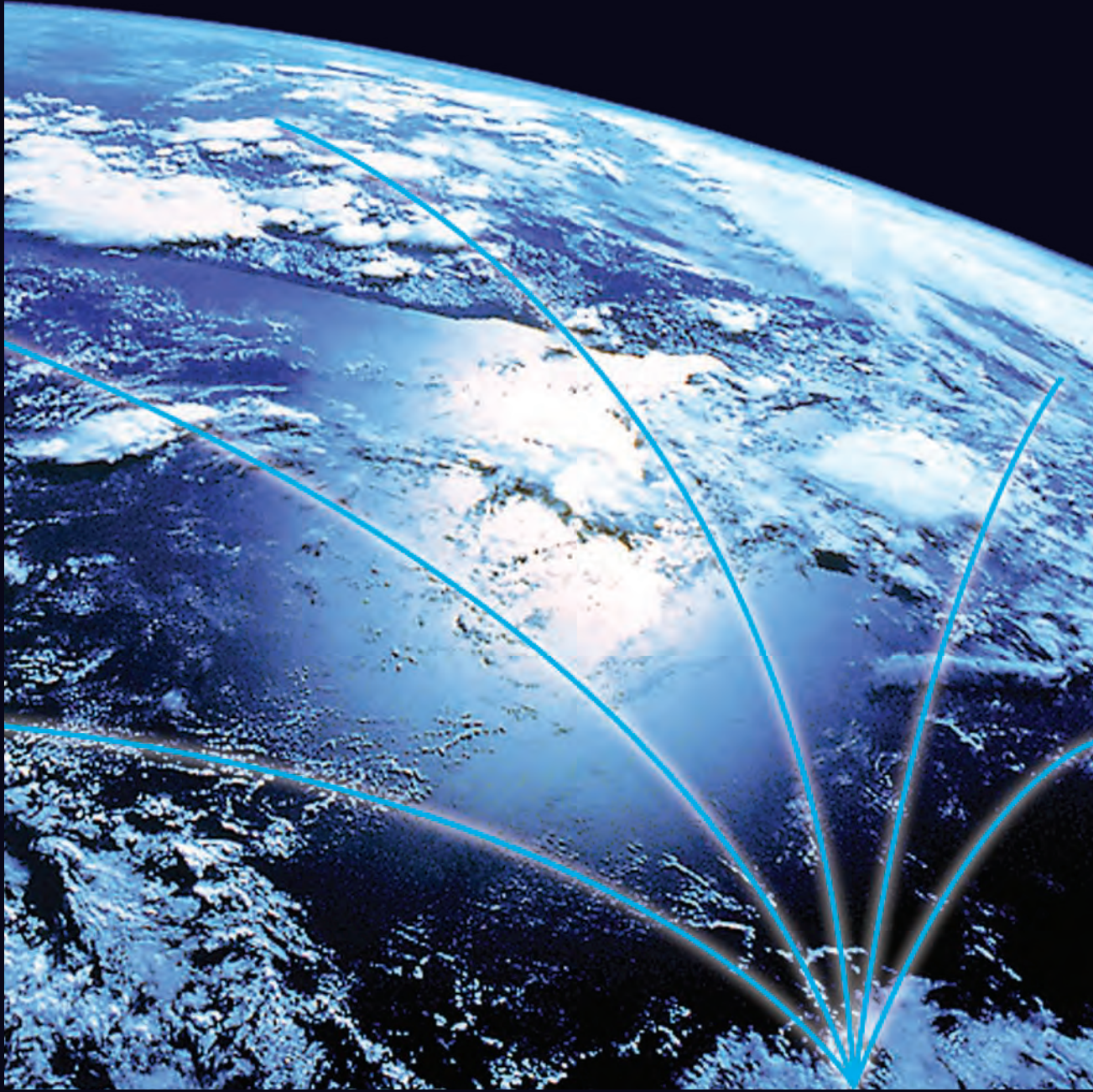


**WHERE THE PACKAGING INDUSTRY CONNECTS**



**October 5-7, 2009**  
Las Vegas Convention Center  
Las Vegas, NV USA

Sponsored By



*Leading companies.  
Leading solutions.*



# PACK EXPO IS... WHERE THE PACKAGING INDUSTRY CONNECTS



600,000+ Square Feet  
25,000 Attendees  
1,200 Exhibitors

## One source for global connections

Only PACK EXPO draws the entire packaging industry together for three days of marketplace interaction, education, and networking.

*In October 2009, packaging leaders from across the globe will converge at PACK EXPO in Las Vegas, looking for the latest...*

*machinery...  
materials...  
suppliers...  
solutions...  
and more!*

PACK EXPO Las Vegas 2009 promises to be the most important industry event of the year. Make your connections.

