



November 3 - 6, 2024 @ PACK EXPO International

# SPONSORSHIP PROSPECTUS

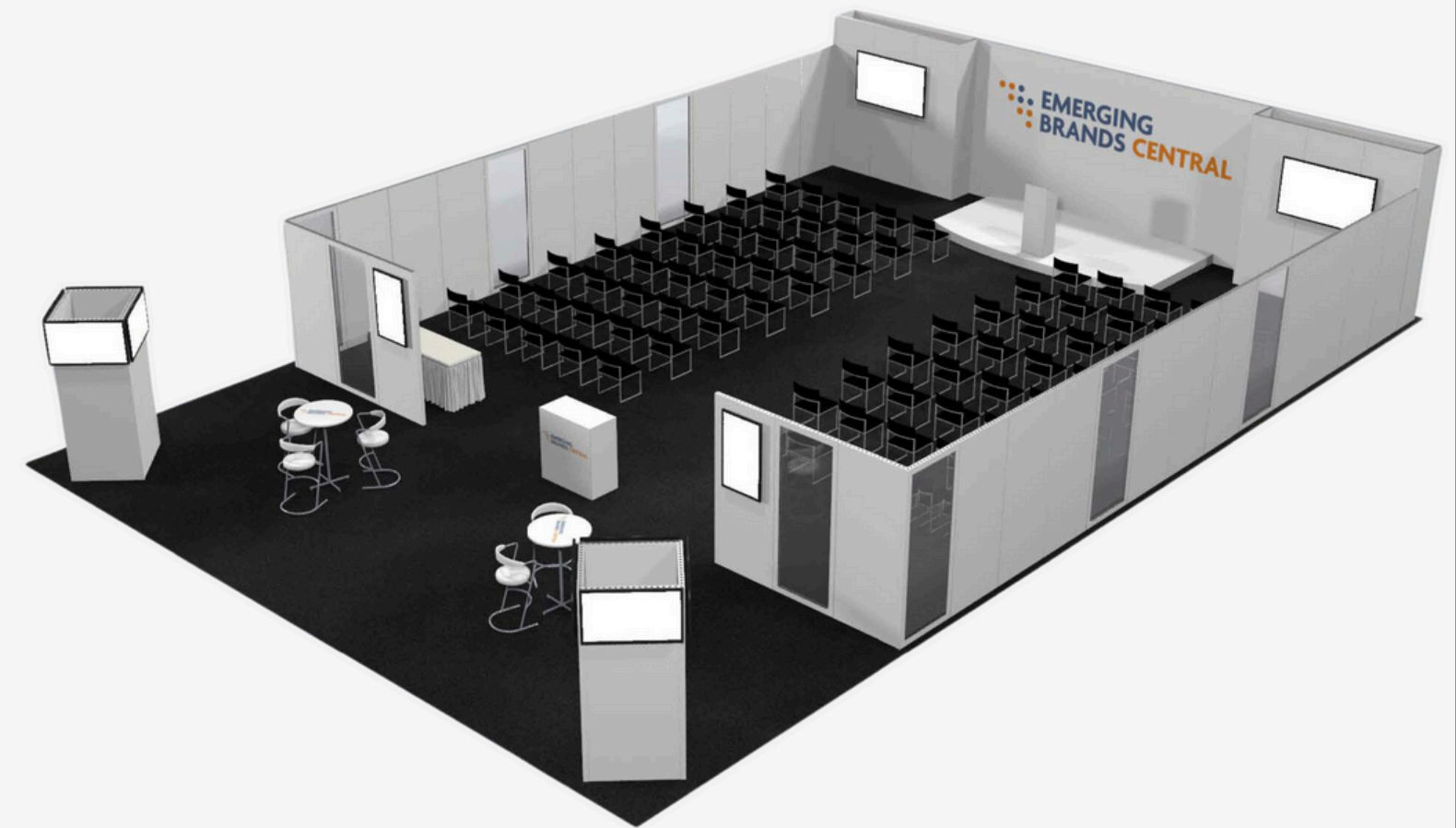


# ABOUT THE EVENT

Emerging Brands Central is a brand-new PACK EXPO **on-floor educational stage and resource center**. An evolution of the Emerging Brands Summit, this in-show presentation stage and gathering spot provides exhibitors a chance to convey their expertise and connect with new customers that may not find them otherwise.

