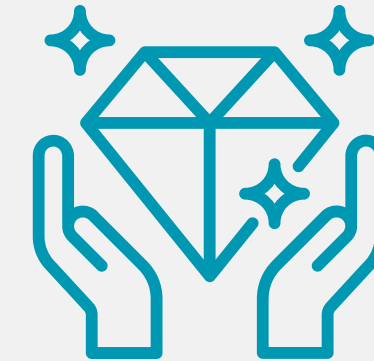


PACK EXPO Game Plan

VALUE PROP

Make your booth a destination and have more meaningful conversations in your booth. Target PACK EXPO attendees looking for you with a personalized roadmap. Game Plan advertisers receive double the leads when compared to non-advertisers.



KEY BENEFITS

- Increase booth traffic
- Exposure to attendees who indicated interested in your product category
- Print version cuts through email clutter



TARGET ADVERTISER

- PACK EXPO exhibitor
- Wants to increase booth traffic

