



The future of industrial, transit & protective packaging



INDUSTRIAL PACK2018

April 4 – 5 | The Cobb Centre ATLANTA

POST SHOW REPORT

"Best new packaging show in the South!
Nothing but growth to come... thank you Easyfairs for an awesome job!"

Shannon Chaney,
SSI SCHAEFER

SUPPORTED BY



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by EASYFAIRS

THE FIRST EDITION OF INDUSTRIAL PACK: A RESOUNDING SUCCESS...

The inaugural Industrial Pack has been hailed as a true hit. The first edition, held April 4 & 5 at the Cobb Galleria Centre, Atlanta, attracted an audience of 1,134 over the two days.

The launch event connected top buyers and suppliers in the industrial packaging community while celebrating new product development and rewarding excellence across the three core areas of industrial, transit and protective packaging. Strong foundations have been laid for developing the event further in the future.

"Industrial Pack has provided our company with fantastic networking opportunities and information about packaging suppliers"

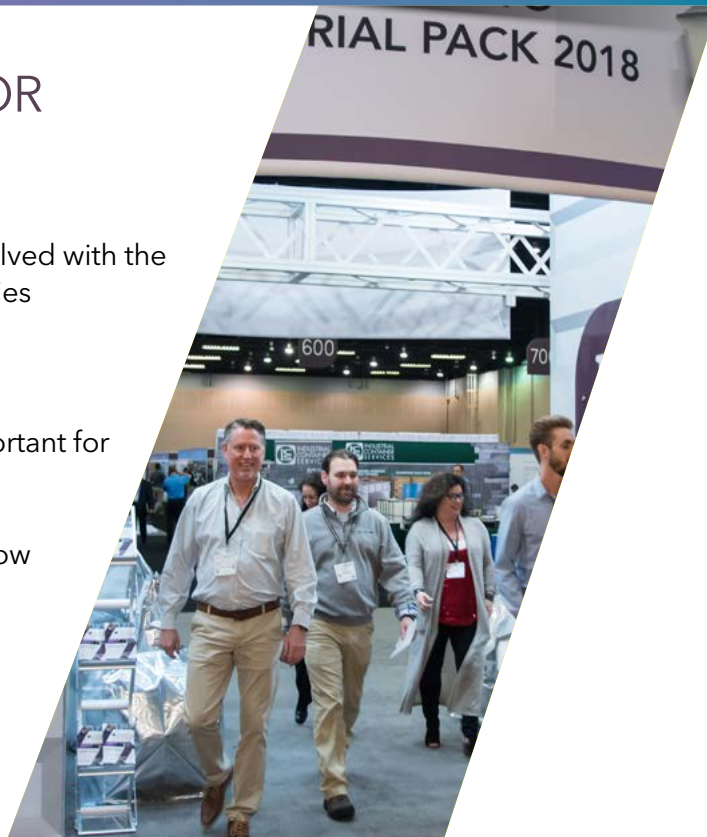
James McCoy, **Procurement Advisors**

"Industrial Pack turned out to be a very useful expo. As a buyer, there were plenty of networking opportunities and new product demonstrations. I will be back next year and look forward to it!"

Jeff Baker, **AMEC**

KEY STATS FROM VISITOR RESEARCH:

- **86%** of attendees were directly involved with the final decision making for their companies
- **81%** were satisfied with the event
- **76%** said that Industrial Pack is important for their future business
- **83%** said they plan to attend the show again