***Become a PACK EXPO exhibitor today!***

## Get Set for Another Record-Breaking Show

In 2007, consumer and industrial goods companies broke attendance records as they flocked to PACK EXPO in Las Vegas to find innovative packaging solutions from a record number of exhibitors:

- Visitor Attendance +10%
- Exhibitor Attendance +19%
- Total Attendance +13%
- International Attendance +34%
- Number of Exhibiting Companies +12%
- Net Square Footage +17%



**92%**  
of PACK EXPO Las Vegas 2007  
exhibitors expected to sell their  
product as a direct result of the show.

## CONNECT TO DIRECT SALES OPPORTUNITIES

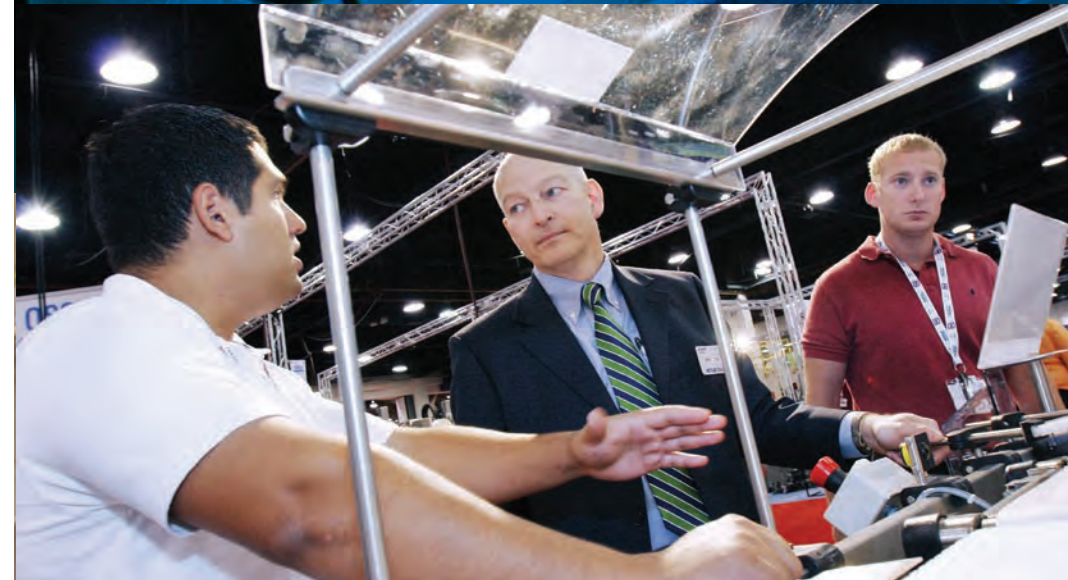
PACK EXPO connects the purchasers from major consumer and industrial goods companies with suppliers that can solve their toughest packaging challenges.

PACK EXPO attendees are not only ready to get a first-hand look at the latest machinery, materials, components, and containers —

**81% of attendees come to the show ready to buy.**

*"We acquired more space to exhibit our machinery for this show. We anticipated a great turnout and got more than our money's worth. We have since closed on six pieces of machinery while seeing more visitors than ever come to the booth with projects in hand."*

*Jerry Todd,  
Advertising & Promotion Manager  
Lantech.com, LLC*



# CONNECT TO EVERY VERTICAL MARKET

**PACK EXPO draws a dedicated buying audience of key decision-makers across nearly every vertical market and product focus.**

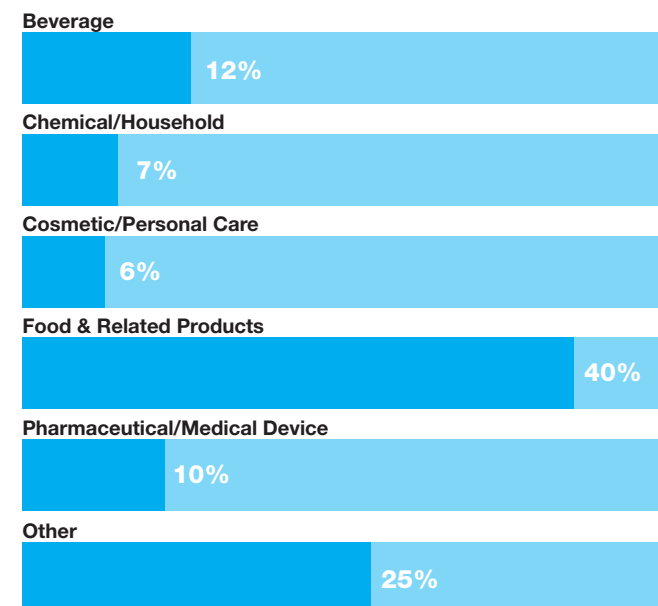
- Automotive
- Bakery/Snack
- Beverage
- Chemical-Industrial
- Confection/Candy
- Container Manufacturing
- Cosmetics/Toiletries
- Dairy
- Electronics
- Fruits/Vegetables
- Furniture/Fixtures
- Grain/Mill/Cereal
- Hardware/Tools
- Meat/Poultry/Seafood
- Metals
- Paper/Printing
- Petroleum
- Pharmaceutical/Medical
- Produce, Fresh
- Soap/Household Chemicals
- Textiles/Apparel
- Tobacco
- Toys/Sports/Crafts
- And many more



*"Our booth at PACK EXPO proved to be a highly successful vehicle for sharing the xpedx packaging story. Not only did we expose a large number of qualified prospects to our primary marketing initiatives, but we also created a lot of internal momentum within our sales force. The show helped our team speak with one voice to a large number of the right people."*