- Designed for exhibitors wanting to connect with first-time attendees as well as those from emerging consumer brands who are buying equipment for the first time.
- Makes a big show accessible by highlighting exhibitors who specifically work with emerging brands.
- Prominently located in the West Hall.
- Attendees can consult with independent experts who will be on site to refer them to sponsoring exhibitors.

The best news is that **participating exhibitors do NOT need to be in two places at once**, except for speaking engagements. Non-speaking sponsorships recognizing and promoting emerging-brands-friendly exhibitors are also available, in the form of specially designed “panel ads” that wrap around the exterior of the exhibit in a high-traffic area. Organized by product category, these panel ads contain your company name, logo, picture of your product, and a QR code. Space in each category is extremely limited and is expected to sell out quickly. Spaces available on a first-come, first-serve basis, and cannot be held.



**Location: West Hall - 20049**

PAST SPONSORS





# SESSION SCHEDULE

30-minute time slots

## Sunday, November 3

11:30 AM  
1:30 PM  
2:30 PM

## Monday, November 4

10:30 AM  
**11:30 AM – Premium Timeslot**  
12:30 PM  
**1:30 PM – Premium Timeslot**  
2:30 PM  
3:30 PM

## Tuesday, November 5

10:30 AM  
**11:30 AM – Premium Timeslot**  
12:30 PM  
**1:30 PM – Premium Timeslot**  
2:30 PM  
3:30 PM

## Wednesday, November 6

10:30 AM  
11:30 AM  
12:30 PM





# SPEAKING OPPORTUNITIES

Take center stage in the NEW Emerging Brands Central and reach a targeted audience of fast-growing brands seeking support to scale their manufacturing operations. Limited spots available on a first-come, first-serve basis.

