

---

# PACKAGING RECYCLING SUMMIT

---

PRESENTED BY **PACKAGING  
WORLD®**

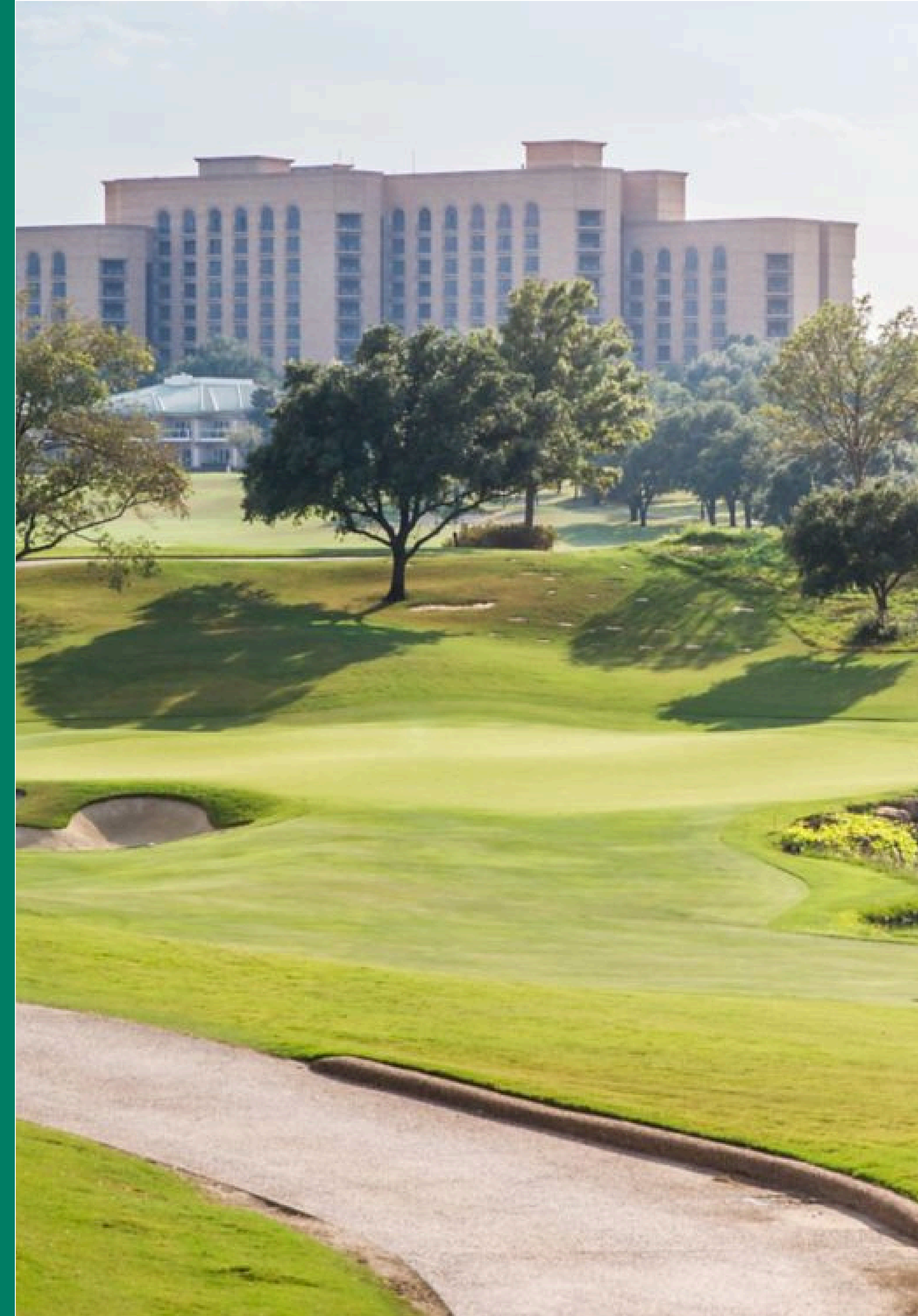
---

## SPONSORSHIP PROSPECTUS

---

JUNE 25-27, 2025 | DALLAS, TX

[www.PackagingRecyclingSummit.com](http://www.PackagingRecyclingSummit.com)



# The Future is Green

The Packaging Recycling Summit had year-over-year growth from our inaugural event in 2023 to the 2024 event.