*Shawn Rowland,  
Director of Marketing, Packaging West Region  
xpedx*

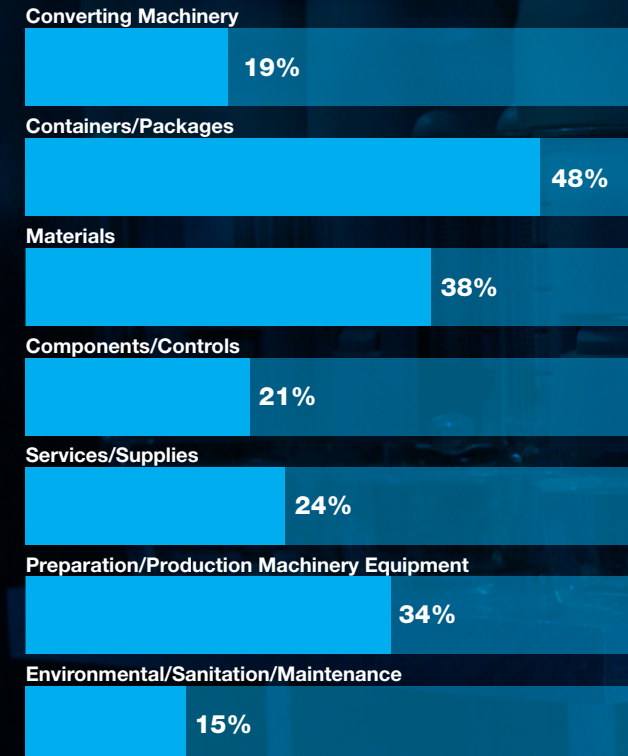
## Attendees Represent a Broad Range of Industries



# CONNECT ACROSS THE SUPPLY CHAIN

**While nearly 86% of attendees visit PACK EXPO for machinery, attendee buying interests span the entire packaging supply chain.**

## Attendee Buying Interests



*"PACK EXPO draws attendees from a broad range of industries, which is useful for my company since we produce equipment for many different types of applications. PACK EXPO has always provided us with a good return on our investment."*

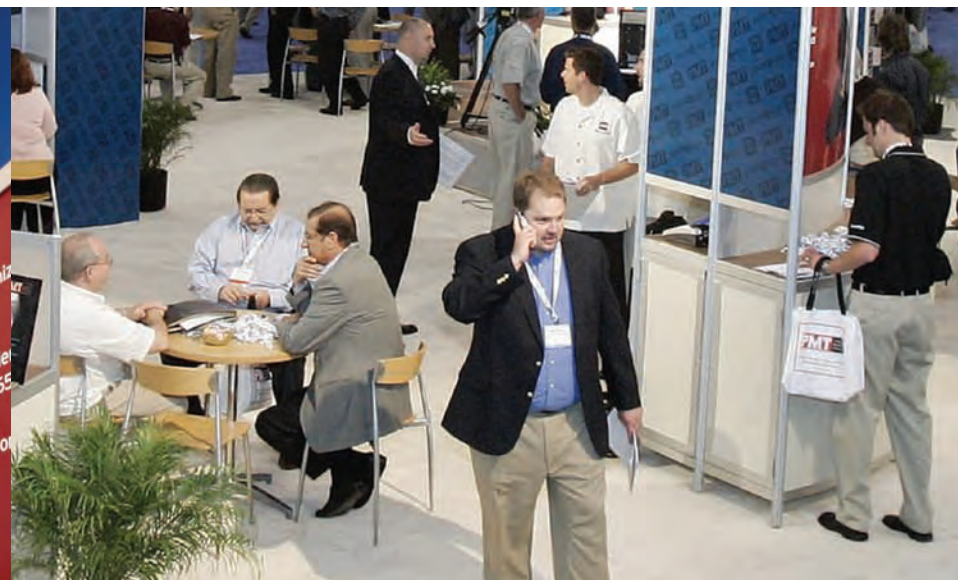
*Keith Jones  
Director, Corporate Communications  
Eriez*

# CONNECT TO TOTAL ACCESS



Total Access unites the PACK EXPO tradeshow, packexpo.com, and *Packaging Machinery Technology (PMT)* magazine under a single banner—giving packaging industry buyers and sellers an integrated one-stop shop that supports the entire packaging supply chain.

