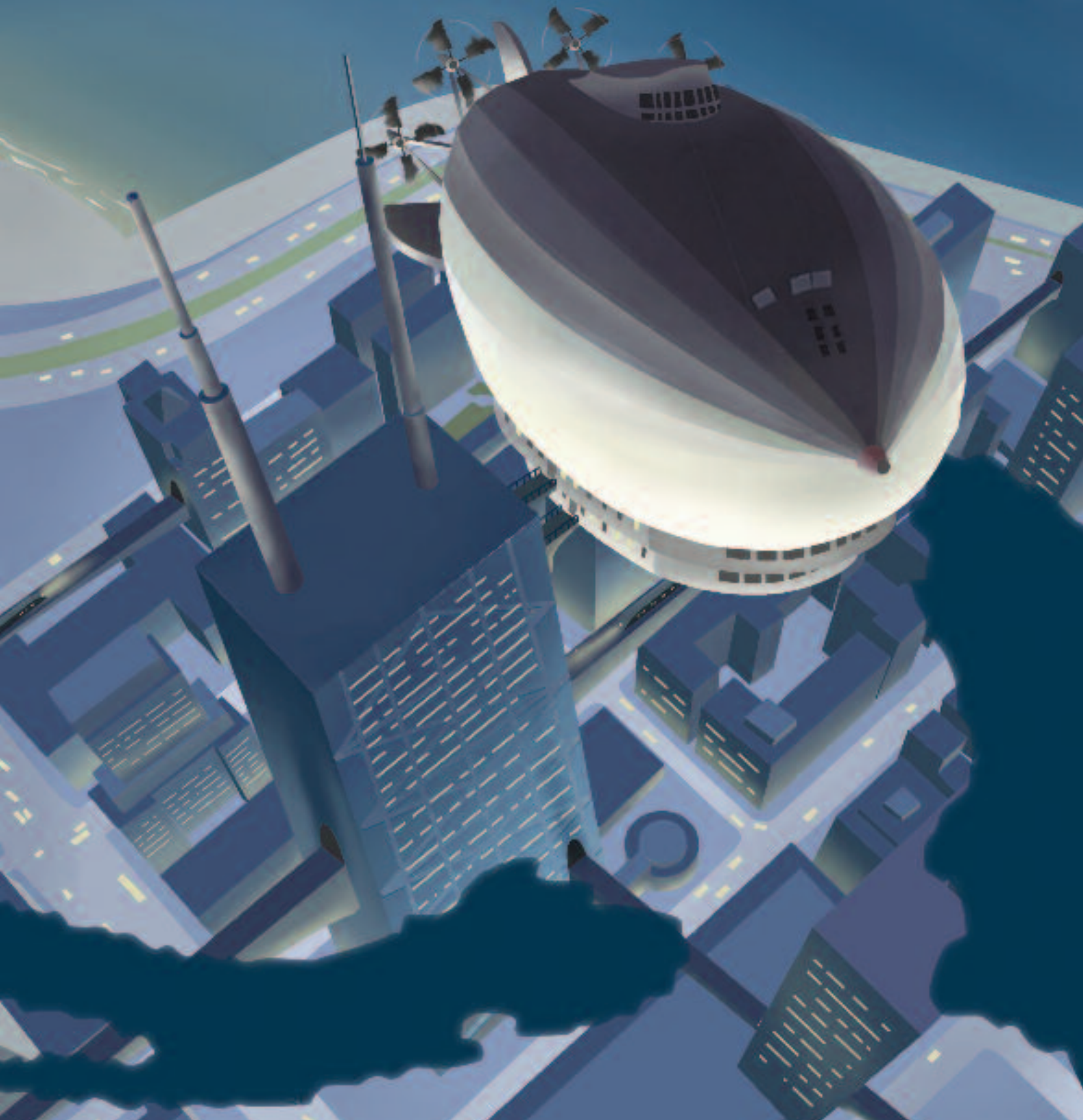


# LABELXPO AMERICAS



CHICAGO

BY AIR

11-SEP-12

# A GLOBAL PLATFORM TO INTERACT AND MEET A TARGETED AND MOTIVATED AUDIENCE



11 - 13 September • Chicago

**LABELXPO  
AMERICAS 2012**

[www.labelexpo-americas.com](http://www.labelexpo-americas.com)

Labelexpo Americas, launched in 1989, is the largest label converting show in the Americas. In addition to the traditional markets of the United States and Canada it also attracts a fast growing number of Latin America's converters.

