

START BUILDING YOUR PACK EXPO MEDIA PLAN



BEFORE THE SHOW

DURING THE SHOW

AFTER THE SHOW

\$5,500

Game Plan (1 category)
Spotlight on PACK EXPO email newsletter

\$12,500

Game Plan (1 category)
Spotlight on PACK EXPO email newsletter

Second Look (1 category)
Direct Mail

\$25,000

Game Plan (2 categories)
Showcase
Spotlight on PACK EXPO email newsletter

Show Daily (standard ad)

Second Look (1 category)