**Connect to the entire packaging supply chain today with PMMI Total Access.**

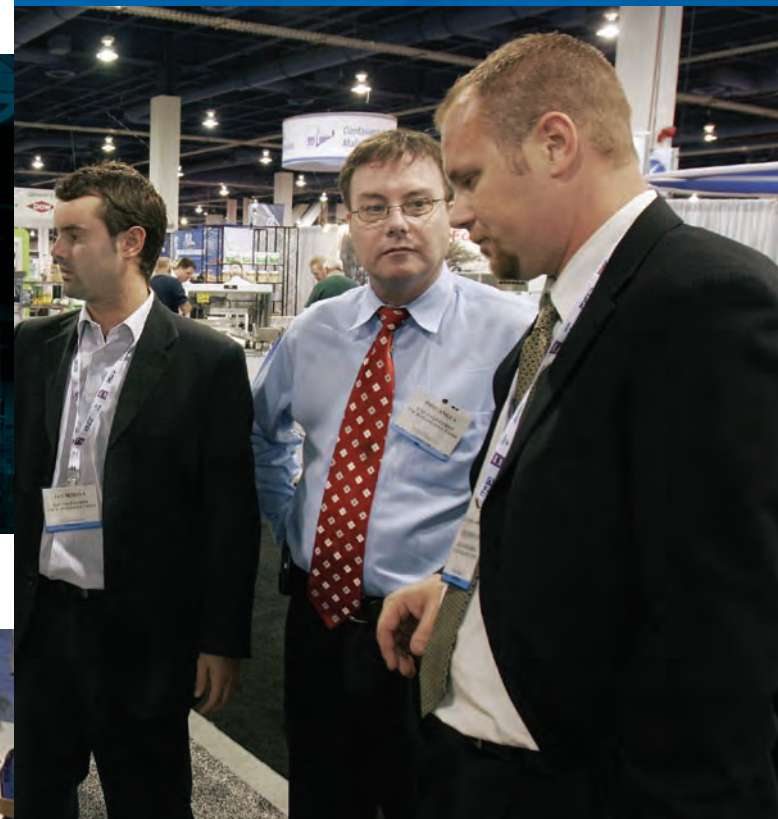


**Connect to the Power of packexpo.com**

**All PACK EXPO Las Vegas 2009 exhibitors will receive a free listing on packexpo.com, the largest, most widely used destination for packaging buyers year-round.**

# CONNECT AT ALL LEVELS

PACK EXPO attracts a high-powered audience of corporate executives, senior directors, engineers, and production managers in charge of design, implementation, and operation of packaging lines.



## Attendee Job Functions

General & Corporate Management

34%

Engineering

20%

Production/Manufacturing

15%

Purchasing

9%

Research/Development

4%

Sales

8%

Marketing/Brand Marketing

3%

Other

7%

**Influencers and decision makers from some of the world's most recognized brands attend PACK EXPO. Here's a partial list of past attendees:**

3M  
ACH Food Companies, Inc.  
Amway Corporation  
Anderson Packaging Inc.  
Anheuser-Busch  
Baxter Healthcare  
Bayer Corporation  
Beam Global Spirits & Wine, Inc.  
Becton Dickinson  
Bristol-Myers Squibb  
Cadbury Schweppes  
Campbell Soup Company  
Cardinal Health  
Church & Dwight Co., Inc.  
The Clorox Company  
The Coca-Cola Company  
Colgate-Palmolive  
ConAgra Foods

Coors Brewing Company  
Costco Wholesale  
The Dannon Company  
Dean Foods  
Del Monte Foods  
The Dial Corporation  
Dow Chemical  
DuPont  
Eastman Kodak  
Eli Lilly and Company  
Fresh Express  
Frito-Lay  
General Mills  
Gerber Products  
Georgia Pacific  
The Gillette Company  
GlaxoSmithKline  
Hasbro, Inc.

The Hershey Company  
Hewlett-Packard  
Hormel Foods LLC  
The J.M. Smucker Company  
Jack Daniel Distillery  
Jelly Belly Candy Company  
Johnson & Johnson  
Kellogg  
Kimberly-Clark  
Kraft Foods  
The Kroger Company  
MARS Snackfoods USA  
Masterfoods USA  
McCormick & Company, Inc.  
MeadWestvaco  
Merck & Co., Inc.  
Miller Brewing Company  
Nestle Purina

Ocean Spray Inc.  
Pepperidge Farm Inc.  
PepsiCo  
Pfizer Inc.  
Procter & Gamble Company  
Quaker Oats  
Rubbermaid  
Russell Stover Candies  
SC Johnson & Son  
Sara Lee Bakery  
Sherwin-Williams  
Snyder's of Hanover  
Sun-Maid  
Timex Corporation  
Tyson Foods  
Wal-Mart Stores Inc.  
Welch's  
Whole Foods Market

# MAXIMIZE CONNECTIONS AT THE CONTAINERS & MATERIALS PAVILION

Our Containers & Materials Pavilion gives buying teams a one-stop shop for the newest products, technologies, and processes—all centered on their specific needs. PACK EXPO pavilion exhibitors benefit from:

- Convenient Location—Centrally located to maximize visibility for attendees.
- Directory—Your company will be featured in the CD Directory and Pocket Guide.
- Print Advertisements—Ads in leading industry publications promote pavilion to buying teams.
- Direct Mail—Qualified prospective attendees receive targeted messages to drive traffic to the pavilion.
- Marketing—PMMI delivers more than 5 million marketing impressions to the audience you want to reach.