Labelexpo Americas is the place that label converters from across the Americas come to see

new technology, source new suppliers and buy new machinery. In recent years, the rapid growth of the label market in Latin America has resulted in a significant increase in senior attendance from this region. Labelexpo Americas is supported by the TLMI and all the key printing and packaging magazines.



## THE MARKET

The United States is the largest single label market with 29% of global consumption.

Dominated by the economically more significant markets of the United States and Canada, the Latin American label sector is nevertheless a very important area for the future growth of labels in the region. Indeed, Latin America is installing advanced digital printing technology at a similar rate to the developed markets.



The show takes place at the Donald E Stephens Convention Center, in Rosemont, IL

## DELIVERING QUALITY THROUGH OUR AWARD-WINNING MARKETING CAMPAIGN

Many exhibitions claim to attract high attendee numbers. But over 30 years' experience of organizing successful international trade shows has taught us that the key is to ensure they are the buyers exhibitors want to meet. The Labelexpo award-winning marketing team will deploy all its efforts across a host of marketing channels with a single goal in mind: to deliver quality as well as quantity to your booth.

*The marketing campaign is conducted in English and Spanish and includes:*

### Direct Mail

All the direct mail for the show is created digitally using variable data. Not only is this a way of showing some of the latest developments directly on the promotional pieces, but the personalisation results in a fantastic response by attendees and exhibitors alike (over 100,000 pieces were sent throughout the 2008 campaign).

### Email

As most of our attendees pre-register in response to an email, a series of 15 promotional emails will be sent out before the show. The email design incorporates the creative theme of the campaign.

### Advertising

The ad will be published in all the key publications and websites (including general printing & packaging and label-specific titles), focusing on key emerging and mature markets.

### Website

The website is a very important part of the marketing campaign, since all pre-show registration is done online. It contains all key show information and statistics, including exhibitor list, interactive floor plan and a new exhibitor news section – highlighting new product launches and developments. The website takes attendees directly to the online registration system.

### Media/Associations

We are proud to work with leading trade associations and publications serving the printing sector.

These partnerships underline our joint commitment to the industry and its future prosperity.



**LABELS & LABELING**

**L&NW**  
LABEL & NARROW WEB

**PFFC**  
PAPER FEED CONVERSION

**TEVI**  
TAG AND LABEL  
FURNISHERS INSTIT

**FLEXIBLE**  
PACKAGING

**packagePRINTING**

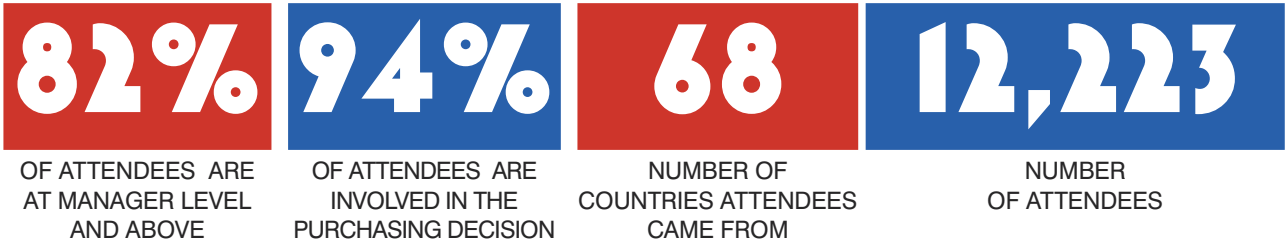
**FLEXO**

**Conversion**

## WHO ATTENDS THE SHOW?

- Label printers/converters
- Flexible packaging printers/converters
- Folding carton printers/converters
- Packaging printers/converters
- General printers/converters
- Brand owners
- Label designers
- Industry suppliers

## THE FACTS\*:



## TOP ATTENDING COUNTRIES:

- United States
- Canada
- Mexico
- Japan
- United Kingdom
- Brazil

## HALL LAYOUT:



“The view from us on the Heights stand was a definite upbeat mood with quality people coming to the show with a real purpose and not just window shopping. Our final attendance figures surpassed our expectations with projects and plans on the table for quite a hectic follow up program.”