**51%  
Attendee  
Increase**

159 in-person  
attendees in 2023  
to 241 in 2024

**34%  
Combined  
Increase**

515 in-person and  
virtual registrants in  
2023 to 692 in 2024

**333%  
Sponsor  
Increase**

**800%  
Partner  
Increase**

## 2024 Attendee Feedback

“ I loved the combo of panel discussions, presentations, and breakouts.

All of it was extremely well done. Best one of these I have attended in 35 years in the industry.”

## 2024 Sponsor Feedback

“ We found such value in our sponsorship! Also, huge kudos to [PMMI Media Group] – it was truly the most well-run, well-executed, and polished events I have ever attended.”



# 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.

## 2024 SPEAKERS



**Miguel Arevalo**

Packaging Innovation Lead  
Google



**David Bourne**

Lead for Environmental  
Strategy, Google



**Greg Corra**

VP, Global Packaging &  
Sustainability  
Colgate-Palmolive Company



**Myles Cohen**

Founder, Circular Ventures



**DeNeile Cooper**

Recycling Solutions  
Manager, The  
Recycling Partnership



**Scott DeFife**

President, Glass Packaging  
Institute



**Nicholas Ellis**

Principal, Amazon  
Climate Pledge  
Foundation



**Tamsin Etefagh**

Cheif Sustainability  
Office/Cheif Commercial  
Officer, PureCycle



**Rebecca Hu**

Founder, CEO  
Glacier



**Patrick Keenan**

Sustainable Packaging  
R&D, General Mills



**Jim Marcinko**

Recycling Operations  
Director, WM



**Kory Nook**

VP Packaging R&I  
DANONE NORTH  
AMERICA/DANNON CO



**Gabriel Opoku-Asare**

Director, Society/ESG  
Diageo



**Jim Velky**

Senior Director of  
Sustainability, 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

