



**2 Feed your sales pipeline.**  
A massive, multi-channel marketing investment will drive the industry to PACK EXPO Connects, delivering the professionals you need to engage.



**3 Exclusive content.**  
PACK EXPO Connects offers daily educational content and interviews with industry leaders, to attract your prospects online each day.



**4 Live Chat – group and 1:1.**  
Attendee research confirms that buyers want access to technical personnel. Schedule your product experts during Exhibit Hours to engage with high-value prospects.



**5 Products are easy to search.**  
Upload your products and on-demand videos to your Virtual Showroom and buyers can find them easily, as they search for solutions at PACK EXPO Connects.



# ATTENDEE MARKETING

**PACK EXPO Connects is backed with a massive marketing campaign to bring packaging and processing end-users to the event. Our comprehensive outreach includes:**

- Digital ad investment with 37 B2B media brands
- Print ads reaching 100,000 professionals
- Comprehensive SEO, SEM and SMM campaigns
- Social media posts and videos to over 66,000 followers
- Public relations plan, backed with the power of PACK EXPO and spanning 14+ verticals
- Promotional partnerships with dozens of industry associations
- Dedicated email campaign ... and more

**Sign up at [packexpoconnects.com](https://packexpoconnects.com)**

**Product search is easy! Attendees can search for products and equipment via a simple list of categories (see top left). Adding your products to a Show Plan is as easy as clicking a plus sign!**

**PACK EXPO** November 9-13, 2020  
**CONNECTS** **LIVE. VIRTUAL. REIMAGINED.**

Filter by Category  
Search Categories

- ☐ Filling, Capping & Sealing
- ☐ High-Contentment or Thick
- ☐ Bagging, Pouching & Wrapping
- ☐ Curing & Multipacking
- ☐ Coding, Marking, Labeling & Printing
- ☐ End-of-Line Equipment
- ☐ Feeding, Conveying, Accumulating & Product Handling
- ☐ Key Vision Inspection
- ☐ Labeling & Wrapping
- ☐ Containers, Containers & Transport Packaging
- ☐ Control, Software & Machine Communication
- ☐ Plant Facilities & Infrastructure
- ☐ Food Processing Equipment
- ☐ Life Sciences

Search Product Name

Sort Products: Exhibitor Name A-Z | Date Added

- High Speed Fully-Automated CPG Variety Case Packing System**  
Added - August 19, 2020  
Tekni-Plex is debuting a new bench-top vial filling and sealing machine suited for lab research and small quantity start-up production. The Pentafill L+ Fill, the machine now adds filling capability to the Pentafill L unit.  
[Learn More About Bench-Top Vial Filling/Sealing Machine](#)
- High-speed Metered Servo Merging Conveyor**  
Added - September 10, 2020  
Multi-Conveyor offers a high-speed metered servo merging conveyor as part of a larger system to transport packaged food. It feeds a series of servo belt conveyors to gap two lanes of product into a single lane flow using DABIR technology.  
[Learn More About High-speed Metered Servo Merging Conveyor](#)
- Pressure Sensing Digital Flowmeters**  
Added - September 2, 2020  
Exair's Pressure Sensing Digital Flowmeters provide a way for plant personnel to monitor pressure throughout a compressed air system along with flow. A pressure sensor is mounted between the two flow sensing probes and the display can be configured to show air pressure or air flow.  
[Learn More About Pressure Sensing Digital Flowmeters](#)
- X-ray System Inspects Small-to-Large-diameter Glass Jars**  
Added - August 26, 2020  
The METTLER TOLEDO Safeline X-ray inspection system detects a range of contaminants, including metal, mineral stone, calcified bone, high-absorption plastic, rubber compounds, and even glass fragments, within products packaged in glass containers.  
[Learn More About X-ray System Inspects Small-to-Large-diameter Glass Jars](#)
- EtherNet/IP for S6 and F6 Variable-Frequency Drives**  
Added - September 2, 2020  
KEB America has introduced EtherNet/IP for its S6 servo drive and F6 VFD products. EtherNet/IP is immediately available with firmware version 2.6 and higher with the Application control board. KEB's implementation uses the AC Drive Profile to increase interoperability between similar  
[Learn More About EtherNet/IP for S6 and F6 Variable-Frequency Drives](#)
- Print & Apply Labeling System with a New 6" Printhead Option**  
Added - August 14, 2020  
The Videojet 9550 Print & Apply system has proven successful due to the innovative design that eliminates the mechanical adjustments, wear parts and failure points that can cause everyday operational problems. The new 6" Print & Apply Labeler (LPA) system is for Direct Apply Labeling applications.  
[Learn More About Print & Apply Labeling System with a New 6" Printhead Option](#)

## **A lead is generated any time an attendee:**

- Clicks on your demo to watch it
- Starts a live chat with one of your exhibitor personnel
- Adds to their show planner or "favorites" anything related to your company:
  - your virtual showroom itself
  - one of your demos
  - one of your products
- Requests a private meeting
- All leads will show up in both the Map Your Show exhibitor dashboard as well as in your PMMI Media Group Leadworks account. (All leads will be posted to Converge nightly so that you can see the impact of pre- and post-event marketing with PMMI Media Group products.)





# PACK EXPO Connects At-a-Glance

Nov. 9 - 13, 2020


Exhibit Hours  
Mon - Thurs  
10 am - 3 pm CT  
Friday  
10 am - 1 pm CT

Daily main stage  
sessions and  
educational  
sessions


Sept. 15  
Registration  
opens

Preview Week  
Nov. 2 - 6  
Attendees can  
make their  
final show plan.