**Nigel Walsh, Heights UK Ltd**

“Our participation at the show was a success. It was fantastic to see how well the audience appreciated the design, the compact footprint and the easy operation of the machines. Our special Labelexpo Americas offer also attracted many customers and we sold four machines directly off the stand - well over our expectations.”

**Mattias Malmqvist, Grafotronic**

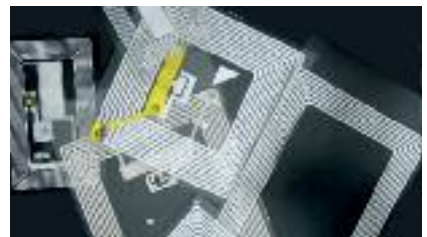
## WHY EXHIBIT?

Together, the Americas now account for over 40% of global label consumption.

- ⦿ North America alone currently has almost 29% of the global label stock consumption.
- ⦿ Meet thousands of high caliber attendees looking to team up with reliable suppliers and partners who have the innovations and solutions they need to improve efficiency and increase productivity.
- ⦿ Main platform for new technology launches, attracting all the industry leaders
- ⦿ Get the regional, national, and international marketing power only Labelexpo Americas can deliver.

## WHO EXHIBITS AT THE SHOW?

- ⦿ Label and narrow web printing machinery manufacturers
- ⦿ Label application, overprinting & inspection equipment suppliers
- ⦿ Pre-press and production technology suppliers
- ⦿ Radio frequency identification suppliers
- ⦿ Security solution suppliers
- ⦿ Substrate and adhesive suppliers
- ⦿ Industry service suppliers



“Where other show companies failed, Labelexpo delivered! Labelexpo Americas was a great success and results were above our expectations. Traffic on the first two days was extremely busy and it was a surprise to see many European printers attending the show. Many attendees were in the buying mood and the feeling during the entire show was upbeat. Thank you Labelexpo for a great job!”

**J. Michael Rivera, AMAGIC Holographics**

“Prism continues to grow in the packaging and converting marketplace and I feel that Labelexpo Americas is key to our growth. 2010 was our third and best show by far with good traffic and actionable leads.”

**Tim Daisy, Prism**

## ABOUT THE ORGANIZERS:

Labelexpo Americas, part of the Labelexpo Global Series, is organized by Tarsus Group, the international media company with a portfolio of exhibitions, conferences, publications and online media that span across Europe, the Americas, Asia and the Middle East.

Through established and constructive relationships with industry associations, media and suppliers, Labelexpo Global Series has a proven understanding of and commitment to the label

industry and, as such, possesses an impressive track record in trade shows in the label printing industry, including a global portfolio of successful shows, such as:

- Labelexpo Europe
- Labelexpo Asia
- Labelexpo India
- Label Summit Latin America
- South China Label Show

**With a wealth of exposure opportunities, Labelexpo Americas provides a dynamic environment for your sales and marketing activities.**

**Contact us today to discuss how your business can benefit!**

### Offices:

Tarsus Group Ltd  
Metro Building  
1 Butterwick  
London  
W6 8DL  
United Kingdom

Tarsus Expositions Inc  
16985 W Bluemound Rd  
Ste 210  
Brookfield  
WI 53005  
United States

Tarsus Exhibitions & Publishing Ltd  
Room G Floor 29  
SIIC  
No.18 North Caoxi Road  
Xu Hui District 200030  
Shanghai  
China

**Tel:** +44 (0)20 8846 2700  
**Fax:** +44 (0)20 8846 2801  
**Email:** sales@labelexpo.com

**Tel:** +1 (262) 782 1900  
**Fax:** +1 (262) 782 8474  
**Email:** sales@labelexpo.com

**Tel:** +86 21 6468 6801  
**Fax:** +86 21 6427 9169  
**Email:** sales@labelexpo.com



11 - 13 September • Chicago

**LABELEXPO  
AMERICAS 2012**

[www.labelexpo-americas.com](http://www.labelexpo-americas.com)