

# Reach the Twin Cities' Key Packaging and Manufacturing Markets



**November 2–3, 2011**

Minneapolis Convention Center  
Minneapolis, MN



[MinnPackShow.com](http://MinnPackShow.com)



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The upper Midwest is home to more than 10,000 manufacturing establishments. This fall, more than 9,000 packaging managers, operations managers, production and manufacturing managers, project/product managers, brand managers, purchasing staff, and general corporate managers will gather at MinnPack with projects in hand, seeking new suppliers and process solutions.

Face-to-face marketing offers the lowest cost-per-contact and provides access to top management decision makers and to more senior titles than can otherwise be reached. MinnPack delivers decision makers from your target markets who have immediate buying needs.

**Major industry sectors in attendance include:**

- Aerospace/Defense
- Automotive
- Consumer Products
- Cosmetics and Personal Care
- Electronics
- Food and Beverage
- Industrial Products
- IT/Instrumentation
- Medical
- Nutraceutical
- Pharmaceutical
- Telecom

**Meet Key Contacts From These Leading Companies:**

- |                   |                    |                          |                  |
|-------------------|--------------------|--------------------------|------------------|
| 3M                | FedEx              | Johnson & Johnson        | Smead            |
| Amerilab          | Flambeau           | Kraft Foods              | Smiths Medical   |
| Anderson          | GE                 | Land O'Lakes             | St. Jude Medical |
| Avery Dennison    | General Mills      | Lindar                   | Surmodics        |
| Beckman Coulter   | Graco              | Malt-O-Meal              | Target           |
| Boston Scientific | Gyrus ACMI/Olympus | Medtronic                | Taylor           |
| Cargill           | H.D. Hudson        | Nestlé                   | Tyco Electronics |
| Coloplast         | Honeywell          | Nott                     | Zimmer           |
| ConAgra Foods     | IBM                | Phillips Plastics        | ...and more      |
| Donaldson         | Imation            | Power/Mation             |                  |
| Ecolab            | Ingersoll Rand     | Reynolds Packaging Group |                  |



## Attendee Marketing Campaign

UBM Canon maximizes the power of events, print and digital publications, and online and database products to reach the most decision-making professionals in advanced manufacturing. The MinnPack attendance campaign draws from UBM Canon Media's "Master Audience File" containing 1.3 million records in the most comprehensive and current database of advanced manufacturing executive and engineering titles. The database is comprised of:

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

### Campaign Elements

- E-mail
- E-newsletters
- Digital Advertising
- Direct Mail
- Print Advertising
- VIP Program
- Web Sites

Sponsored by:



Supported by:



## Co-Located Resource



MinnPack strategically co-locates with Medical Design & Manufacturing (MD&M) Minneapolis to create the largest event of its kind in the region. The co-located shows deliver the region's heavy concentration of high-technology manufacturers in the medical, electronics/instrumentation, and industrial sectors.

Manufacturing is the backbone of Minnesota's economy, employing almost one out of every seven workers. UBM Canon's co-located Minneapolis event delivers this audience. Together, these co-located events feature more than 900 exhibiting companies with the full range of solutions for manufacturing, from design through processing and packaging—and everything in between.



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## Direct Access to New Leads and New Business: Packaging Trade Shows



Founded in 1978, UBM Canon is the leading trade show producer, publisher, and digital media company for the manufacturing industry. UBM Canon shows annually connect thousands of exhibitors with tens of thousands of OEM buyers worldwide.

UBM Canon's industry-leading publications for the advanced manufacturing market sponsor and promote the UBM Canon family of trade shows. UBM Canon publications are read by more than 300,000 design and manufacturing professionals worldwide.

UBM Canon trade shows serving the packaging industry are WestPack in Anaheim, CA; EastPack in Philadelphia, PA; SouthPack in the rotating Southern Regional Series in Charlotte, NC and Orlando, FL; TexasPack in Fort Worth, TX; MidPack in Chicago, IL; and MinnPack in Minneapolis, MN; as well as PACKEX in Toronto, Ontario.

UBM Canon's extensive manufacturing portfolio also includes shows for medical design and manufacturing, 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 is a United Business Media company. For more information, visit [www.ubm.com](http://www.ubm.com).



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