
PACKAGING RECYCLING SUMMIT

PRESENTED BY **PACKAGING
WORLD®**

SPONSORSHIP PROSPECTUS

SEPTEMBER 16-18, 2024 | ANAHEIM, CALIF.

www.PackagingRecyclingSummit.com



ABOUT THE EVENT

How to Be a Successful Partner in a Collaborative Circular Supply Chain

In the quest to meet consumer demand, consumer-packaged goods companies have contributed significantly to the creation of waste, sometimes prioritizing convenience and cost savings over environmental considerations. Today, most large CPG companies are creating sustainability initiatives through 2050, but sometimes choices are made that may sound promising to consumers but aren't truly effective.

The Packaging Recycling Summit, presented by *Packaging World*, engages brands, materials suppliers, reprocessors, and materials recovery facilities (MRFs) to shed light on all the links of the circular supply chain, revealing what materials can and will be recycled. By fostering collaboration and establishing connections across all segments, businesses can build more resilient and sustainable supply chains that benefit both their bottom line and the planet.

From recyclability to material selection, partnering prior to design, current legislation, and innovations, attendees will also learn about other stakeholders in the circular supply chain, and how working together creates the most meaningful impact.

2023 FEATURED SPEAKERS



Mark Agerton
Group Scientist,
Procter & Gamble



Anne Barr
Executive Director, Sonoco
FRESH, Clemson University



Rochelle Bradford
Director of Sustainable
Materials Solutions, The Coca-
Cola Company



Rob Cotton
R&D Director, Foods
Packaging Sustainable
Materials Commercialization,
PepsiCo



Ana Espinosa
Packaging
Sustainability
Manager, The Estée
Lauder Companies Inc.



Katherine Huded
VP of Recyclability
Solutions, The Recycling
Partnership



Patrick Keenan
Sustainable
Packaging R&D,
General Mills



Ame Igharo
Sr. Director, Sustainability
Strategy, Ulta Beauty



Christl Li
Regulatory Scientist, Ocean
Spray Cranberries, Inc.



Chris Max
Research Lead -
Packaging Sustainability,
Kraft Heinz Company



Kelly Murosky
Sustainable Packaging
Manager, Unilever



Kimberly Sheehy
Sr. Manager Global
Regulatory Affairs,
Packaging,
MCCORMICK AND CO
INC



Julie Simonson
Vice-President, R&D
Product Innovation,
Schwan's Company



Gracy Wingkono
Principal Scientist, The
Coca-Cola Company

WHAT MAKES PACKAGING RECYCLING SUMMIT UNIQUE?

- Materials agnostic, from plastic converters to paper pulpers and aluminum smelters and glass remelters
- Brings together brands, recyclers, OEMs and materials providers under one roof
- Focused on finding solutions, not just more talk
- Pushing forward innovation in materials and design
- Identifying the opportunities in the circular supply chain
- Programmed by the editors of *Packaging World*, the most trusted industry resource
- The backing of PMMI, the largest association of packaging machinery manufacturers



VENUE

JW MARRIOTT, ANAHEIM RESORT

Experience travel with greater meaning at the new JW Marriott, Anaheim Resort. Located in Orange County, CA, this AAA Four Diamond luxury hotel is designed to uplift the soul and enrich the body, mind and spirit. Discover elevated experiences around every corner, from Disneyland® Resort to Anaheim GardenWalk. Featuring upscale social spaces and resort amenities, such as the JW Garden, yoga and zen room, fitness center and outdoor swimming pool. After savoring exemplary recipes at the signature restaurant, ascend to the rooftop bar for scenic views of Anaheim and fireworks on the horizon.



AGENDA-AT-A-GLANCE

Monday, September 16, 2024

- 9:00 AM Registration Opens
- 1:15 PM Welcome Address
- 1:30 PM Keynote Address
- 2:15 PM CPG Talk
- 2:30 PM Networking Break
- 3:15 PM Breakouts (Diamond/Platinum Sponsor Opportunity)
- 4:00 PM Panel Discussion (Gold Sponsor Opportunity)
- 4:45 PM CPG Talk
- 5:00 PM Networking Reception
- 7:00 PM VIP Dinner (invite-only)

