



PACKAGING
STRATEGIES®



New in 2012!

- » Extended Exhibit Hours
- » Packaging Strategies eXTRA
- » Exclusive Webinar Sponsorships
- » Online Sponsorships
- » Digital Opportunities
- » Virtual Trade Show

2012

INTEGRATED
MEDIA PLANNER



www.packstrat.com



WWW.PACKSTRAT.COM/FBFAN



WWW.TWITTER.COM/PACKSTRAT



PACKAGING STRATEGIES GROUP

OUR PACKAGING STRATEGIES COMMUNITY



Joe Pryweller

What comes to mind when you hear the name **Packaging Strategies**? Is it a specific image of a biweekly newsletter offering you insights into the latest business news and technologies; a series of five annual conferences that are recognized as industry leaders on the packaging events calendar; or our litany of independent studies that help you navigate your future in packaging.

You might not have considered the true meaning of **Packaging Strategies: Our community of packaging professionals.**

Our community is one driven to succeed. Our community focuses on the most timely information and the industry intelligence that will support your mission and its expansion. Our community yearns to network with like-minded professionals and to gain critical industry contacts. Our community demands unbiased knowledge sources, unfiltered trends, and the unvarnished truth. Our community is on a professional journey.

This is where **Packaging Strategies** can support your goals, and we invite you to join us in this community.

We'd like you to look at **Packaging Strategies** in a new light, one that presents an integrated approach to the packaging industry that offers a well-rounded breadth of information and networking opportunities. Read the newsletter every two weeks and learn what top industry professionals are discussing. Attend one of our landmark conferences and be part of the dialogue devoted to new innovations, major issues, key trends, and emerging technologies. Contemplate our invaluable studies that offer hard-to-obtain information at your fingertips.

But don't forget that we are part of this growing community. We offer social networking sites that are growing exponentially and gaining networking cachet. We're presenting the latest speaker videos from our events online via PSTV. We're moving into webinars and podcasts, into a larger exchange of information via e-news. We are what you want – a universe of experts and supporters.

There are numerous advertising and sponsorship opportunities in this packaging universe, as well as great exhibiting opportunities at our notable conferences.

The ability to gain recognition as part of this community has never been greater in volume and in scope of possibilities. This media kit condenses many of these awareness-building opportunities within these pages.

Join our community. Be part of the discussion. We're happy to welcome you to the world of **Packaging Strategies**.

Regards,

Joe Pryweller
Editor/Conference Director

People Are Talking about Sustainable Packaging Forum...



Danny Kearny, Bemis. It's been great to reconnect with what's going on with the rest of the industry, really the pulse, the front line of what is new and great. Not just with other flexible packaging companies, but with what's been going on with recycling and throughout the whole supply chain.



Debra Darby, Mirel Bioplastics by Telles. We always make sure that we exhibit at this event because of the power of the networking. It's a two-hour session and it is a powerful two hours. I think what's really important is the level of the knowledge has really increased over the past few years so we're now having conversations that can translate into business for us, so we're really happy to be here.



People Are Talking about Global Pouch Forum...

Betty Kauffman, MOCON, Inc. Global Pouch Forum is an excellent conference. It's providing leading-edge info on what's going on in the pouch industry... There's a lot of new developments as far as types of materials, uses for pouches, and it's a big transition for what the American consumer is going to start seeing in the future.



Virginia Cushing, Michelmann. This conference has exceeded my expectations; there are wonderful networking opportunities, brand owners, converters. A supplier like me gets to know what the converters need and how I can go about accomplishing it.