## *Before the Show*

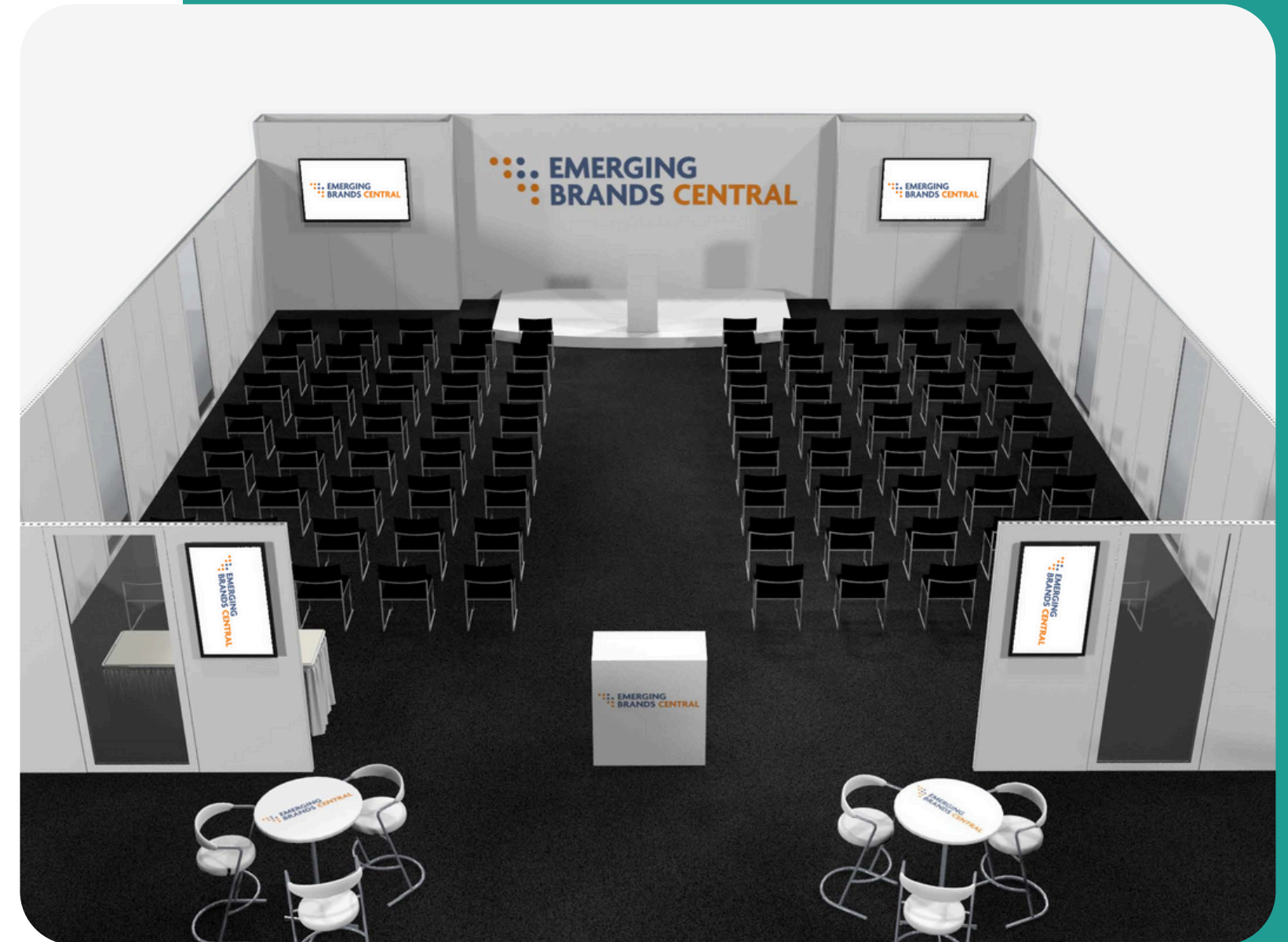
- Visitors viewing the Education Session schedule on [packexpointernational.com](http://packexpointernational.com) will see your company's name and presentation title and will be encouraged to add your session to their planner.
- Emerging Brands Central will be mentioned in direct mail and email communications to targeted prospects we identify as smaller companies and/or first-time attendees.
- Registered attendees receive emails directing them to the Education Session schedule.
- Listed in the two-page spread on EBC in the PACK EXPO Showcase mailed to 25,000.

## *During the Show*

- A placard will be delivered to your booth to announce your company's participation in Emerging Brands Central.
- Daily emails to attendees directing attention to the Education Session schedule online.
- Prominent signage for Emerging Brands Central, great location on the show floor, and access to your pre-recorded content online encourage good attendance for your session.

## *After the Show*

- You will receive contact information for all presentation attendees.
- You will receive the video file for your future use in promoting and highlighting your participation.



# SPONSORSHIP PACKAGES

## Premium Sponsorship – Limit 4

- 30-minute **prime speaking slot on Monday or Tuesday.**