Tuesday AM, September 17, 2024

- 6:00 AM Morning Wellness Activity
- 7:30 AM Breakfast Roundtables
- 9:00 AM Executive Interview (Diamond Sponsor Opportunity)
- 9:15 AM Keynote Address
- 10:15 AM Breakouts (Diamond/Platinum Sponsor Opportunity)
- 10:45 AM Networking Break
- 11:30 AM Editorial Breakouts

Tuesday PM, September 17, 2024

- 12:00 PM Networking Lunch
- 1:30 PM Executive Interview (Diamond Sponsor Opportunity)
- 1:45 PM Panel Discussion (Gold Sponsor Opportunity)
- 2:45 PM Networking Break
- 3:30 PM Breakouts (Diamond/Platinum Sponsor Opportunity)
- 4:15 PM Keynote Address
- 5:00 PM Networking Reception
- 7:00 PM VIP Dinner (invite-only)

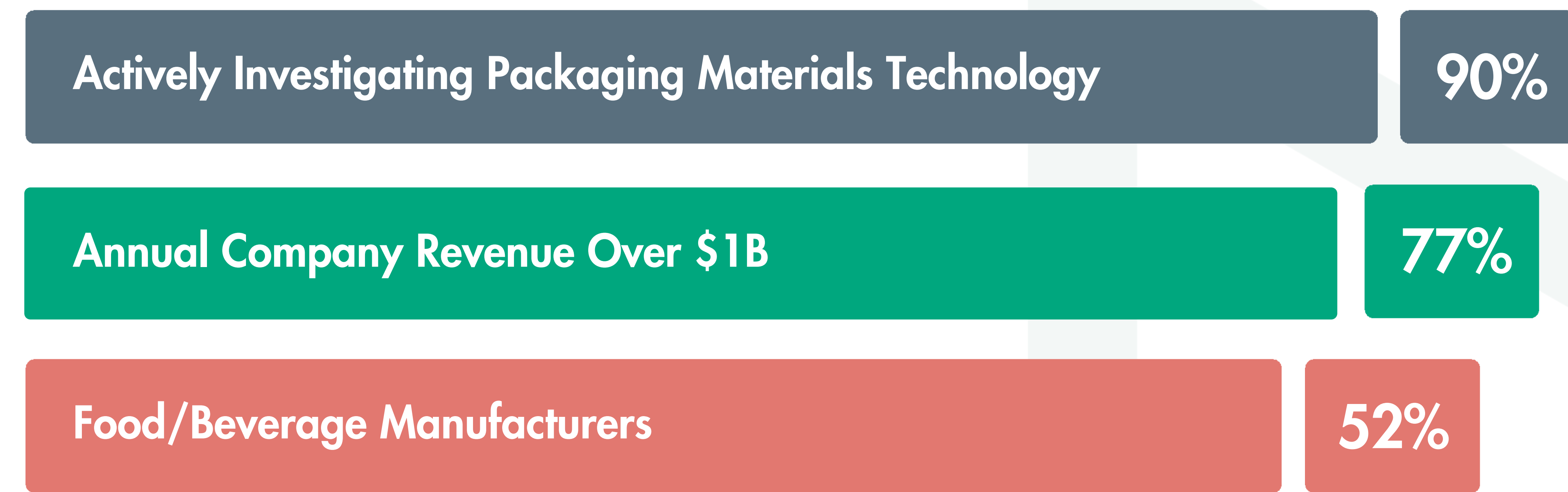
Wednesday, September 18, 2024

- 6:00 AM Morning Wellness Activity
- 7:30 AM Networking Breakfast
- 8:00 AM Panel Discussion (Gold Sponsor Opportunity)
- 8:45 AM CPG Talk
- 9:15 AM Editorial Breakouts
- 9:45 AM Networking Break
- 10:30 AM Keynote Address
- 11:00 AM Panel Discussion
- 12:00 PM CLOSE

TARGETED ATTENDEE JOB TITLES

- Packaging Development Manager/Director
- Packaging R&D Engineer
- Packaging Innovation Manager
- Vice President of Packaging
- Brand Manager/Director
- Procurement/Purchasing Manager/Director
- Sustainable Packaging Specialist
- Sustainability Manager/Director

ATTENDEE PROFILE



ATTENDEE COMPANIES



*Data reflective of 2023 attendee registrations as of 9/27.