Testimonials

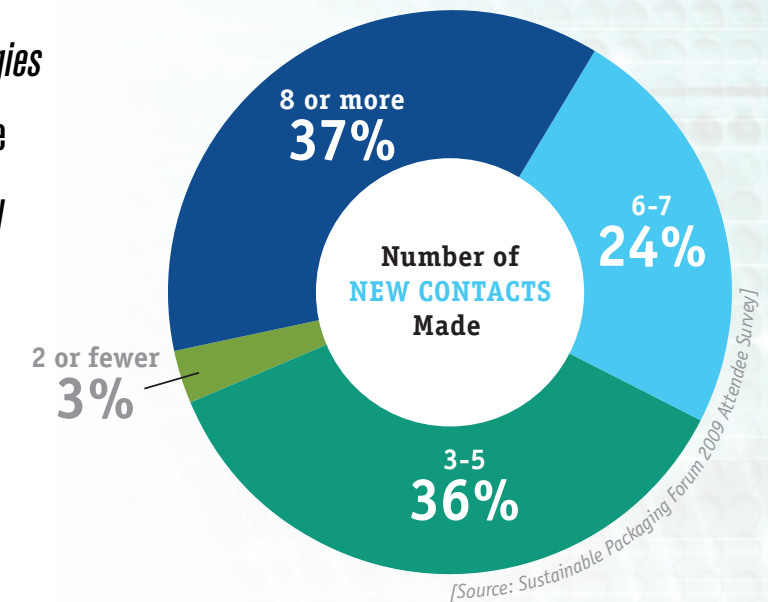
A Community of THOUGHT LEADERS

Unparalleled Access to Packaging Industry Professionals

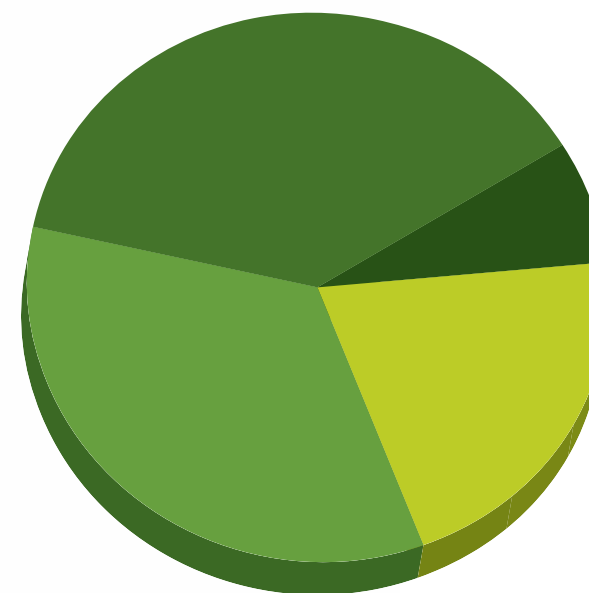
Network with industry professionals wherever they engage. A mix of opportunities – print, digital, and conferences.

Participants at a **Packaging Strategies** conference can expect a productive networking environment where they will connect with top packaging professionals.

61% of participants made 6 or more new business contacts.



Conference Participants by Job Function



- 21% - CEO/EXECUTIVE STAFF
- 34% - DIRECTORS & SENIOR MANAGERS
- 38% - ENGINEER/SCIENTIST/TECHNICAL/OTHER MIDDLE MGT
- 7% - OTHER

New!
Expanded Exhibit
Hours

Conferences + Exhibits

Packaging Strategies conferences help you understand a variety of industry segments and provide a unique opportunity for you to meet face-to-face with your customers and prospects. Each conference now includes expanded exhibit hours and a reception where you can showcase your products and services in a dynamic and business-focused environment. We offer a wide range of sponsorship opportunities to provide valuable exposure and position your company as an industry leader to an elite group of packaging professionals.



PAST PARTICIPANTS

Abbott	Johnson & Johnson
Cargill	Kraft
Clorox	Mars
Coca Cola	Nestlé
Colgate	Nike
ConAgra	Ocean Spray
Dial Corp.	PepsiCo
Eastman Kodak	Procter & Gamble
Eli Lilly	Sara Lee
Estee Lauder	Staples
General Mills	Unilever

RECENT SPEAKERS

3M	Johnson & Johnson
Alcoa	Mattel
Arcor Rigid Plastics	Mead
Ball	Westvaco
Campbell Soup	Method
DuPont	SC Johnson
Eastman Chemical	Tetra Pak
Frito-Lay	Whole Foods

Media Partners



JUNE 2012



For the past 14 years, the Global Pouch Forum has delivered innovative flexible plastics packaging solutions to a growing audience of top CPG producers/brand owners, converters and flexible packaging materials, machinery and services suppliers. It's the place to find the inspiration, technologies and innovation for your next package AND the contacts to make it happen.