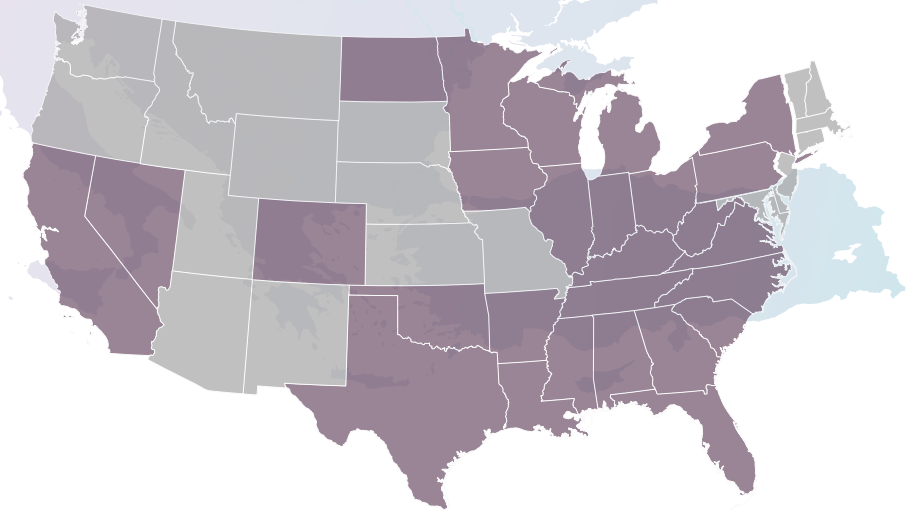


VISITORS ATTENDED FROM 11 COUNTRIES:

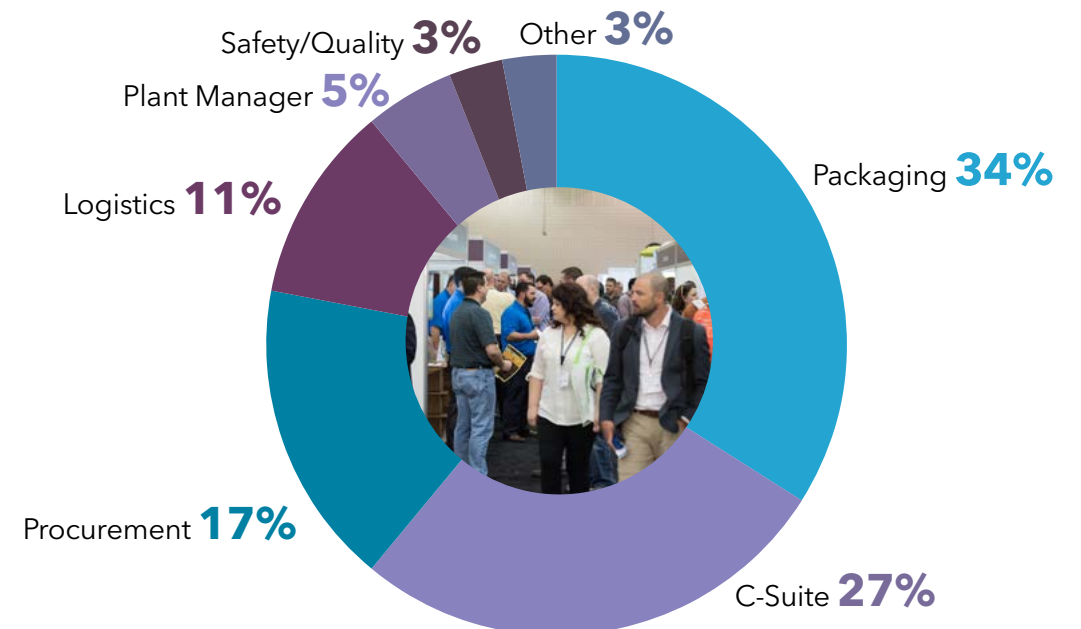
CANADA BRAZIL SPAIN INDIA NORWAY JAPAN FINLAND
UNITED KINGDOM CHINA ITALY JAMAICA

VISITORS ATTENDED FROM 23 STATES:

● - visitor states



WHAT JOB FUNCTIONS DID VISITORS HAVE AT THE SHOW?



WHO ATTENDED?



"The first edition of Industrial Pack went well! Great connections with visitors and professionally organized. The outcome was simple, efficient and focused on doing business."