TOP REASONS TO SPONSOR

<p>Branding & Awareness</p>	<p>Thought Leadership</p>	<p>Networking & Lead Generation</p>	<p>Showcase Products & Solutions</p>	<p>Develop Relationships</p>
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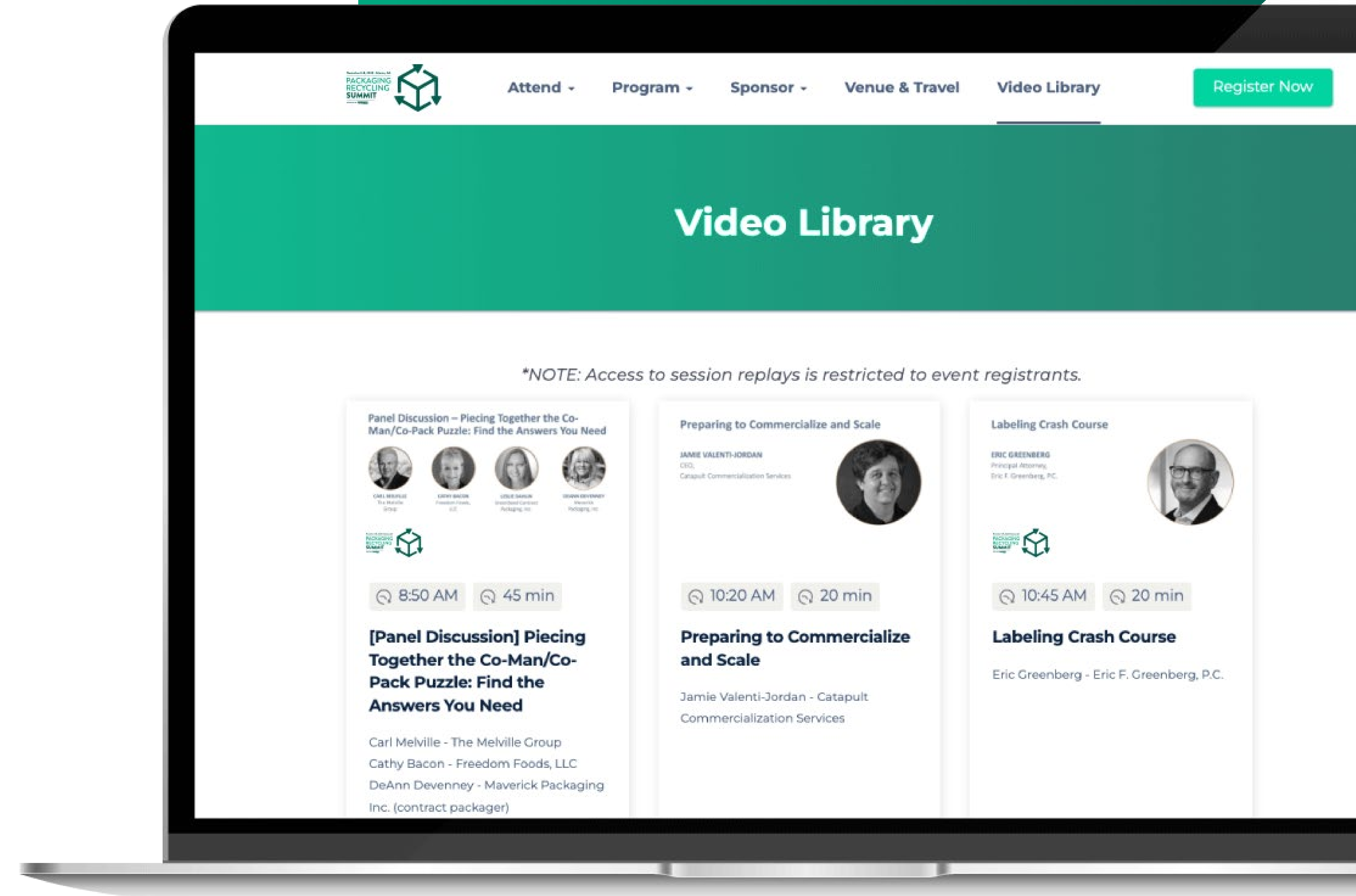
LIVE STREAM & VIDEO LIBRARY

All of the main stage sessions will be live streamed on PackagingRecyclingSummit.com for registered viewers.