- Session recording included.
- **Sponsor message from MC during housekeeping remarks.**
- **Branding on stage monitor in walk-in loop.**
- **Premium tower ad with monitor.**
- Listed in the two-page spread on EBC in the PACK EXPO Showcase mailed to 25,000.

Rate: \$15,000

## Standard Sponsorship – Limit 10 (8 remaining)

- 30-minute speaking slot (first-come; first-serve).
- Session recording included.
- Choice of panel ad category.
- Listed in the two-page spread on EBC in the PACK EXPO Showcase mailed to 25,000.

Rate: \$8,000





# BRANDING OPPORTUNITY

## Expert Advisor Sponsor – Limit 2 (1 remaining)

- Premium visibility at the stage entrance
- Digital ad on floor monitor at entrance (1080 x 1920px digital design)
- Branding on expert advisor table top (24" x 24" printed graphic)
- \*Note: this sponsorship does NOT include a panel ad

Rate: \$5,000





# ADVERTISING OPPORTUNITIES

Be recognized as a preferred supplier that is emerging brand-friendly. Panel ads will be tightly organized by category and we expect those to sell out given the exclusivity of the space available. Overwhelming response to a potentially larger category may allow for expansion based on demand in real time. Each ad will include your logo, booth #, boilerplate description, contact info, and a QR code linking to your MYS listing.