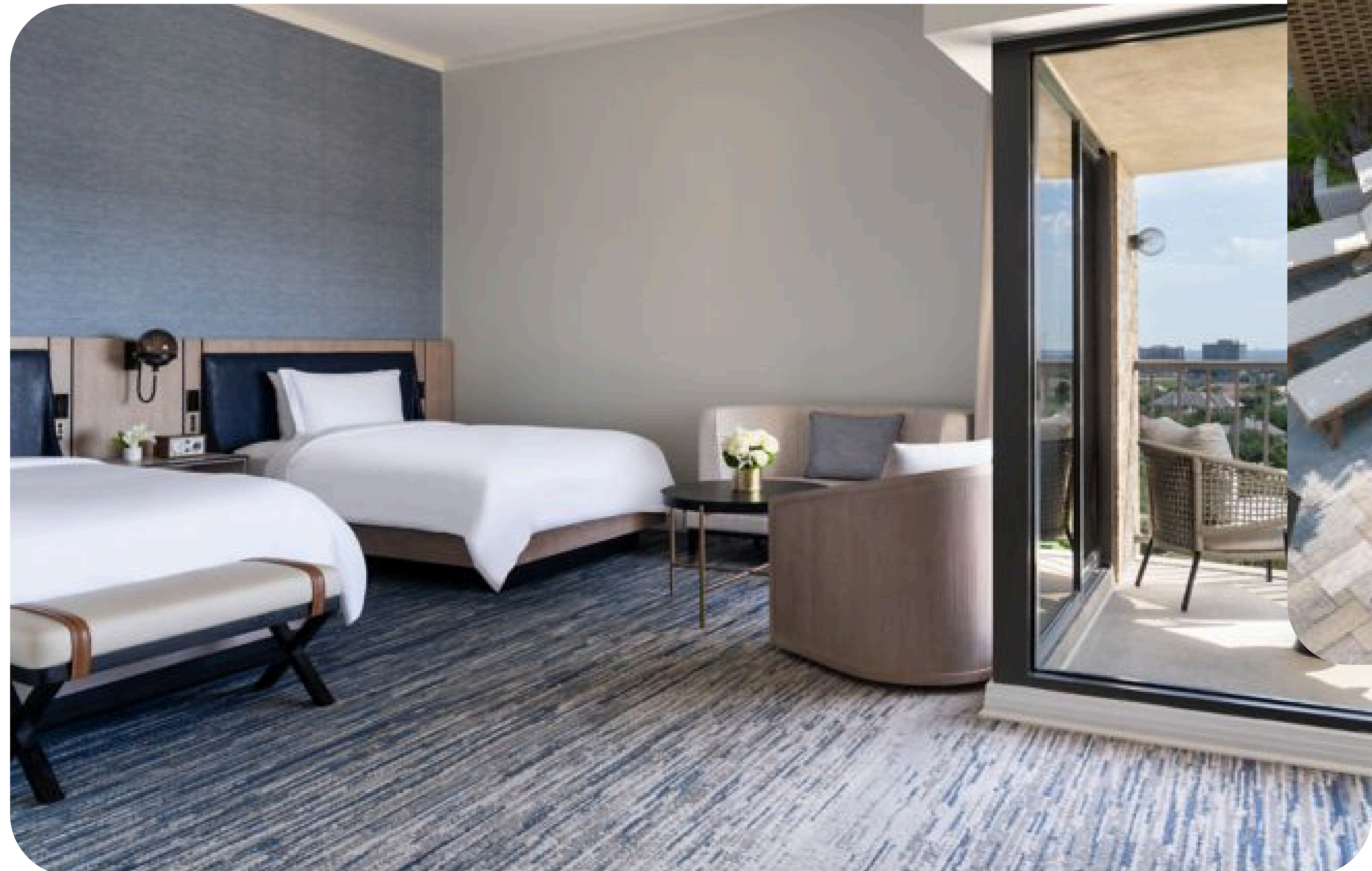




VENUE

## The Ritz-Carlton Dallas, Las Colinas

Take in the stunning views of our award winning luxury resort that sits on 400 acres of prime Las Colinas real estate, highlighted by the plush fairways of TPC Las Colinas, iconic mesquite trees and wildflowers of every color. The upscale neighborhood of Irving offers thriving businesses, international cuisine and an abundance of outdoor pursuits; while the resort is only minutes from DFW Airport, 20 minutes from the heart of downtown Dallas and 35 minutes from Fort Worth.





# AGENDA-AT-A-GLANCE

## Wednesday, June 25, 2025

- 3:00 - 7:00 PM Registration Opens
- 6:00 - 7:00 PM Welcome Reception

## Thursday, June 26, 2025

- 6:00 AM Morning Wellness Activity
- 7:00 AM Breakfast Roundtables
- 8:15 AM Welcome Address
- 8:30 AM Keynote Address
- 9:15 AM Innovation Showcase
- 10:15 AM Breakout Sessions
- 10:45 AM Networking Break
- 11:30 AM Breakout Sessions
- 12:00 PM Networking Lunch
- 1:30 PM Executive Interview
- 1:45 PM Panel Discussion
- 2:45 PM Networking Break
- 3:30 PM Breakout Sessions
- 4:15 PM CPG Talk
- 4:30 PM Keynote Address
- 5:00 PM Networking Reception

## Friday, June 27, 2025

- 6:00 AM Morning Wellness Activity
- 7:00 AM Networking Breakfast
- 8:00 AM Executive Interview
- 8:15 AM Keynote Address
- 8:45 AM CPG Talk
- 9:15 AM Breakout Sessions
- 9:45 AM Networking Break
- 10:30 AM Innovation Showcase
- 11:15 AM Keynote Address
- 11:45 AM Closing Remarks