Following the live event, content will be made available on-demand in our Video Library — extending the reach of your message to a broader audience who may have been interested but were unable to attend in-person or live online.

What this means for sponsors:

- More engagement opportunities pre-, during, and post-event
- Greater lead generation potential
- Wider geographic reach
- More targeted and qualified leads



SPONSORSHIP PACKAGES

DIAMOND SPONSORS

2 Available

PRE-EVENT

- Logo, link, and company description on website and in mobile app
- Logo on select marketing materials
- One (1) LinkedIn post announcing sponsor's participation
- Access to attendee list and meeting scheduling tool (14-days out)
- Account based marketing (provide target prospect list, up to 50 accounts)
- * 10 VIP Meetings – exclusive email introduction to pre-selected attendees for possible matchmaking
- Pre-event Webinar – participate in a promotional webinar 8-weeks prior to the event
- Pre-event email to registration list

ONSITE

Event Access

- 5 Staff passes
- 20 Client/prospect/end user passes (non-staff members)

Brand Awareness & Experience

- Logo on event signage
- Logo included in main stage housekeeping loop
- Push notification in mobile app
- Recognition during welcome address
- Logo on main stage backdrop
- Sponsor breakfast, lunch, refreshment break or networking reception – includes branding & recognition
- Private meeting room
- First right of refusal on private dining facilities
- Hotel room upgrade for VIP guest

Thought Leadership

- Executive interview on the main stage (15-min)
- Case-study/thought leadership breakout session (30-min)
- Video recording of presentation offered in post-event video library

POST-EVENT

- **Complete registration list, including full contact information
- Session attendance report
- Presentation hosted in post-event video library
- Video Library registration list
- Video Library video view report
- Sponsored content download report

RATE: \$30,000

**Email introduction only. Packaging Recycling Summit 2023 is not responsible for organizing or executing meetings between the parties.*

***Attendee Name, Title, Company, Country, Email Address*

Note: Some package deliverables are deadline-dependent and may not be available at the time contract is signed.

SPONSORSHIP PACKAGES

PLATINUM SPONSORS

Limit 8 (6 remaining)

PRE-EVENT

- Logo, link, and company description on website and in mobile app
- Logo on select marketing materials
- One (1) LinkedIn post announcing sponsor's participation
- Access to attendee list and meeting scheduling tool (14-days out)
- *5 VIP Meetings – email Introduction to pre-selected attendees for possible matchmaking

ONSITE

Event Access

- 4 Staff passes
- 15 Client/prospect/end user passes (non-staff members)

Brand Awareness & Experience

- Logo on event signage
- Logo included in main stage housekeeping loop
- Push notification in mobile app
- Recognition during welcome address
- Sponsor breakfast, lunch, refreshment break, or networking reception – includes branding & recognition

Thought Leadership

- Case-study/thought leadership breakout session (30-min)
- Video recording of presentation offered in post-event video library

POST-EVENT

- **Complete registration list, including full contact information
- Session attendance report
- Presentation hosted in post-event video library
- Video Library registration list
- Video Library video view report
- Sponsored content download report

RATE: \$20,000

**Email introduction only. Packaging Recycling Summit 2023 is not responsible for organizing or executing meetings between the parties. **Attendee Name, Title, Company, Country, Email Address*

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SPONSORSHIP PACKAGES

GOLD SPONSORS

Limit 6 (4 remaining)

PRE-EVENT

- Logo, link, and company description on website and in mobile app
- Logo on select marketing materials
- One (1) LinkedIn post announcing sponsor's participation
- Access to attendee list and meeting scheduling tool (7-days out)

ONSITE

Event Access

- 3 Staff passes
- 10 Client/prospect/end user passes (non-staff members)

Brand Awareness & Experience

- Logo on event signage
- Logo included in main stage housekeeping loop
- Push notification in mobile app

