

Discover New Prospects & Projects

AT CANADA'S LARGEST INDUSTRY RESOURCE



PLAST-EX



PACKEX
TORONTO

ATX Automation
Technology Expo
CANADA

**DESIGN &
Manufacturing**
CANADA

Process Technology for Industry
PTX
CANADA

**Powder &
Bulk Solids**
CANADA



May 14-16, 2013 | Toronto Congress Centre | Toronto, On



NEXT

After a sold out inaugural event in 2011, UBM Canon's Canadian event returns to Toronto in 2013.

ONTARIO INDUSTRY AT A GLANCE

- With 3,200 companies employing nearly 92,000 workers, Canada's plastics industry is valued at C\$26 billion.
- Ontario's manufacturing sector employs one million workers—second only to California.
- Ontario is responsible for 38% of the Canadian GDP.

Sources: Statistics Canada, The Globe and Mail, Ontario Investment and Trade Centre

UBM Canon's Co-Located Events Provide More Opportunities

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UBM Canon's co-location model allows attendees to freely explore, network, and be inspired by the entire collection of industry events under the same roof. Visitors can explore automation, lean manufacturing, cost reduction, and enhanced productivity solutions; design software, parts and tools, contract manufacturing, aerospace/defense products; plastics, packaging, materials handling, manufacturing software, electronics, and more.

4,955 ATTENDING COMPANIES CONDUCTED 30,427* PROJECT DEVELOPMENT MEETINGS WITH 678 EXHIBITORS DURING THE 2011 CO-LOCATED EVENT

*Based on 2011 CompuSystems verified lead counts

Marketing Campaign Targets Relevant Audience

UBM Canon maximizes the power of events, print and digital publications, and online and database products to deliver compelling content, educating and motivating buyers and purchase influencers in advanced manufacturing.

The Toronto event benefits from UBM Canon Media Division's "Master Audience File"—the most comprehensive database of advanced manufacturing executive and engineering titles available, with 1.3 million records drawn from:

- Trade Show Registration Files
- Website Registrations
- Digital Product Opt-ins
- Magazine Circulation Files

The event is promoted to attendees via multiple touchpoints:

- Email
- E-newsletters
- Digital Advertising
- Direct Mail
- Print Advertising
- Social Media
- VIP Program
- Websites

PLASTICS
TODAY
MODERN PLASTICS AND INJECTION MOLDING

ATD Automation
Technology
Digest



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ubmcanonevents.com

WHAT YOUR COLLEAGUES & COMPETITORS ARE SAYING ABOUT THE EVENT

I had more people stop by and visit our booth in the first hour of working the show than I have at other shows during an entire day.

Matthew Kerrigan,
Vice President Sales & Marketing,
Alpha Polybag Corporation

Plast-Ex gave us another great opportunity to present our services and projects to national and international leads and prospects and take home new contacts.

Elham Madani, Inside Sales Coordinator,
Alpha Marathon Film
Extrusion Technologies Inc.

You never know who is going to walk up to your booth and become your next new customer but whoever it is, it will be a quality lead. What a nice surprise to see so many attendees coming from such a long distance to this show—that speaks to the quality and value of the show.

Jeff Lambing, President
JDL Technical Services

Our company was pleasantly surprised at the number of contacts we made and quality leads that we generated during the show. We were also very pleased with the location and the organization of the event. We look forward to participating again next time, with a bigger booth.

Dr. John Perdikoulis, P.Eng, President,
Compuplast Canada Inc.

We weren't sure what to expect. However, we were pleasantly surprised at the number of attendees we attracted to our booth, despite the fact many had backgrounds different from those we typically meet at food shows. We have reserved a booth space for PACKEX 2013, and look forward to an encore of our very positive experience.

Jim Altilia, Manager,
Sales & Business Development,
University of Guelph,
Agriculture & Food Laboratory

Plast-Ex 2011 exceeded Milacron's exhibiting expectations. While Milacron account managers met with many long-standing customers with whom we finalized several machine purchases, the true benefit was the surprising number of serious contacts gained through plastics professionals interested in new Milacron plastics machinery. We've signed up to exhibit at Plast-Ex 2013 with even greater expectations as the North American market continues its steady improvement."

Bob Starr, Director of Marketing,
Milacron LLC

We gathered over 100 leads at this event, and 20% of those retrieved are good qualified leads. We will be busy working on the 20%.

Phyl Arnone, Executive Assistant,
Capmatic Ltd

The show attracted many key industry players, and as a result GFTC connected with many potential clients and reconnected with several existing clients.

Carol Zweep, Manager,
Packaging & Nutrition Labelling Services,
Guelph Food Technology Centre

Exhibitor testimonials are from the 2011 Toronto co-located event.