www.globalpouchforum.com

MAY 7-9, 2012 • ITASCA (CHICAGO), IL



The Food Packaging Technologies Summit will focus exclusively on food packaging and the issues and challenges facing packaging professionals in this dynamic industry. This conference will feature a lineup of top professionals addressing the future of food packaging technologies and trends influencing the next generation of packaging.

www.foodpackagingtechnologies.com

SEPTEMBER 2012



The Sustainable Packaging Forum focuses on the latest sustainable packaging practices, business strategies and technologies from across the globe that support company growth while meeting today's sustainability challenges. For eight years, it has been the place to find solutions and innovations to implement as part of your sustainable packaging initiatives and policies going forward.

www.sustainablepackagingforum.com

NOVEMBER 2012



Packaging Outlook Summit is a one and a half-day conference offering a window on innovation, while providing attendees with trends and predictions in containers and materials. This event will engage the audience in a thought-provoking discussion on the future of packaging and the market and technology shifts that could play a major role in the growth of their businesses.

www.packagingoutlook.com

FEB. 28-MARCH 1, 2012 • ST. AUGUSTINE, FL



STRUCTURAL PACKAGING SUMMIT

The Structural Packaging Summit will offer an enriching experience to explore the latest tools, trends, issues, and technologies integral to the package development process and support the creation of new packaging that best fits the needs of consumers and clients. Join us to hear prominent structural designers, key package innovators, top brand owners, and other package development professionals discover opportunities for the further introduction of new package formats and materials.

www.structuralpackagingsummit.com

Introducing...



Wed., Aug. 22, 2012

Join **Packaging Strategies** and the BNP Media Packaging Group as we present Packaging Connections, an online, interactive event designed to provide education, communication and connection within the packaging industry. Reach professionals in the food and beverage, product marketing and design, and flexible packaging markets, all from the comfort of your home or office.

Contact your sales rep today for information on virtual booths and sponsorship opportunities!

Visit <http://portfolio.bnpmmedia.com/virtual> to view a sample virtual event.

Conference Opportunities

Packaging Strategies conferences are world-class in the packaging industry. Participation allows you added reach and visibility, and the networking offers a perfect opportunity to discuss business and create new industry alliances.

Submit an Abstract!

If you are interested in speaking opportunities, contact editors@packstrat.com.

Become a Sponsor – Increase Your Reach!

We offer a diverse group of focus-forward sponsorships or we can work with you to develop a customized sponsorship to meet your company's business marketing goals.

Official Forum Sponsor	\$15,000	Registration Hospitality	\$5,000
Welcome Reception	\$10,000	Continental Breakfast	\$5,000
Networking Reception	\$8,000	Conference Notepads & Pens	\$5,000
Luncheon	\$8,000	Bottled Water	\$5,000
Registration Bags	\$5,000	Badge Lanyards	\$5,000
Internet Café	\$5,000	Hotel Room Key Cards	\$4,000
Conference Workbook	\$5,000	USA Today Bellyband Advertising	\$4,000
Networking Breaks	\$5,000	Hotel Turn Down Service	\$3,500
		Host a Graduate Student	\$3,500

Become An Exhibitor!

This year **Packaging Strategies** conferences will bring together an average of 250 industry executives and brand owners to do business with you as a supplier of products and services to the packaging industry. Secure new business in our table top exhibit (6' x 2' draped table), where we provide you with the opportunity to demonstrate and showcase your company's products and services and have face-to-face conversations with key packaging professionals.

Exhibitor Pricing:

- New Exhibitor \$2145
- Renewing Exhibitor \$1945*
- Additional Table Top Space \$995
- Silver Exhibitor \$4545**
- Gold Exhibitor \$6145**

* MUST have exhibited at the previous year's conference

** Deadlines apply

Exhibitor Benefits:

- One conference registration
- One-time usage of the conference participant mailing list
- Company logo, listing, and 50-word description in conference Workbook
- Team rate for additional conference registrations

Silver & Gold Exhibitor Additional Benefits:

- ½ page (Silver) or full page (Gold) ad in conference issue of media partner's publication (*Food & Beverage Packaging* OR *Flexible Packaging*)
- 75-word description and logo in "Exhibitor Section" in conference issue of media partners' publication

To secure your sponsorship and exhibitor presence, contact Cheryl Peteherych, Event Sales Manager, at 847-405-4127, or via email at cherylp@packstrat.com

Marketing Advantages

Packaging Strategies Newsletter

The packaging industry's signature paid newsletter, offering key business developments, consumer trends, technologies and editor insights delivered biweekly to your inbox in a quick-read, digital format.