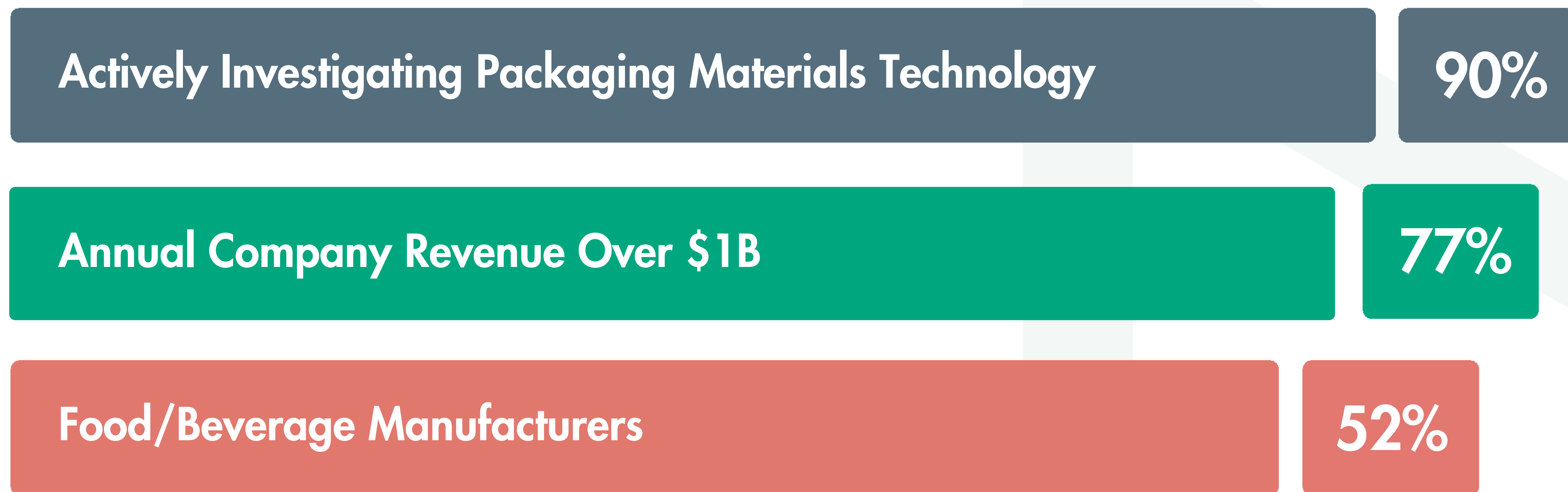




# TARGETED ATTENDEE JOB TITLES

- 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



\*Data reflective of 2024 attendee registrations as of 9/4.

