



packaging connections

The Virtual Expo and Conference



Event Date:
August 22, 2012

Presentation opportunities
and booth sales are filling up...
call now!

A virtual event designed to provide education, communication and connection within the packaging industry.

Presented By:



1 Show Connects You with 4 Brands!

Reach professionals in the food and beverage, product marketing and design, and flexible packaging markets.

Trade Show Benefits without Trade Show Costs

- Cost effectiveness – no travel or set-up costs
- Time savings – reach multiple prospects in one place
- Convenience – more readily available than traditional face-to-face events
- Marketing – print and online promotion for the event
- Lead generation – full contact information for everyone who visits your booth



Results from BNP Media's 8 Virtual Events

Registrants: 1,572

Attendees: 777

Viewer Show Duration:
127 minutes

Booths: 14

Leads per Booth: 258

Content Downloads: 1,273

1-to-1 chats: 640

75%

of business decision-makers said they attended 3+ web-based events during the past 12 months. *

77%

of virtual event attendees have downloaded documents and product information in a virtual environment. **

19%

of virtual event attendees have proactively contacted a vendor following a virtual event. **

View a demo at <http://portfolio.bnppmedia.com/virtual>

*American Business Media and Forrester Research

**The Practicalities of Virtual Events, ON24, 2011



Presented to BNP Media for Best Social Media Integration

Virtual Booth: \$2,499 net

(Unlimited availability)

- One virtual booth with personalized options:
 - Color and layout of booth with logo
 - Up to 15 pieces of marketing collateral such as product literature, white papers, case studies, video presentations/on-demand Webinars, links, etc.
 - Video booth greeting or product demo (flash format only)
 - Company description for the exhibit hall and inside your booth
 - Booth survey (approx. 5-10 questions) – include a giveaway to get better results (optional)
 - Booth set-up assistance from a BNP Media virtual events expert
- Live interaction with attendees via typed chat and email
- Live event technical support
- VIP e-vite to send to your clients and prospects
- Marketing packet to invite your clients and prospects
- Listings and logo in the printed Show Directory distributed to presenting publication subscribers
- Company listing in exhibitor directory on the show's website and inside the virtual event
- Leads from two buy/specify categories of your choice in addition to lead capture with full contact information of all attendees who visit your booth or download your content
- Booth archived for three months – registrants can download your marketing collateral after the live event

Choose any of these packages for more exposure!

Event Sponsor: \$12,500 net

(4 available)

**100% Show
Registration!**

- One virtual booth including all items in the virtual booth package
- Logo and company name displayed on all event promotional efforts, including print ads, e-mail invites to target audience, confirmation e-mail, reminder e-mails, follow-up e-mail, event website and registration page
- Dedicated e-mail to attendees
- 10 additional marketing collateral pieces in booth
- 1 PDF download automatically placed in attendees' briefcase
- 1/6th page Product Review ad in the printed Show Directory
- Lead capture of all show registrants
- Includes Lunch-n-Learn Roundtable sponsorship

Keynote Sponsor: \$3,900 net

(3 available)

- One virtual booth including all items in the virtual booth package
- Up to 3 sponsor brands aligned with 1 event-produced 45-minute keynote presentation and 15-minute follow-up chat session
- 30-second commercial and logo within pre-recorded keynote
- Lead capture of all keynote attendees

Prize Sponsor: \$3,900 net

(2 available)

- One virtual booth including all items in the virtual booth package
- Include a prize (minimum \$150 value) in our show prize center
- Lobby banner promoting prize
- Prize details included in printed Show Directory
- Lead capture of all prize entrants

Webinar Sponsor: \$7,500 net

(3 available)

- One virtual booth including all items in the virtual booth package
- 45-minute pre-recorded PowerPoint-based webinar
- 15-minute post-webinar chat session
- 1/6th page Product Review ad in the printed Show Directory
- Lead capture of all webinar attendees

Lunch-n-Learn Roundtable Sponsor: \$3,000 net

(2 available, plus Event Sponsors)

- One virtual booth including all items in the virtual booth package
- Lead capture of all roundtable attendees

Contact your sales representative today to exhibit at Packaging Connections 2012!

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