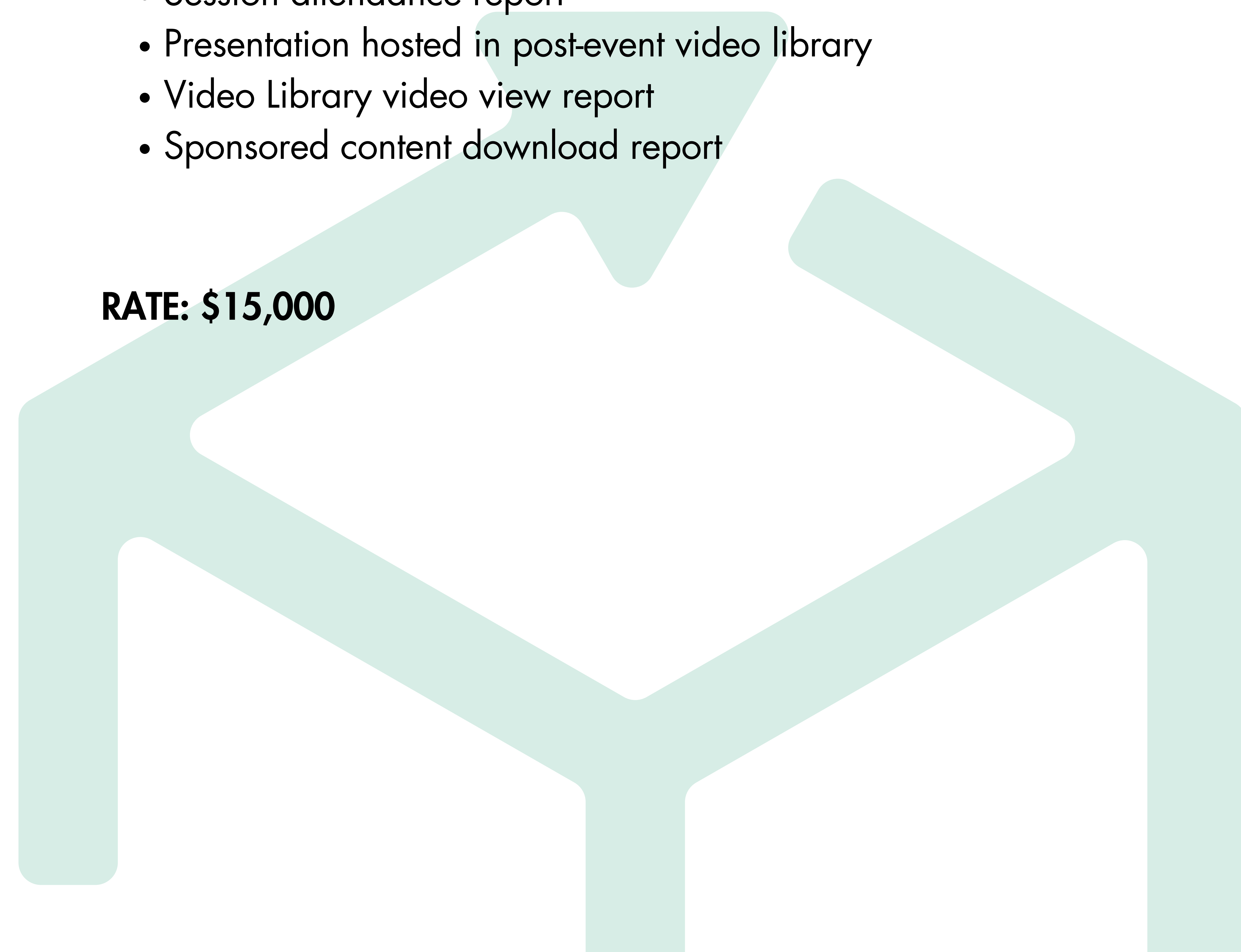
Thought Leadership

- Invite a client or internal subject matter expert to join a main stage panel discussion, moderated by a *Packaging World* editor (45-min)

POST-EVENT

- Session attendance report
- Presentation hosted in post-event video library
- Video Library video view report
- Sponsored content download report

RATE: \$15,000



ADDITIONAL MARKETING OPPORTUNITIES

VIP Dinner - \$15,000

- VIP Dinner – a private dinner for VIP attendees, plus sponsor staff at a premiere restaurant onsite
- Attendees – VIP invitation and registration services. A max of 25 VIP dinner guests may attend, plus staff members from PMG and sponsor attendees. Full contact info for all conference VIP attendees provided (name, company, title, email)
- Introduction – sponsor representative can make introductory remarks and welcome guests during dinner
- Branding – sponsor branding on signage as well as the dinner menus