## A Partial List of Allied Associations that Support PACK EXPO:

- ABRE - Brazilian Packaging Association
- Asociacion Mexicana de Envase y Embalaje (AMEE)
- Association of Independent Corrugated Converters (AICC)
- DuPont Authentication
- Fibre Box Association
- Flexible Packaging Association
- Foodservice & Packaging Institute
- Glass Packaging Institute
- Healthcare Compliance Packaging Council
- IAE- Instituto Argentino Del Envase
- In-Mold Decorating Association
- Institute of Packaging Professionals (IoPP)
- International Molded Fiber Association
- International Safe Transit Association
- Paperboard Packaging Council
- Sustainable Packaging Coalition

*"It was extremely helpful that there was an entire section dedicated to my specific packaging need."*

*Bryan Whitehead  
Project Engineer  
Boar's Head Provisions Company*



# CONNECT TO INDUSTRY INNOVATORS & KEY TRENDS

## Showcasing the Future

The Showcase of Packaging Innovations® draws attendees interested in the year's most innovative and award-winning package designs from prominent packaging associations around the globe.

The Showcase also features PACK EXPO Selects®, a display of commercial packaging projects designed, produced, or implemented by PACK EXPO exhibitors.

Visit the Showcase to see what the future holds for the packaging industry and find the inspiration for your next breakthrough packaging idea.

## Going Green

Sustainability is one of the packaging industry's most important trends and will again represent a strong component of the PACK EXPO exhibit floor. In keeping with sustainability, this entire prospectus is printed on recycled paper.

In 2007, more than 25 percent of the exhibits featured solutions highlighting sustainable aspects of packaging operations, such as recycling, operational efficiency, low-energy usage components, and biopolymers.

At PACK EXPO, nearly half of all attendees are looking specifically for innovative packaging materials and containers. As an exhibitor in the Containers & Materials Pavilion, you can connect directly with the prospects interested in your niche of the packaging industry.

Brand managers and packaging designers visit the pavilion, eager to discover the latest advances in:

- Paperboard
- Glass
- Metal
- Plastic
- Flexible Packaging
- Package Producing Equipment
- Bio-Materials

*"I really like the way this show is organized, especially the separate Containers & Materials Pavilion."*

*Joy Krueger, Account Manager  
Klockner Pentaplast*



# CONNECT TO PREMIER VISIBILITY

## Pre-Show Marketing

To ensure your prospects turn into customers, PACK EXPO's sole focus is on marketing to your audience. From targeted direct mail to broad-based public relations, and everything in between, we'll deliver more than 4 million marketing impressions to drive your most valuable customers to the show.

**When you exhibit at PACK EXPO, you not only get the best trade show exposure in the packaging industry, you get the regional, national, and international marketing power only PACK EXPO can deliver.**

## News You Can Use—Packexpo TV

Packexpo TV was launched in 2007 at PACK EXPO Las Vegas, delivering company product announcements, corporate news, and industry service alerts from packaging suppliers and other industry stakeholders—directly to packaging professionals.

Packexpo TV is a dynamic news service that gives PACK EXPO exhibitors the opportunity to create excitement at the show and to broadcast video news releases online all year long on packexpo.com.

Attendees tune in to packexpo TV news to keep abreast of product releases, company updates, and footage straight from the PACK EXPO show floor, including clips of several keynote speakers.

# CONNECT TO PROSPECTS BEFORE...DURING... AND AFTER

*Personalized connections are the most important measure for today's exhibitors. And PACK EXPO delivers with My PACK EXPO—a dynamic software tool that allows you to interact with buyers ahead of time...set up meetings during the show...and follow up with prospects you may miss at the show. My PACK EXPO is available to all registered attendees, so they can organize their days ahead of time and arrive ready to start working.*

*"We received at least 200 leads during the PACK EXPO show and expect 20% of them to turn into orders. We've already sold \$250,000 in equipment on the floor. We received more qualified leads at PACK EXPO Las Vegas than any other show this year."*

*Jens Kallfass,  
President  
Kallfass Packaging Machinery*

At the most recent PACK EXPO in Las Vegas, more than 70% of attendees used My PACK EXPO to pre-plan their visits. Using My PACK EXPO before and during the show, these attendees:

