

MARCH 28-30, 2023

DONALD E. STEPHENS
CONVENTION CENTER
ROSEMONT, IL

Exhibitor Marketing Resources Kit

Marketing Tools and Pre-Show Support Options to Maximize Your PTXPO Investment



PRESENTED BY:





Your Success is Our First Priority

Thank you for your commitment to the Plastics Technology Expo! We've developed a powerful lineup of promotional and marketing assets to ensure that you have a great experience meeting with buyers and partners while at the show. Plus, we provide PTXPO-branded materials to help you promote your involvement ahead of time to attract quality traffic to your booth.

Give the Gift of a Free Attendee Pass

You have automatically been assigned a unique free registration code to share with your customers and prospects. Your code has unlimited use and does not expire so invite as many customers and prospects as you like to join you at PTXPO. They receive complimentary access to the entire three-day event which includes seven pavilions in the exhibit hall, educational sessions in the Talk Tech Theaters and in-booth product demonstrations.



**Find your unique code
in your exhibitor dashboard
in the top right corner.**

Don't see it? Contact
exhibits@ptxpo.com



**As an extra incentive to distribute
your code, the exhibiting company who
has the most registration codes redeemed
wins a \$1,000 gift card after the event!**

ONLINE DIRECTORY & MY SHOW PLANNER



Scan here
to learn
more

Rise to the Top

When an attendee completes registration, they are routed directly into the PTXPO online directory to begin planning their PTXPO experience. Attendees use their digital MyShow Planner to create custom agendas that list the companies they want to meet with and the innovations they want to see on display. The more content you include in your exhibitor listing, the more online leads you'll generate, and the more buyers you'll attract to visit you onsite.

Fill your Showroom

Expanded showrooms stand out to site visitors. When you include relevant content about your business, products and services in your showroom, you'll be noticed and added to an attendee's must-see list of companies.

Impact Buyers Before, During and After

As soon as you complete your online directory listing, your sales message jumps in front of PTXPO buyers. Your brand is highly visible leading up to the show and stays visible to produce more leads in your sales pipeline long beyond the three days of the event.

FREE Basic Online Company Listing

Your exhibit comes with a free basic online listing (valued at \$1,000)! Log into your exhibitor dashboard and be sure your information is correct, current and compelling.

- Company name, address, phone number, URL and email links
- Social media links
- Company logo
- Company description
- Product categories
- One downloadable piece of sales/marketing literature
- One description of a special product you'll have on display

Power Up Your Exposure with an Enhanced Listing

Upgrade your basic listing with one of several affordable packages starting at \$200 and unlock a comprehensive suite of value-added benefits the event.

Stretch Your PTXPO Promotional Reach

Use Branded Marketing Assets to Pre-Promote Your PTXPO Appearance

Logos

A suite of PTXPO logos is available for download and offers the opportunity to brand your support of and participation in the Plastics Technology Expo. Use the logo in your print advertisements, direct mail pieces, email signatures and online.

Web Banners

Use these banners on your website and in your digital marketing efforts to invite your customers and prospects to register for PTXPO for free as your guest. These banners can hyperlink to ptxpo.com, your PTXPO online showroom or directly to online registration.

Web Buttons

Sized perfectly to complement your website, digital marketing messages and company email signatures, these buttons can hyperlink to ptxpo.com, your PTXPO online showroom or directly to online registration.

Email Templates

Email remains one of the most preferred methods of business communication and we've made it easier than ever for you to invite your customers and prospects to visit you in your PTXPO booth. Create an effective digital marketing campaign using one of our pre-written show invitation templates, apply your branding and include your custom free registration code.

Social Media

PTXPO is present on our media brands' LinkedIn, Twitter and Facebook pages. Please like, share and follow us on these platforms and spread the good news we post about new exhibitors, special show announcements and key event updates. Tag us with #PTXPO23 and let's keep the plastics community buzzing!



Twitter

@Plastics Technology
@MoldMaking Technology
@Additive Manufacturing



LinkedIn

[linkedin.com/showcase/ptxpo/](https://www.linkedin.com/showcase/ptxpo/)

**Download all
branded marketing
assets directly
from your**

Choose More Exposure, Discover Deeper Impact: Sponsorships and Advertising

You'll gain market awareness and a major boost over your competition when you take advantage of our full suite of add-on promotional options that accentuate your brand beyond the footprint of your booth. Being highly visible before and during PTXPO attracts more qualified buyers to your display and maximizes your PTXPO exhibiting investment.