Exhibit Marketing & Promotions

Enhance your brand, product, website, and more with exhibitor marketing opportunities to maximize your participation and exposure at the event. With more than 30 unique choices available, you can support your exhibit through a variety of channels.

Packages Mobile Digital Directory Signage Sponsorship



For more information, please visit CanonPromos.com, or contact CanonPromos@ubm.com.



Visitors & Exhibitors

4,955 unique attending companies conducted **30,427*** project development meetings with 678 exhibitors during the co-located event.

Exhibitor Meetings Exceeded Expectations

Exhibitors were pleased with the quality and quantity of meetings with buyers and purchase influencers. Nearly **50%** of face-to-face meetings were with visitors registered from the co-located events. This attendee engagement across the show floor is a unique value of UBM Canon's co-located event model.

Exhibitor Testimonials

The **quality and variety of attendees from the co-located shows gave us an unparalleled opportunity to reach the widest range of prospective clients.** The Toronto location also ensured many local and national Canadian contacts to complement our usual American trade show schedule.

Russell Lee, Director of Sales & Business Development, Fauske & Associates, LLC

This was the **first multiple industry show of its kind in the Toronto area** and was very well presented and managed. We saw visitors from many companies in the greater Toronto area, Quebec, and the Canadian Maritime provinces, as well as some U.S. visitors. Already, we have had no less than three serious inquires about our services, with significant business potential. We plan to exhibit at this show in 2013, as well as several other UBM shows throughout the U.S.; we were that impressed!

Mr. Terry McKone, Technical Sales Manager, Johnson Matthey Precision Castings

We were quite skeptical—new show format and new show company to the Canadian market. We took a chance three weeks prior to the show, booking one of the last booths. It was a great decision! The show delivered with **qualified prospects filling the aisles.** One week after, and our new contacts are calling us! There is a measureable ROI—we have already booked space for 2013 in Toronto.

Paul Sesto, Business Manager, OneCAD Solutions Ltd.

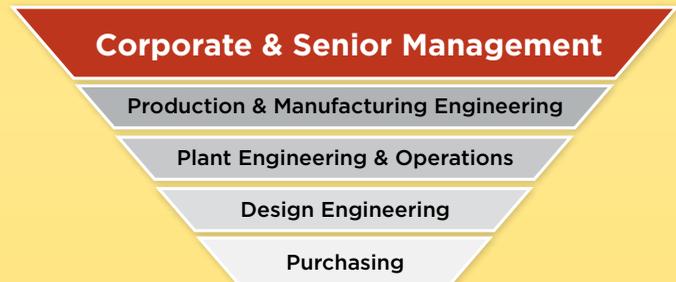
The quantity and quality of leads exceeded our expectations. Our booth was busy almost the entire time, even up to the last five minutes of the last day. We left with **solid leads we would not have made otherwise.**

Matt Proske, Applications Manager, SIGMA Plastic Services, Inc.

Visitor Interest

54% of visitors ranked learning about new products, services, or technologies as the number one reason for attending.

Top 5 Job Areas of Visitors



Generally I don't commit to a show during its inaugural year, but because this was a UBM Canon show I took the chance and was not disappointed. In fact, I was delighted! Design & Manufacturing Canada proved to be **one of the best shows I have done** in my eight years at Lee Spring. Not just leads, but high quality leads and genuine interest in our product offering. We have signed up for the 2013 event and increased our booth size.

Helene Herman, Director of Global Marketing, LEE SPRING

Well worth the investment—great traffic, qualified leads. Can't wait for PACKEX 2013!

Linda Snowden, Marketing Director, Coding Products of Canada

CMTL exhibits in approximately 10-12 trade shows annually; Plast-Ex was our **most successful in the last couple of years.**

The show ran quite smoothly from our perspective and was very well attended. After reviewing the contacts and leads generated, I would expect we will do business with 75% of the over one hundred qualified leads we made. See you in 2013!

Jeff Brown, Manager, Business Development, Cambridge Materials Testing

Since we are a European company, we were surprised to meet **so many packaging professionals in one place.** Our products provoked wide interest, and we hope to establish some long-term contacts in Canada. From our perspective it was a good idea to join this event with others taking place at the same time. It resulted in attracting a vast number of visitors, and consequently PACKEX was a great success for both visitors and exhibitors.

Mariola Stańska, Area Sales Manager, AMSICO GROUP

**Based on CompuSystems verified lead counts*

Exhibitor Testimonials *Continued*

PACKEX Toronto was a resounding success, **constant activity at our booth**, from opening bell Tuesday morning to mid-afternoon on Thursday. We generated 125 leads, most of which have potential for new additional business. We have booked a substantial amount of new business in less than two weeks from the show. I have been at many previous PACKEX shows, as an exhibitor, and attendee, this was one of the best in memory.