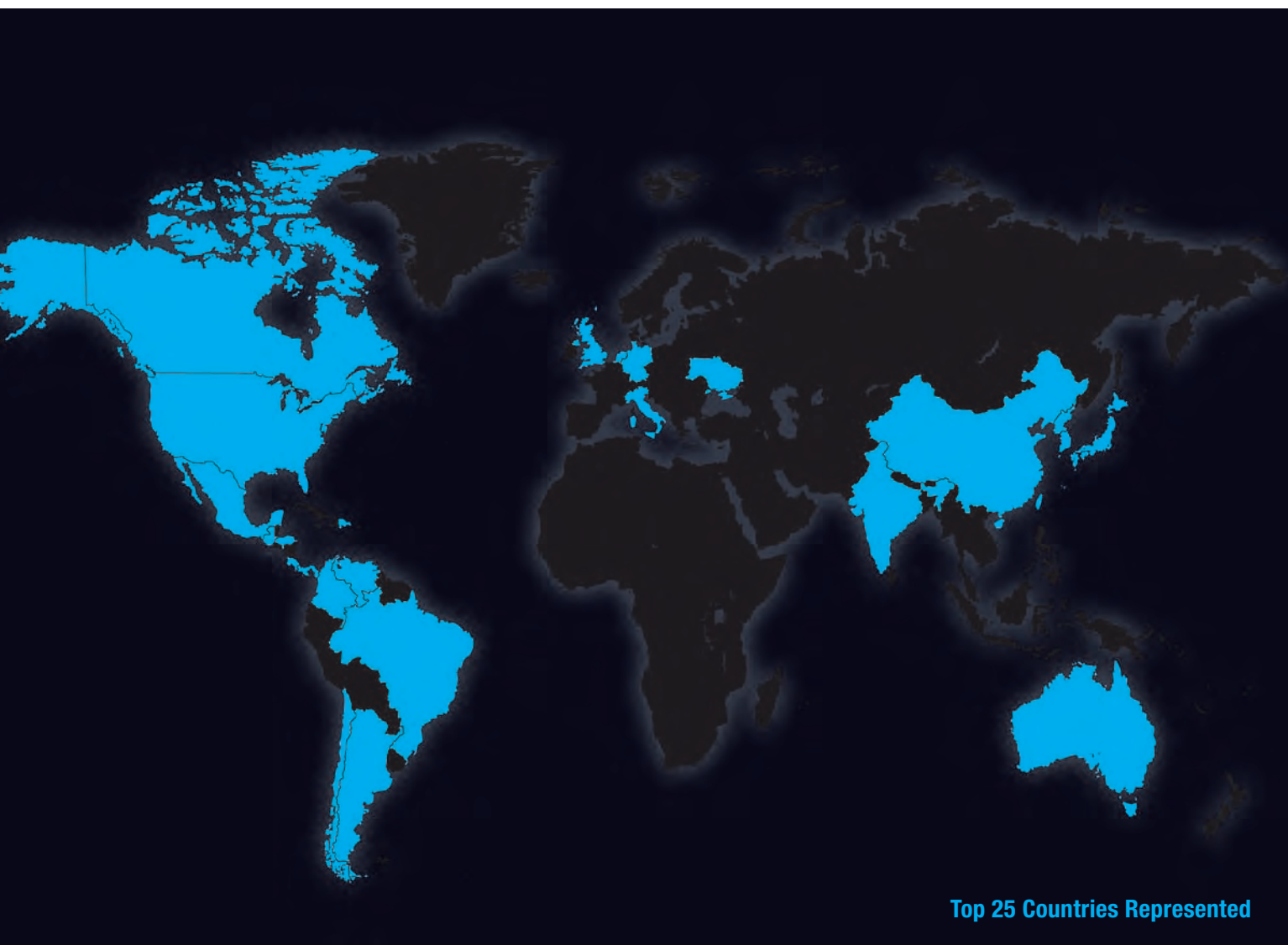
- Created their own "must-see" list that highlighted exhibitors over 100,000 times
- Created 27,500 personal maps to locate exhibitors they planned to visit
- Viewed 3.2 million pages of packaging supplier and PACK EXPO show information

**All together, My PACK EXPO generated more than 1.1 million direct business-to-business connections in 2007.**



# CONNECT GLOBALLY & LOCALLY

*The dynamic atmosphere of PACK EXPO attracts visitors from around the world. In fact, PACK EXPO Las Vegas 2007 set a new standard with international prospects from nearly 100 countries.*



***PACK EXPO Las Vegas has received the U.S. Department of Commerce's International Buyer Program designation. We are the only packaging event in the United States to be actively promoted by U.S. Foreign Commercial Service offices around the world.***



## CONNECT TO COMPLETE SOLUTIONS

PROCESS EXPO and CPP EXPO are co-located with PACK EXPO—bringing all of your prospects, customers, and colleagues to one place, at one time. You'll maximize the value of your tradeshow dollars, and generate the qualified leads you need to increase sales.



PROCESS EXPO, sponsored by the Food Processing Suppliers Association (FPSA), attracts qualified buyers representing every market segment of the food industry, including:

- Fruits and Vegetables
- Meat, Poultry, and Seafood
- Beverages
- Prepared Foods



Converting & Package Printing (CPP) EXPO showcases the latest in printing, coating, slitting, and other state-of-the-art finishing processes, including:

- Flexible Packaging
- Folding Carton/Box Making
- Corrugated Converting
- Tissue Converting
- Narrow Web/Tag & Label

***Combined, the three shows attract more than 25,000 attendees and feature over 1,800 exhibitors.***



# CONNECT TO FABULOUS LAS VEGAS

Las Vegas is among the world's premier convention destinations and an exciting, action-packed setting for a spectacular show.