Classic Sponsorship Packages

Choose from a traditional menu of sponsorships like:
Lanyards - Tote Bags - Hotel Key Cards - On-Site WiFi - and more!

All Classic Sponsorship Packages Include:

- ▶ The Gold enhanced listing package on PTXPO's Online Exhibitor Directory (\$400 value)
- ▶ Standard sponsor promotion mentions in:
 - PTXPO.com - the official event website
 - The PTXPO attendee registration brochure
 - All PTXPO email promotions
 - The special PTXPO show directory ad thanking sponsors
 - Plastics Technology and MoldMaking Technology magazines show issues

A La Carte Sponsorship Opportunities

PTXPO also presents several distinct sponsorships that are designed to catch attendees' attention and give sponsors a unique way to reach customers and prospects. Learn more about: Hydration Stations - Digital Backpack - Onsite Technology Challenge - Charging Lockers - Tech Talk Theater Sessions - and more!

Custom Sponsorship Options

Would you like an exclusive sponsorship for something not published? We're open to your ideas! Contact your sales representative to discuss details.

SPONSORSHIPS



Scan here to
download the
Sponsorship
and Advertising
brochure.



Full Color Advertising, Full Buyer Appeal

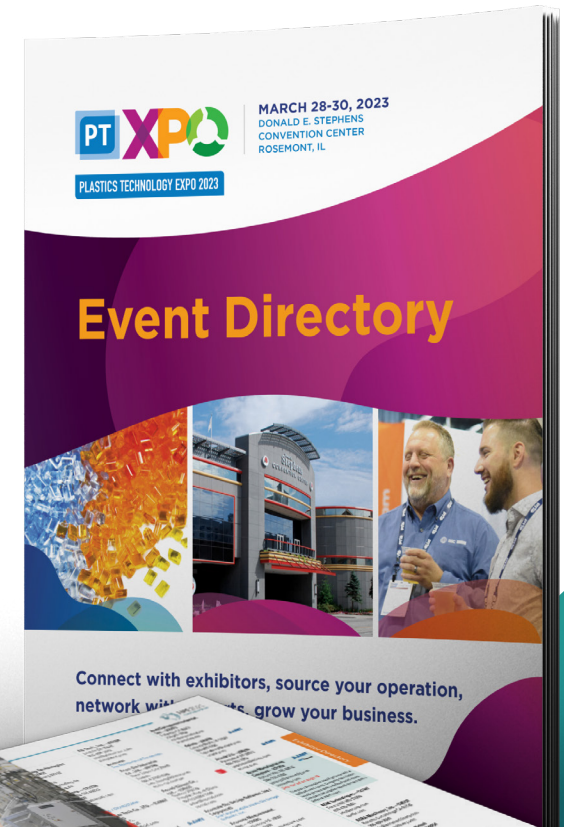
Stand out to all the PTXPO attendees with an ad in the show directory, the printed book that is the go-to reference during the entire show and favored desktop resource when buyers return to their shops.

PTXPO Show Directory Ads

You choose: Full Page - Half Page -
Premium Cover Positions - Specialty Inserts

Contact your sales representative to discuss your options.
You must be a PTXPO exhibitor to purchase show directory advertising.

Scan here to download
the Sponsorship and
Advertising brochure.



Participate in Plastics Technology Expo 2023



Need Help or Want to Learn More?

	Plastics Technology Reach	MoldMaking Technology Reach	Additive Manufacturing Reach
Magazine <i>Monthly Subscribers</i>	33,900+	18,200+	20,000+
Email <i>Opt-in Subscribers</i>	24,500+	13,500+	35,000+
Online <i>Monthly Page Views</i>	83,250+	67,300+	54,700+

Contact sales@ptxpo.com or your Gardner Business Media Sales Rep to get involved.

PRESENTED BY:



Scan here for booth space application or visit PTXPO23.exh.mapyourshow.com/boothsales

PLASTICS TECHNOLOGY SALES

Dale Jackman
djackman@ptonline.com

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Lou Guarracino
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Madeline Kline
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