Koen Adams,
NEFAB

VISITOR MARKETING & PROMOTION

So that our exhibitors made the most of their participation at Industrial Pack, we undertook a wide-reaching marketing campaign to ensure that we attracted the right visitors to the event with decision-making responsibilities and buying power. To encourage maximum exposure for our exhibitors, we provided personalized banners, personalized VIP (IP20) invitations for key prospects, direct mail invitations, and custom-made html emails designed to maximize campaign visibility.

Direct mail:

Invitations and vouchers were mailed to more than 30,000 carefully selected packaging professionals.

Email:

The 2018 email campaign reached over 60,000 packaging professionals weekly, with specific show news and targeted messaging.

Advertising:

A \$40,000 paid advertising campaign and media partnership program created exposure across leading titles including Packaging World, Packaging Digest, Packaging Tech Today, Logistics Business, Materials Handling, Packaging Revolution, Industry Today and other leading logistical, packaging and industry titles. A radio advertising campaign also targeted the immediate Atlanta area via WSB-AM.

VIP invitations:

Over 1,000 VIP invitations were sent to specialist buyers, identified personally by exhibitors, to join our IP20 program and receive a raft of preferential benefits during their visit.

Website:

The Industrial Pack website received over 25,000 unique visits in the lead up to the show.

Social media:

Industrial Pack 2018 engaged with the industry through Facebook, Twitter and LinkedIn, with a total of 700 followers across all channels.

PR & media coverage:

Working with experienced PR agencies to gain maximum impact across the press, the 2018 campaign achieved coverage in over 30 national and trade, online and print publications - totaling an outreach of more than 500,000.

WHO EXHIBITED?





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INDUSTRIAL PACK2019

March 27 & 28 | The Cobb Centre ATLANTA



INDUSTRIAL PACK 2019 will be taking place on **March 27 & 28** **once again at the Cobb Galleria Centre, Atlanta.** With **56% of 2018 exhibitors already re-booked** for next year, we're confident that it will be a bigger and better proposition all round. For exhibitor & sponsorship enquiries, contact a member of the team today.

Tim Rusbridge

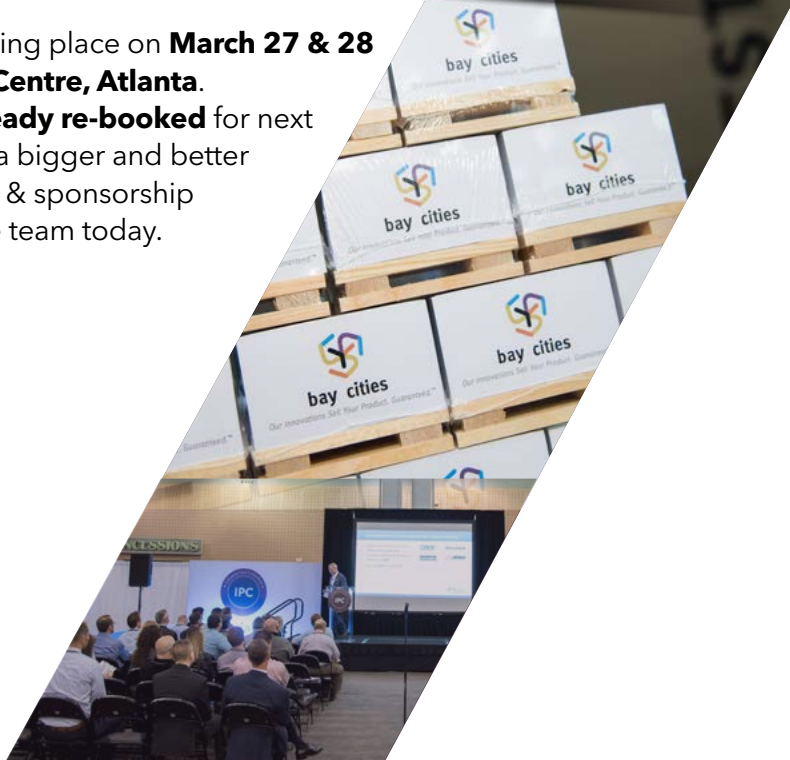
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