Leonard Rudner, VP Sales/Marketing, Deco Labels & Tags

This show was great! Exciting show; **we received leads on every item displayed.**

Ann Crowley, Product Manager, Rice Lake Weighing Systems, Inc

The vibe of the show was upbeat and energetic. Show opportunities such as prearranged meetings, opportunity briefings on the show floor, and networking all brought in excellent leads. **Attendees proved to be highly knowledgeable** and looking for ways to save. Of all the shows our company exhibits in North America, **this is the best show** for molders to find suppliers and new ways of reducing costs due to the large variety of exhibitors.

Jesse Garant, President, Jesse Garant & Associates—Metrology Center

Best PACKEX packaging show in years! The high traffic and the quality of attendees was a very pleasant surprise in these hard economic times.

Alex L. Simeonov, B. Sc. (Econ.), Sales & Marketing Manager, LABELLING TECHNOLOGIES

Plast-Ex was a **solid indicator the economy is rebounding!** We received many quality enquiries and even had proposal requests at the show! Many of our current clients attended the show plus new contacts visited our booth with news of upcoming projects and expansions. We exhibited in the Plast-Ex section of the trade show but welcomed inquiries from other industries who attended the show to visit the powder and packaging expositions.

Stacy Warner, Sales & Business Development Manager, Lorenz Conveying Products Corp.

We were pleased with the volume of potential customers, most of whom were **decision makers in their respective industries.** We obtained several dozen leads at the show. Hopefully most of the leads will turn into sales and long term customers.

Rob Carluccio, Sales Manager, Easy Fold Fixtures

I was quite impressed with the experience and results. Both the quantity and quality of leads generated at our booth have made it an easy decision to attend the next PACKEX in 2013. I would **highly recommend PACKEX to all packaging professionals.**

Jackie Kuehlmann, Marketing Manager, Inland Label

The majority of visitors to our booth were **genuine prospects**, and I am pleased to say we will be busy following up on these in the coming weeks.

Chris Coyne, V.P. Sales & Marketing, MapleJet

Overall, the show seemed to be **well attended with a variety of professionals and end-users** stopping by our booth. The quality of leads was great, and we received several RFQ's. We are hopeful some, if not all, will become actual sales. The value and cost of exhibiting at this show seems reasonable and has hopefully increased our exposure to the people and companies in this new target market that we are focusing on.

Brian Raymond, Sales Manager, Microzone Corporation

Two weeks out, and we have **already received multiple orders** out of the show and expect many more. As such, we've already made our plans to be there in 2013.

John Lewitt, VP, PLEXPACK CORP.

The new **co-located show was terrific.** We were extremely pleased with the amount and quality of the traffic at our booth. We have already sent quotations and proposals to many of the visitors to our booth and are expecting our first order any day now.

Bill Gorsline, President, UniTrak Corporation Limited

PTX Canada is a gem. We came home with **dozens of solid leads** we know will turn into sales. We'll be back in 2013!

Ellen Kominars, Marketing Coordinator, Magnetic Products, Inc.

Can You Afford to Miss the 2nd Edition? Book Today to Secure Your 2013 Exhibit Space

May 14-16, 2013
Toronto Congress Centre
Toronto, ON



PACKEX
TORONTO



For more details, please contact the brand representative for the show in which you are interested.

PACKEX, ATX, Design & Mfg., and Sustainability in Mfg

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Founded in 1978, UBM Canon is the leading B-to-B event producer, publisher, and digital media company for the world's \$3 trillion advanced, technology-based manufacturing industry. We produce national and international trade events and conferences annually, connecting thousands of exhibiting suppliers with tens of thousands of OEM buyers from around the globe.

Our industry-leading publications for the advanced manufacturing market leverage the brand credibility and reach of more than 30 electronic and print publications, with more than 600,000 global readers. UBM Canon Publications sponsor and promote our entire scope of trade events.

UBM Canon for the manufacturing industry include co-located events in Anaheim, CA; Philadelphia, PA; Chicago, IL; Orlando, FL; Charlotte, NC; Fort Worth, TX; Houston, TX; Boston, MA; Minneapolis, MN; Toronto, ON and Montreal, QC.

UBM Canon's extensive manufacturing portfolio includes events for medical design and manufacturing, packaging, process technology, design engineering, assembly and automation technology, plastics processing, quality assurance, and electronics for a wide array of industries. UBM Canon's signature strategic co-location of these shows has resulted in the largest design and manufacturing events in the United States.



UBM Canon

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