## Premium Panel Ad – Limit 10 (7 remaining)

- 38" x 48" exclusive panel ad
- Includes 50-word/325-character boilerplate company description

Rate: \$3,000

## Standard Panel Ad – Limit 24 (20 remaining)

- 38" x 38" panel ad
- Includes 25-word/200-character boilerplate company description

Rate: \$2,000

# PANEL AD CATEGORIES

## PREMIUM

Bagging, Pouching & Wrapping Equipment – Limit: 3  
Conveying, Feeding & Handling – Limit: 4  
Cartoning, Multipacking & Case Packing – Limit: 3  
Coding, Labeling, Printing, & Reading Equipment - Limit: 3  
Filling, Capping & Closing – Limit: 4  
Robot Manufacturers & Integrators – Limit: 3

## STANDARD

Inspection & Testing Equipment – Limit: 4  
Materials, Containers & Consumables – Limit: 4  
Palletizing & Load Stabilization – Limit: 4  
Plant & Warehouse Infrastructure and Operations – Limit: 4  
Processing Equipment – Limit: 4  
Tray, Clamshell & Blister Packaging Equipment – Limit: 4

***\*Inventory and ad placements subject to change based on demand and space constraints.***

# SAMPLE ADS

## Standard Panel Ad - 38" x 38"

CODING, LABELING & PRINTING EQUIPMENT



**DOMINO**

Innovative technology combined with our software and automation solutions helps manufacturers achieve serialisation, brand protection, supply chain compliance, industry 4.0 and coding automation.

Visit us at:

**South Building — 22122**




**Contact Name**  
*Contact Job Title*

Email: [contact@domino-na.com](mailto:contact@domino-na.com)  
Phone: (800) 123-4567  
[www.domino-na.com](http://www.domino-na.com)

## Premium Panel Ad - 38" x 48"

CARTONING, MULTIPACKING & CASE PACKING




**WestRock**

We help innovative brands build a presence at retail, disrupt the competition and grow sales. With deep consumer insights and industry-leading innovations we create efficient and effective retail and ecommerce solutions. Our team can help you successfully navigate the process to maximize value and optimize the impact of your new brand.

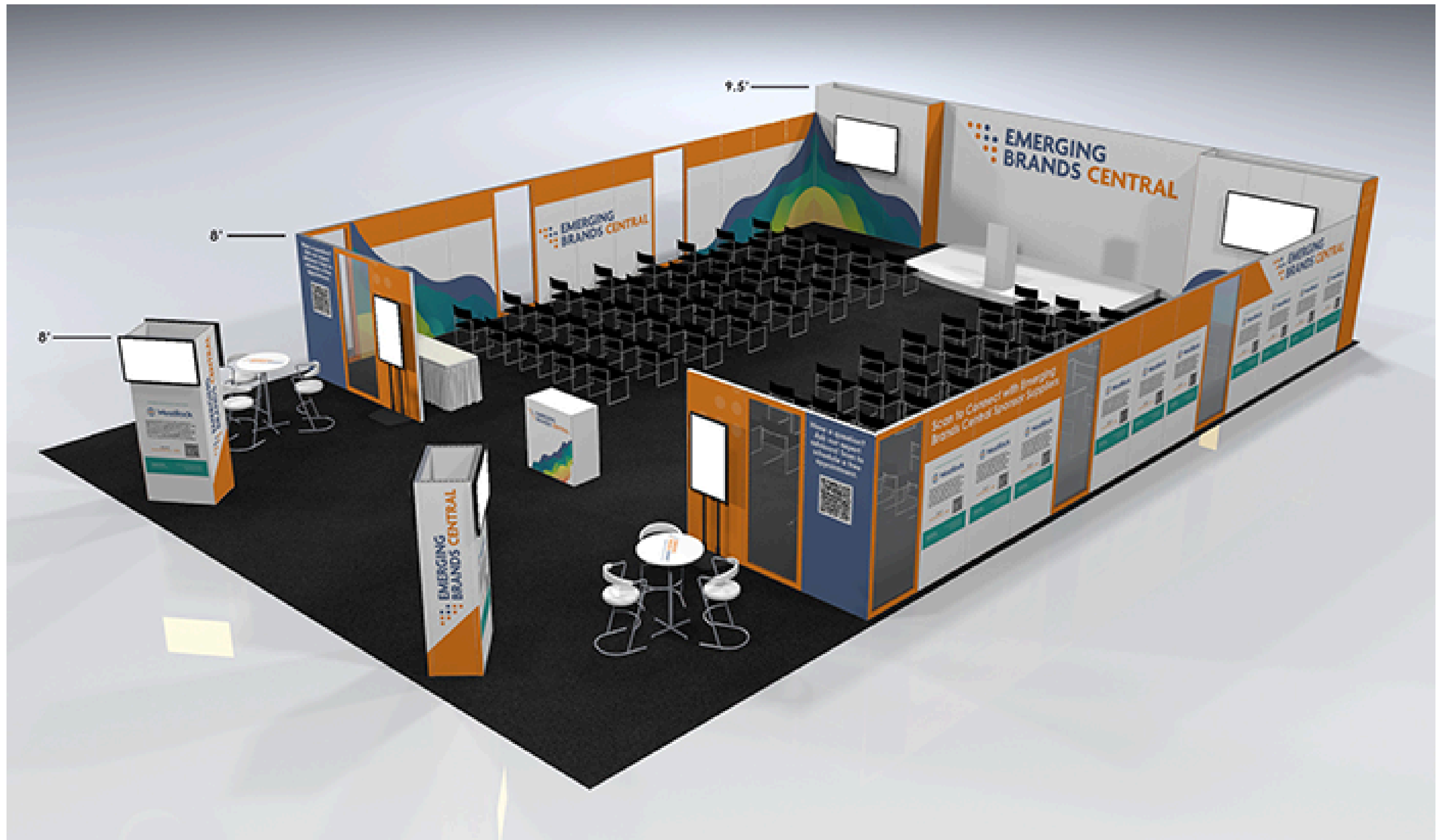
Visit us at:

**South Building — 2830**



**Contact Name**  
*Contact Job Title*

Email: [contact@westrock.com](mailto:contact@westrock.com)  
Phone: (800) 123-4567  
[www.westrock.com/](http://www.westrock.com/)





# PREMIUM PANEL AD PLACEMENTS

East Wall

- 38" x 48" exclusive panel ad
- Includes 50-word/325-character boilerplate company description



Premium  
Speaking  
Sponsor

SOLD

2

3

1

2

3

SOLD  
SOLD  
SOLD  
SOLD

Bagging,  
Pouching &  
Wrapping  
Equipment  
(3)

Conveying,  
Feeding &  
Handling  
(3)

Cartoning,  
Multipacking &  
Case Packing  
(SOLD OUT)

# PREMIUM PANEL AD PLACEMENTS

West Wall

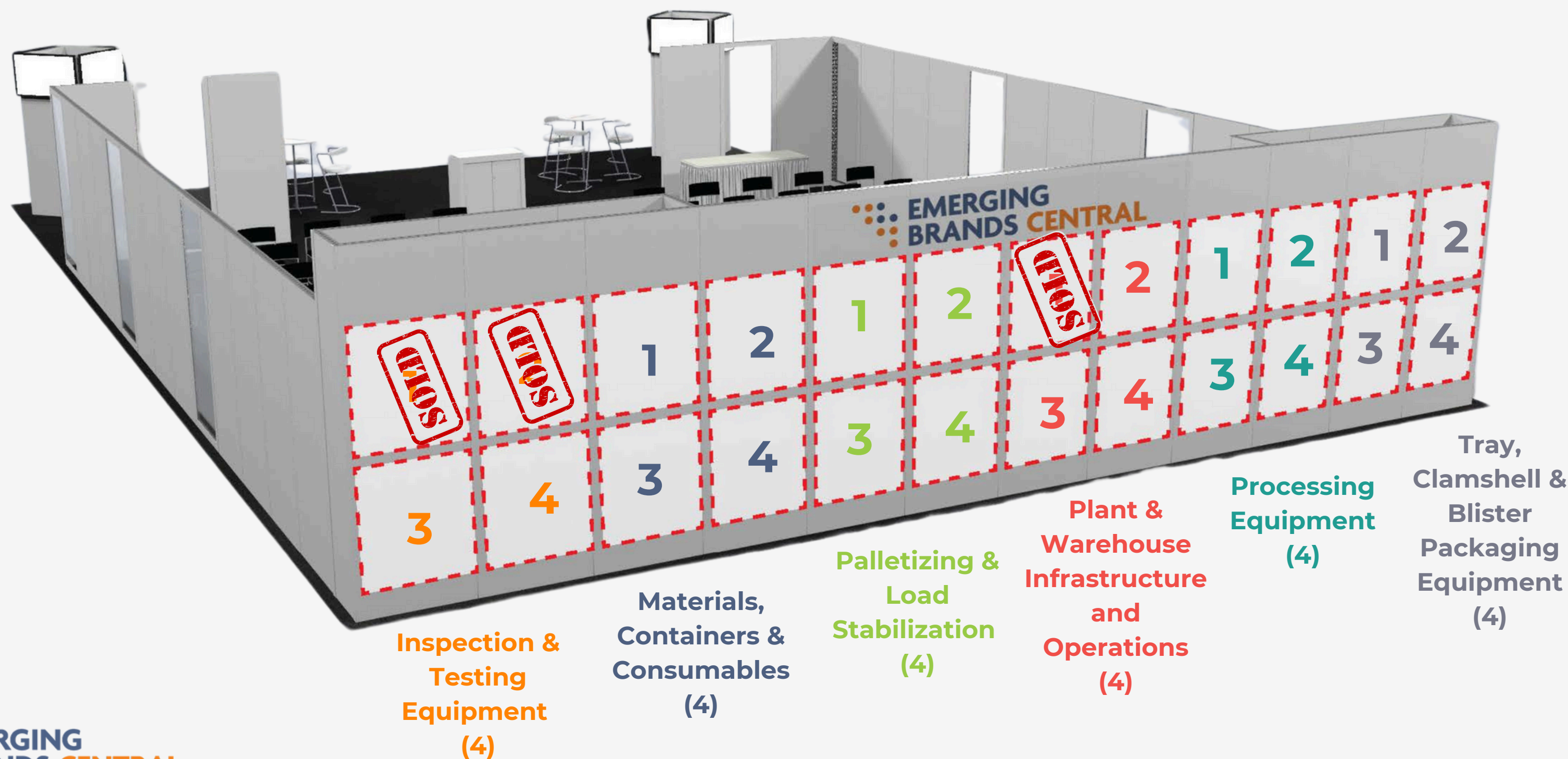
- 38" x 48" exclusive panel ad
- Includes 50-word/325-character boilerplate company description





# STANDARD PANEL AD PLACEMENTS

- 38" x 38" panel ad
- Includes 25-word/200-character boilerplate company description





# ABOUT US



## PMMI Media Group

PMMI Media Group is a market-leading B2B media company that produces information for packaging, processing and automation professionals, bringing together solution providers and end users and facilitating connectivity throughout the supply chain. Its world class media brands — *Packaging World*, *ProFood World*, *Healthcare Packaging*, *OEM*, *Contract Manufacturing + Packaging*, and *Mundo EXPO PACK* — are proven leaders in covering this diverse and dynamic marketplace, and its digital products incorporate leading edge media technologies to deliver informed, actionable business intelligence to the industry.

PMMI Media Group is owned by PMMI, The Association for Packaging and Processing Technologies, a trade association representing more than 950 North American manufacturers and suppliers of equipment, components, and materials as well as providers of related equipment and services to the packaging and processing industry.

Learn more at [PMMIMediaGroup.com](https://PMMIMediaGroup.com)

## CONTACT US



**John Schrei**  
Vice President of Sales  
(973) 590-4276  
[jschrei@pmmimediagroup.com](mailto:jschrei@pmmimediagroup.com)



[PACKEXPOINTERNATIONAL.COM/SPONSOR](https://PACKEXPOINTERNATIONAL.COM/SPONSOR)

Opportunities are available on a  
first-come, first-serve basis.

**Secure Your Spot  
Today!**