Exclusive Sponsorship Opportunity:

*available for select issues

- Banner on introduction letter of issue
- Company logo on the top right-hand corner of each page
- Banner at PS website for six or 12 months
- Sponsorship ad on the opposite side of Newsletter cover

ADDED Newsletter Sponsorship Opportunity: 2012 Packaging Outlook report

A bonus gift to our subscribers and available for purchase to industry professionals, this annual report offers recaps of the previous year and analysis of top trends and bold predictions covering key packaging sectors.

Sponsorship includes: Full-page ad in report, introduction letter from your company, logo on the cover.

Packaging Strategies eXTRA

A value-packed, free newsletter, delivered to our large packaging subscriber database, featuring the latest industry news, social media feeds, opinions from our editors, and article links from *Packaging Strategies* and other BNP Media publications.

Advertising Opportunities include:

- 720 x 90 top banner
- 300 x 250 tile ad
- 300 x 100 tile ad

Exclusive Sponsorship Opportunity includes:

- Banner Ad at top of eXTRA
- Sponsor recognition in the masthead
- Opening article in sponsored eXTRA issue

PSTV

Sponsor videos from our industry-leading conferences positioned on the home page of *Packaging Strategies*' website

Online Buyers Guide

List your company in our online buyers guide packed with more than 1,200 web addresses of key players that buy and sell packaging, packaging equipment, components, containers, and materials—including many Fortune 500 packaging buyers!

Listing options available:

Tile Button, Premium Listing and Premium Plus Listing

Contact Cheryl Peteherych for availability and pricing packages at 847-405-4127 or cherylp@packstrat.com

List Rentals: Kevin Collopy, 845-731-2684, kevin.collopy@infogroup.com

Webinars

Generate top-notch leads when you schedule your 2012 webinar today! We make it easy for you by delivering:

- » Reporting Link
- » Advertisement promoting your event...
- » Multiple promotional e-mail blasts to subscribers
- » Promotional banner
- » Promotional flyers
- » Event reminders
- » Database of all webinar registrants
- » Archived event

Social Media

Leverage *Packaging Strategies*' growing social media audience to boost your visibility and share your messages.

- » Twitter Widgets
- » Facebook Welcome Page
- » Sponsored Tweets
- » Facebook Notes

Website: www.packstrat.com

At least 8,500 visitors and 18,000 page views/month

- » Top Horizontal 468 X 60
- » Search Banner 468 x 60
- » Top Vertical 120 X 240
- » Skyscraper 120 x 600

CLEAR SEAS RESEARCH

MAKING THE COMPLEX CLEAR.

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.

Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.

To learn more about how Clear Seas Research can help you maximize your marketing ROI, please contact:
Clear Seas RESEARCH
 Making the complex clear
 Beth Surowiec at (248) 786-1619 or surowiecb@clearseasresearch.com
www.clearseasresearch.com





PACKAGING STRATEGIES®

A COMMUNITY OF PACKAGING PROFESSIONALS

Since 1983, **PACKAGING STRATEGIES** has delivered to the world's packaging leaders the information, insight and perspective that other publications cannot provide. Through our well-respected biweekly newsletter, our notable conferences and our insightful reports, **PACKAGING STRATEGIES** offers a broad approach that provides packaging professionals with the critical intelligence and information tools they need in their daily business operations.

Our valued **PACKAGING STRATEGIES** customers are global industry thought leaders, representing top executives among an impressive array of brand owner companies, retailers, packaging converters, suppliers and influential industry groups. They rely on **PACKAGING STRATEGIES** for industry news, market research and conferences to keep them on the leading edge of the market.



- Well-respected, biweekly newsletter reaching top professionals
- Five professional networking conferences annually
- eNewsletters
- Packaging studies and reports



The official publication for the Flexible Packaging Association. 100% in-depth coverage of this high growth market.



The only publication entirely focused on the role of packaging in the consumer product marketing mix.



The most useful information source for Food and Beverage Packaging Industry Professionals.

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