Registration Sponsor - \$10,000

- Welcome Signage – sponsor branding on conference registration counters
- Check-In Kiosk – sponsor branding on iPad check-in screen
- Lanyard – exclusive branding on conference badge lanyards
- Registration Email – branding on attendee email confirmations

Live Stream Sponsorship

- **Exclusive - \$15,000**
- **Existing - \$10,000** (only for existing sponsors)
- Branding on all Live Stream promotions
- Branding on Live Stream landing page
- Branding on event website
- Video pre-roll ad
- Complete registration/attendance report for live stream viewers

Wi-Fi* - \$4,500

- Sponsor receives brand recognition on the attendee name badges, within the mobile app, and on the event website.

Mobile App* - \$4,500

- Sponsor receives brand recognition on the attendee name badges, within the mobile app, and on the event website.

Keynote Seat Drop* - \$2,500

- Provide an item to be placed on each seat prior to a keynote

Water Stations* - \$4,500

- Branded water jug covers and reusable water bottles

*Available as add on only for Diamond/Platinum/Gold sponsors

ABOUT US



Packaging World

Packaging World is the flagship title of PMMI Media Group, founded in 1994 and the world's best-read publication for professionals who use, recommend and purchase packaging equipment, materials and services. Via our website, newsletters, and monthly print editions we offer case studies, applications and original articles on design, e-commerce, automation, regulatory topics, strategies and trends that are enhancing packaging across all industries.

Learn more at PackWorld.com



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

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SPONSORSHIP PACKAGES

	DIAMOND	PLATINUM	GOLD
Total Available	2	6	4
Price	\$30,000	\$20,000	\$15,000
PRE-EVENT			
Logo, link, and company description on website and in mobile app	X	X	X
Logo on select marketing materials	X	X	X
One (1) LinkedIn post announcing sponsor's participation	X	X	X
Access to attendee list and meeting scheduling tool	14-days Out	7-days Out	7-days Out
Account based marketing (provide target prospect list, up to 50 accounts)	X	X	
VIP Meetings – exclusive email introduction to pre-selected attendees for possible matchmaking	10	5	
Pre-event Webinar – participate in a promotional webinar 8-weeks prior to the event	X		
Pre-event email to registration list	X		
ONSITE			
Event Access			
Staff passes	5	4	3
Client/prospect/end user passes (non-staff members)	20	15	10
Brand Awareness & Experience			
Logo on event signage	X	X	X
Logo included in main stage housekeeping loop	X	X	X
Push notification in mobile app	X	X	
Recognition during welcome address	X	X	
Mobile app interstitial ad	X		
Logo on main stage backdrop	X		
Sponsor breakfast, lunch, refreshment break or networking reception – includes branding & recognition	X	X	
Private meeting room	X		
Thought Leadership			
Executive interview on the main stage (15-min)	X		
Case-study/thought leadership breakout session (30-min)	X	X	
Invite a client or internal subject matter expert to join a main stage panel discussion, moderated by a <i>Packaging World</i> editor (45-min)			X
Video recording of presentation offered in post-event video library	X	X	X
POST-EVENT			
**Complete registration list including full contact information	X	X	
Session attendance report	X	X	X
Presentation hosted in post-event video library	X	X	X
Video Library registration list	X	X	
Video viewer report	X	X	X
Sponsored content download report	X	X	X

**Attendee Name, Title, Company, Postal Address, Email Address

Note: Some package deliverables are deadline-dependent and may not be available at the time contract is signed.

SPONSORSHIP HIGHLIGHTS

Speaking Opportunities!

Stand out as a thought leader in the industry with an executive interview on the main stage, joining a panel discussion or leading a breakout session.

VIP Meetings!

Diamond and Platinum level sponsors will receive email introductions to pre-selected attendees for possible matchmaking.

Networking App!

A dedicated event mobile app with AI matchmaking will make it even easier for you to connect with brand owners and schedule 1:1 meetings. A digital marketplace will also allow you to share product information and resources with participants before, during and after the event.

Client Entertainment!

Leverage this event as your own for client and prospect entertainment with complimentary passes for sponsor guests. Our events team can also work with you to secure a private meeting room, plan a private dinner, or a special night out at Disneyland.

PackagingRecyclingSummit.com

CONTACT US



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