## Virtual Showroom Sample

**CONNECTS**

November 9-13, 2020




**LIVE. VIRTUAL. REIMAGINED.**

**Aagard Group, LLC**

[Saved to Planner](#) [Schedule Meeting](#) [Add Note](#)

[Showcase](#) [Live Product Demos](#) [Chat with Us](#) [About](#) [Sustainability](#) [Special Promotions](#) [Additional Content](#) [Product Categories](#) [Vertical Markets](#) [More](#)

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### Wrap Around Cartoner

Universal Features: Aagard's Wrap Around Cartoner is designed and manufactured to each customer's application requirements. Our patented Wrap Around Cartoners are designed to run flat carton blanks and integrate the side seam gluing function. This option can offer significant material saving and increase production efficiency.


Eliminate unnecessary steps with an Aagard Wrap Around Cartoner. These systems eliminate the need to handle pre-glued cartons or run a separate side seam gluer.

- Material savings
- Shipping and storage savings
- Extended carton life
- Decreased asset maintenance
- Fewer carton transfers
- Additional floor space

The robotic infeed module (part of a continuous motion cartoning system) is ideal for handling a variety of components that are difficult to feed in other ways. Combine the Wrap Around Cartoner with Aagard's Case Packer or Palletizer for an integrated combination system as your next step in sustainable packaging.




### Live Product Demos

LIVE DEMO

**Monday, Nov. 9th - 10:00 AM - 10:15 AM**

**High Speed Fully-Automated CPG Variety Case Packing System**

Aagard's new super system answers the business challenge of fully automating the packaging of CPG variety packs in 1000s of configurations. See how changeover is automatic with a single touch of an HMI button.

LIVE DEMO

**Tuesday, Nov. 10th - 11:30 AM - 11:45 AM**


**Case Packer Palletizer Automated Packaging Innovation**

Watch this to see new innovations in carton case packers. This turnkey packaging machine is the exact solution for any company that needs to optimize floor space, productivity and results. Smaller, faster and more versatile than ever!

### Chat With Us

3711 Iowa Street  
Alexandria, MN 56308  
United States




[www.aagard.com](#) [Schedule a Meeting](#) [Phone 320-763-6043](#)




**Linda Anderson**  
Marketing Manager

[Chat](#)

Linda has been Marketing Manager with Aagard since May 2019. She is passionate about driving results by focusing on strengths and shared goals and developing candid, trust-based partnerships.








**Jason Norlien**  
VP Technical Sales

[Chat](#)

Jason has been with the Aagard Group for over 12 years and enjoys educating buyers on the technical aspects of products that fit their needs.







**Jonas Capistrant**  
Applications Engineering Manager

[Chat](#)

Jonas has been with Aagard for over 14 years and understands the needs of machine users. He's dedicated, well-organized and excels in coding that simply works!



### About Aagard Group, LLC

Aagard is a world-class manufacturer of industrial automation and packaging machinery with an intense focus on production capability and total project success. With facilities in Alexandria, Minnesota, we design, manufacture, and prove each system we build. Our growing work force of creative and highly skilled employees allows us to develop innovative solutions and build efficient machinery of the highest quality. Aagard packaging automation systems are made-to-fit your opportunity. Using proven innovative technology and processes, we help you win by delivering the right solution. Reducing line and labor costs, significantly increase overall line efficiency. Your Solution=Greater Results

## Feature high-quality images and videos of your products, plus "Virtual Business Cards", including live chat, for your staff

## Virtual Showroom Package Options for Exhibitors:

|                                                   | Standard       | Intermediate   | Product Plus   |
|---------------------------------------------------|----------------|----------------|----------------|
| <b>PMMI Member price</b>                          | <b>\$1,495</b> | <b>\$2,495</b> | <b>\$3,495</b> |
| <b>PMMI Non-member price</b>                      | <b>\$1,645</b> | <b>\$2,795</b> | <b>\$3,895</b> |
| Company Description and Contact Info              | X              | X              | X              |
| Company Logo                                      | X              | X              | X              |
| Access to Leads                                   | X              | X              | X              |
| Product Categories                                | X              | X              | X              |
| Vertical Markets Served                           | X              | X              | X              |
| Sustainability Description                        | X              | X              | X              |
| Social Media Links                                | X              | X              | X              |
| Product Gallery with images and videos            | 1              | 4              | 8              |
| Virtual Business Cards (required for 1:1 Chat)    | 1              | 3              | 4              |
| Show Specials                                     | 1              | 2              | 2              |
| Add'l Content (white paper, external links, etc.) | 2              | 6              | 8              |

## All Virtual Showrooms include:

- Automatic lead capture, so you can focus on selling
- Visibility in product search
- Ability for attendees to schedule appointments with your staff
- Opportunity to purchase show sponsorships
- Opportunity to add PMMI Media Group ad products, to increase lead-generating activity



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PMMI Media Group  
401 N. Michigan Ave., Suite 300  
Chicago, IL 60611

## INCREASE YOUR SUCCESS!

Drive high value prospects to your showroom and position your company as a market leader with:

- PACK EXPO Connects Sponsorships
- Ad products from PMMI Media Group

Contact Wendy Sawtell at 847-784-0520 or [wsawtell@pmmimediagroup.com](mailto:wsawtell@pmmimediagroup.com) or visit [opportunities.packexpoconnects.com](http://opportunities.packexpoconnects.com) to see all your options!

A background image of industrial machinery, possibly a printing press or manufacturing equipment, with a warm, orange-toned overlay.

Sign up for your  
**PACK EXPO Connects**  
Virtual Showroom at  
**[packexpoconnects.com](http://packexpoconnects.com)**