# 2024 ATTENDEE COMPANIES



## TOP REASONS TO SPONSOR

Branding & Awareness

Thought Leadership

Networking & Lead Generation

Showcase Products & Solutions

Develop Relationships



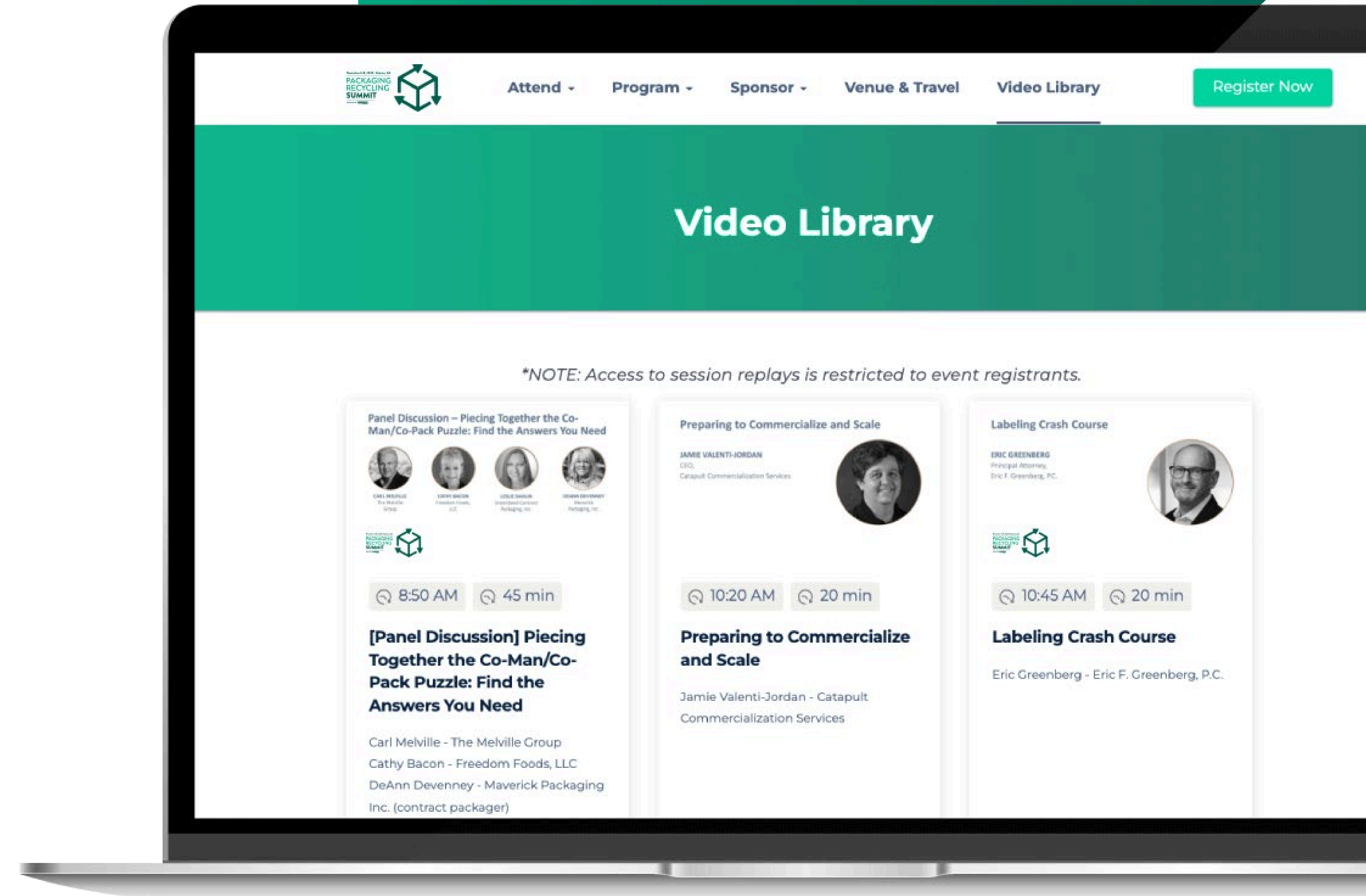
# LIVE STREAM & VIDEO LIBRARY

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)
- \* 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
  - **450 leads generated in 2024!**
- Pre-event email to registration list

### ONSITE

#### Event Access

- Tabletop included
- 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**

*\*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.*

### 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**



# SPONSORSHIP PACKAGES

## PLATINUM SPONSORS

Limit 7

### 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

- Tabletop included
- 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*

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



# SPONSORSHIP PACKAGES

**GOLD SPONSORS**

Limit 6

## 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***

- *Tabletop included*
- 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***

- 15-minute presentation on the main stage during our Industry Spotlight segment.

