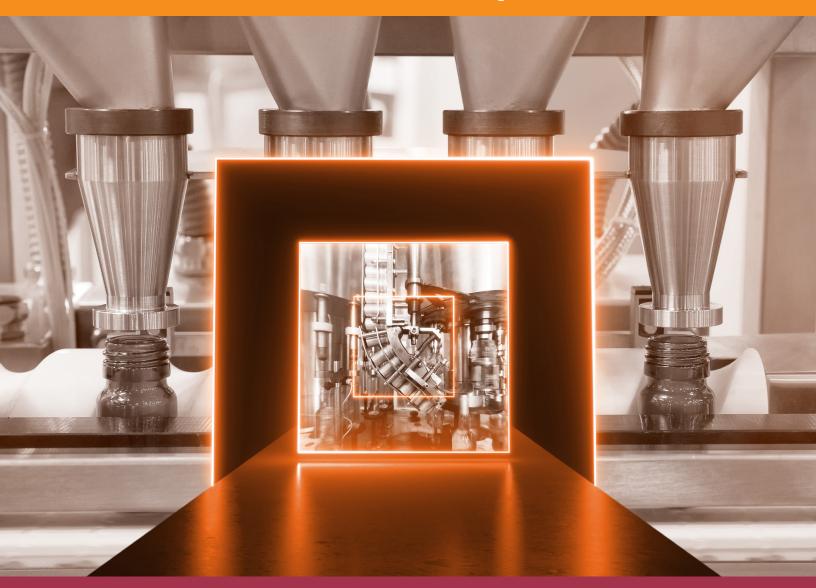


LIVE. VIRTUAL. >CONNECTS < REIMAGINED.

November 9-13, 2020



EXHIBITOR PROSPECTUS



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

Experience a state-of-the-art branded Virtual Showroom.





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.



Exclusive content.

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



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.



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.



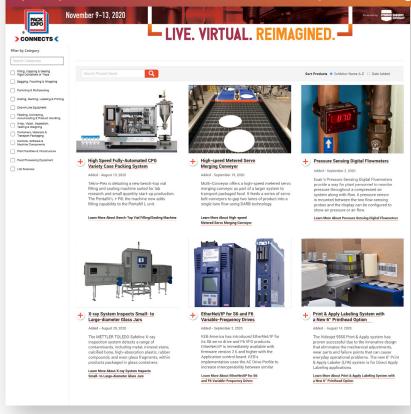
ATTENDEE MARKETING

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

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!



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 preand post-event marketing with PMMI Media Group products.)



PACK EXPO Connects At-a-Glance

Nov. 9 - 13, 2020

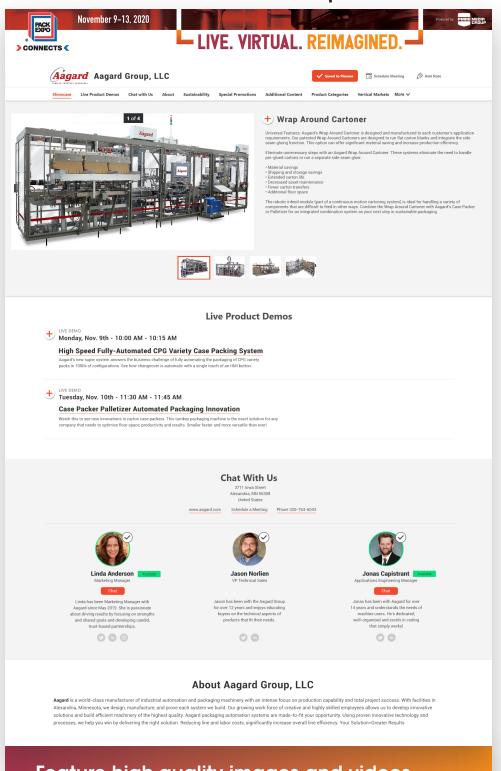
Exhibit Hours
Mon - Thurs
10 am - 3 pm CT
Friday
10 am - 1 pm CT

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



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
PMMI Member price	\$1,495	\$2,495	\$3,495
PMMI Non-member price	\$1,645	\$2,795	\$3,895
Company Description and Contact Info	Х	X	X
Company Logo	X	X	Х
Access to Leads	X	X	X
Product Categories	X	X	X
Vertical Markets Served	X	X	X
Sustainability Description	X	X	Х
Social Media Links	X	X	Х
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



November 9-13, 2020

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 or visit opportunities.packexpoconnects.com to see all your options!