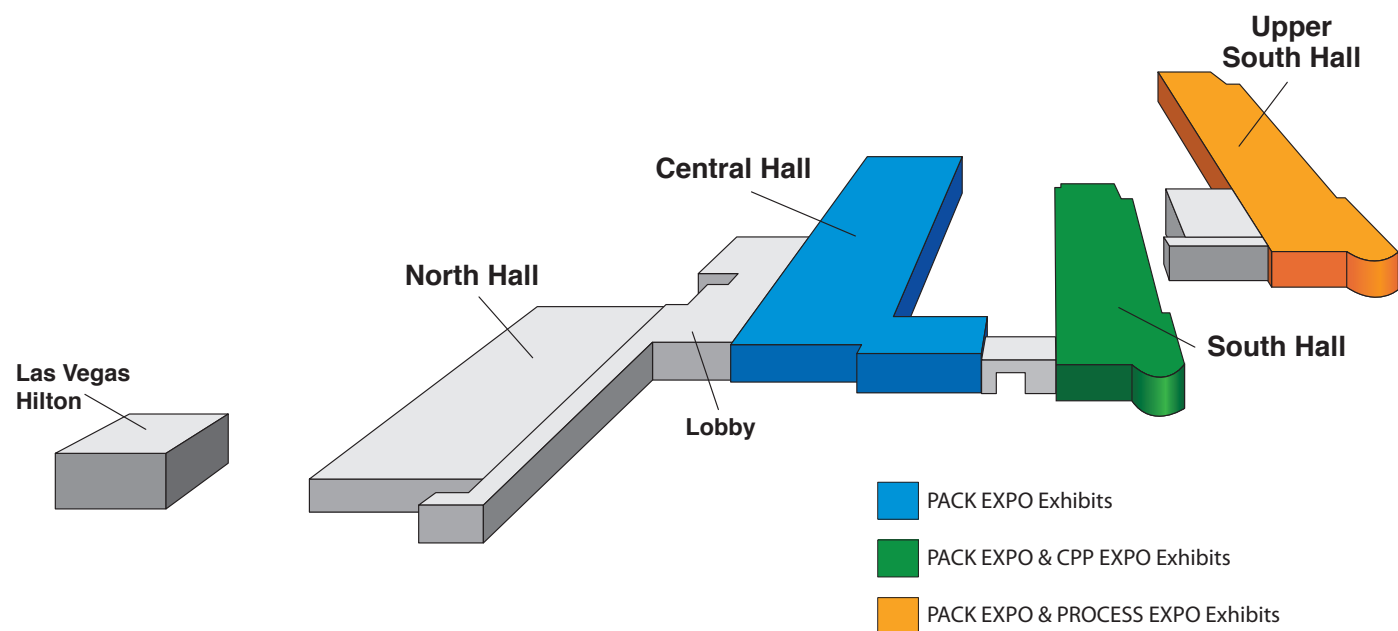
PACK EXPO Las Vegas 2009 will be held at the Las Vegas Convention Center. This state-of-the-art venue includes a on-site business center and wireless Internet access throughout.

For more information about Las Vegas, NV or the Las Vegas Convention Center, please contact:

Las Vegas Convention & Visitors Authority  
3150 Paradise Road  
Las Vegas, NV 89109  
702-892-0711  
www.lvcva.com  
www.vegasfreedom.com



Exhibiting at PACK EXPO Las Vegas 2009 couldn't be easier. A single point of contact will guide you through the pre-show process and coordinate all of your show services from start to finish. We'll be there to ensure you have everything you need—if you're successful, we're successful.



# MAKE THE CONNECTIONS THAT COUNT

When you exhibit at PACK EXPO Las Vegas 2009, you will make connections that count—reaching more than 25,000 prospects from around the globe.

Simply put, PACK EXPO is where the packaging industry connects—representing the greatest marketing bargain in today's packaging industry.

**Space is 91% Sold Out  
Reserve Your Booth Now!**

**EXHIBITOR SALES**  
Exhibit Sales Manager  
Christian O'Hara  
703.243.8555 ext. 642  
cohara@pmmi.org

For an up-to-date floor plan go to: [www.packexpo.com](http://www.packexpo.com)

**Complete the Enclosed  
Contract Today!**

Put your latest innovations on display for multibillion-dollar, multinational consumer goods companies that need packaging solutions only you can provide.



PACK EXPO is sponsored by:  
**PMMI**  
4350 North Fairfax Drive, Suite 600  
Arlington, VA 22203 USA

Phone: 703.243.8555  
Fax: 703.243.3038  
Email: expo@pmmi.org  
[www.packexpo.com](http://www.packexpo.com)  
[www.pmmi.org](http://www.pmmi.org)

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**PMMI**  
4350 North Fairfax Drive  
Suite 600  
Arlington, VA 22203 USA

# WHERE THE PACKAGING INDUSTRY CONNECTS



**PMMI is the sponsor and producer of the  
PACK EXPO shows, the world's leading  
packaging shows.**



# WHERE THE PACKAGING INDUSTRY CONNECTS

**October 5-7, 2009**  
Las Vegas Convention Center  
Las Vegas, NV USA







October 5 - 7, 2009

Las Vegas Convention Center  
Las Vegas, Nevada USA

Co-located with PROCESS EXPO  
and with CPP EXPO

# Exhibit Space Terms

Please read the following terms before completing the EXHIBIT SPACE APPLICATION & CONTRACT

### Non-Contiguous Space:

No exhibitor may choose more than one space using their own priority number if the booths are not contiguous. To choose additional space, companies must wait until all companies on the priority list have chosen space. (Contiguous space is defined to mean a booth that is adjoining which crosses a cross aisle but not a main aisle. See Sample below.) Please fill out the order form for choosing non-contiguous space for affiliates and return with contract. You will be assigned an additional date and time for selecting your non-contiguous space.

### Utility Cores:

If you select a utility core in combination with two or more spaces, be sure to include the utility core square footage under "Total Square Feet" on the Contract. The sizes of the utility cores are indicated on the legend of each floor plan.