## POST-EVENT

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

**RATE: \$15,000**





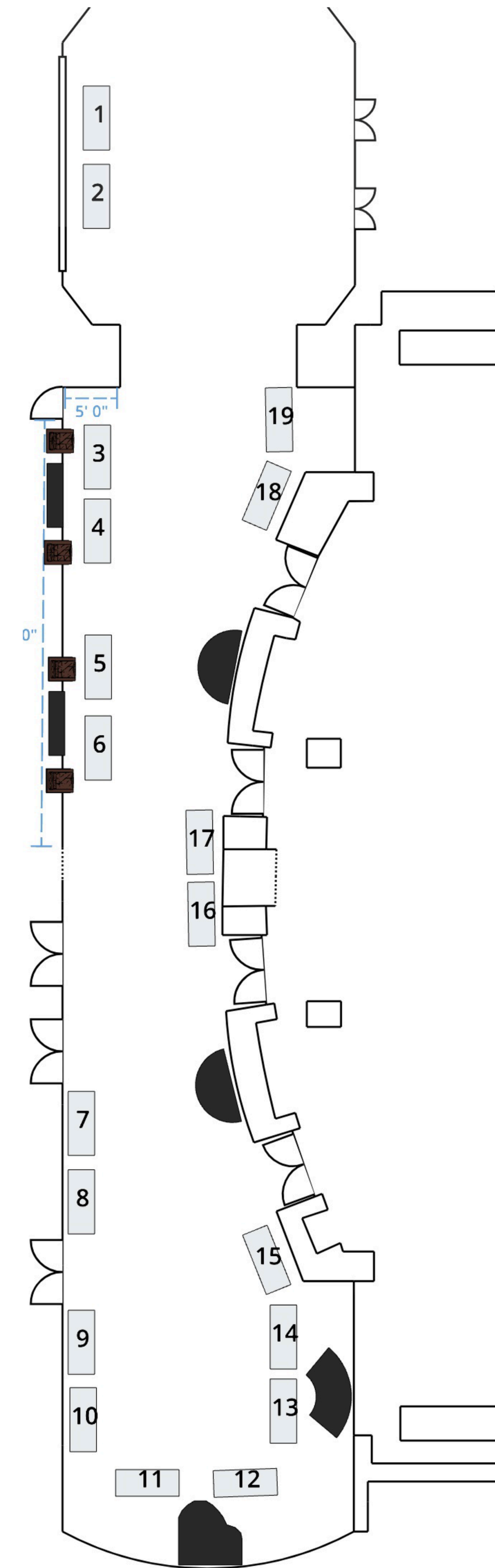
# UNIQUE SPONSORSHIP OPPORTUNITY

TABLETOP

Limit 10

## Tabletop Sponsorship - \$4,995

- 2 Staff Passes; 5 Client Passes
- 6' tabletop, 2 chairs
- Logo on website, marketing materials, mobile app, and event signage
- Lead retrieval license - scanned leads
- One (1) LinkedIn post announcing exhibitor's participation
- Access to meeting scheduling tool





# ADDITIONAL MARKETING OPPORTUNITIES

## VIP Dinner - \$20,000 - Limit 2

- 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 - \$15,000 - Limit 1

- 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

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

## Live Stream Sponsorship - \$15,000 - Limit 1

- 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 - Limit 1

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

## Mobile App\* - \$4,500 - Limit 1

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

## Keynote Seat Drop\* - \$2,500 - Limit 4

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

## Water Stations\* - \$4,500 - Limit 1

- Branded water jug covers and reusable water bottles



## 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](http://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](http://PMMIMediaGroup.com)



## SPONSORSHIP PACKAGES

	DIAMOND	PLATINUM	GOLD
<b>Total Available</b>	<b>2</b>	<b>6</b>	<b>4</b>
<b>Price</b>	<b>\$30,000</b>	<b>\$20,000</b>	<b>\$15,000</b>
<b>PRE-EVENT</b>			
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		
<b>ONSITE</b>			
<b>Event Access</b>			
Staff passes	5	4	3
Client/prospect/end user passes (non-staff members)	20	15	10
<b>Brand Awareness &amp; Experience</b>			
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		
<b>Thought Leadership</b>			
Executive Interview on the main stage (15-min)	X		
Industry Spotlight 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)			
Video recording of presentation offered in post-event video library	X	X	
<b>POST-EVENT</b>			
**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.*

June 25-27, 2025 | Dallas, TX

# PACKAGING RECYCLING SUMMIT

PRESENTED BY **PACKAGING WORLD**

## 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](https://PackagingRecyclingSummit.com)



# CONTACT US



**John Schrei**  
Vice President of Sales

(248) 613-8672  
[jschrei@pmmimediagroup.com](mailto:jschrei@pmmimediagroup.com)

June 25-27, 2025 | Dallas, TX

**PACKAGING  
RECYCLING  
SUMMIT** 

PRESENTED BY **PACKAGING  
WORLD**