### Priority:

Only companies who are current exhibitors in good standing and who are also listed in a "major" or alphabetical listing in the Directory of Exhibits CD and other show lists will be credited with the appropriate PACK EXPO Las Vegas priority. Companies listed only in the description section will not receive priority credit. **Note: Exhibiting at PACK EXPO Las Vegas does not affect the PACK EXPO International priority list and vice versa.** Exhibiting in either PROCESS EXPO or CPP EXPO does not entitle any company to receive credit toward the PACK EXPO Las Vegas priority.

### Selecting Multiple Spaces or Parts of Spaces:

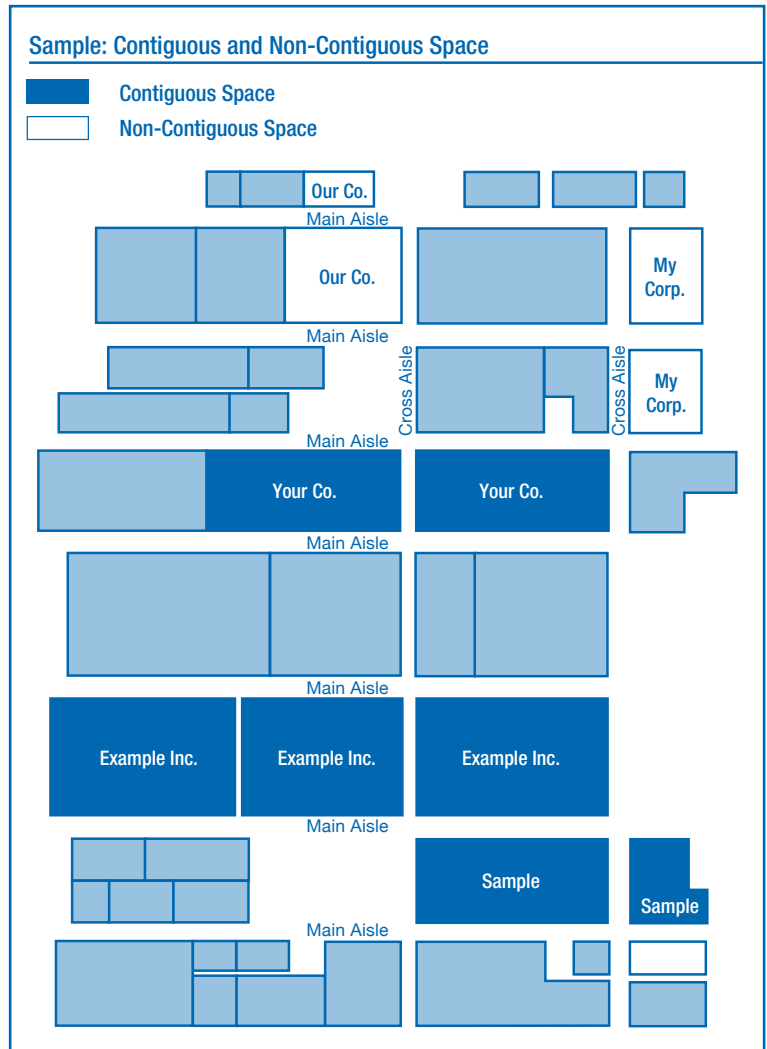
You may select several spaces to create an island booth (four-aisle exposure) or an in-line corner booth (two-aisle exposure). **No space or spaces may have main aisle frontage more than 3 times its depth.**

### Cost of Booth Space and Selecting Space for Affiliated Companies:

Your PACK EXPO Las Vegas Space Rental Rate is based on one "major" or alphabetical listing you request in the Directory of Exhibits and other show lists. You may use your priority status to select space for other affiliated companies. **\*Affiliated companies are defined as two or more companies that are legally related entities, e.g., a parent and a subsidiary subsidiaries of the same parent, a corporation and a division, partnership and a partner.** Companies and equipment sold in the normal course of business may be identified in the description section under the alphabetized listing at no additional charge. Additional alphabetical listings of affiliated companies can be purchased. See Exhibitor Service Manual for details. Submitting a completed contract and appropriate deposit payment does not guarantee booth space in PACK EXPO Las Vegas. PMMI execution of contract and signature of assigned booth space is required based on space availability.

### Space Rate:

All drayage/material handling is included in the space rate provided your shipment/truck checks in at the Las Vegas Convention Center by 2:00PM on your assigned target move-in date (see Exhibitor Service Manual for Targeted Move-in Schedule). A special assessment will apply to any inbound shipments which arrive after 2:00PM Monday-Friday, all day Saturday and Sunday (inbound only), and on any advanced warehouse shipments. See the Exhibitor Service Manual for pricing of special assessments. Space rate will include a one-time spot of equipment and display material. Any additional rigging or booth work will be billed separately at the exhibitor's expense—see Exhibitor Service Manual for pricing. All outbound drayage is included in space rate and no overtime charges or special assessments will apply.



**RETURN ORIGINAL CONTRACT AND DEPOSIT TO: PMMI**

P.O. Box 791042, Baltimore, MD 21279-1042 USA Phone: 703-243-8555 / [www.packexpo.com](http://www.packexpo.com)