

**Delivering the Medical, Aerospace,
Electronics, Industrial Equipment,
and Packaging Markets**

PLASTECEAST

June 7–9, 2011

Jacob K. Javits Convention Center • New York, NY

PLASTECEast.com



Co-located with



Sponsored by





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The Northeast's \$35 Billion Plastics Processing Marketplace

PLASTEC East returns in 2011 as an integral part of the most comprehensive advanced design and manufacturing trade show serving the Northeastern U.S. PLASTEC East features the leading manufacturers of processing machinery and auxiliary equipment, as well as molds and molding components, materials, and services.

PLASTEC East delivers thousands of design and manufacturing professionals looking for ideas, innovations, and solutions. Attendees representing industries including medical, electronics, industrial equipment, aerospace, packaging, custom and captive molding, and automotive/transportation will see the latest technology and product offerings from leading plastics industry suppliers.

PLASTEC East is supported and sponsored by the industry's leading publications and the world's leading association serving the plastics industry, SPI—Society of the Plastics Industry.

plasticstoday.com

MODERN PLASTICS
WORLDWIDE

INJECTION
MOLDING

spi the plastics industry
trade association

The U.S. Plastics Industry at a Glance

- The plastics industry is the third-largest manufacturing industry in the United States, with \$379 billion in annual shipments and \$10.2 billion spent on new capital expenditures
- The U.S. plastics industry employs more than 1.1 million workers at nearly 18,500 facilities
- Since 1980, U.S. plastics industry shipments have grown 3.4 percent per year

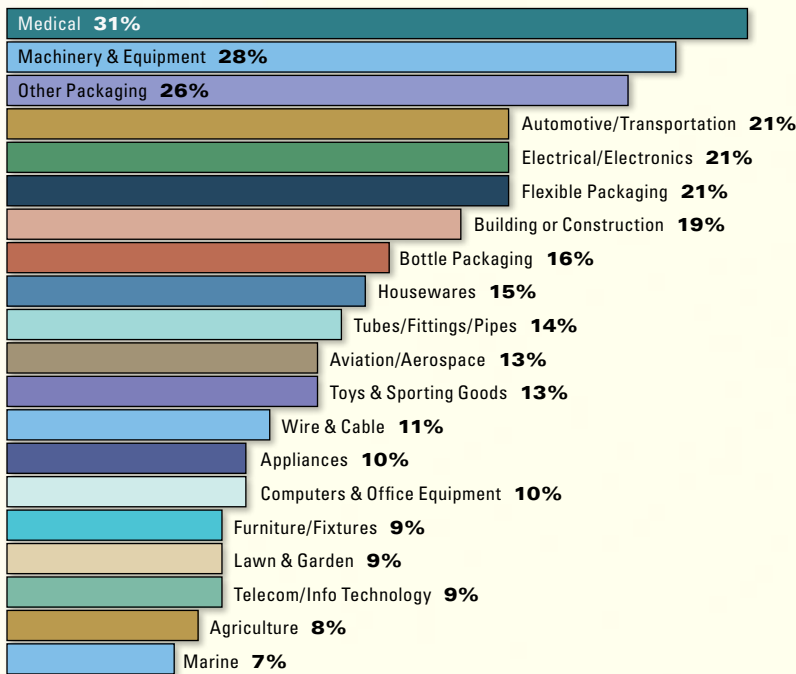
Source: SPI—Society of the Plastics Industry



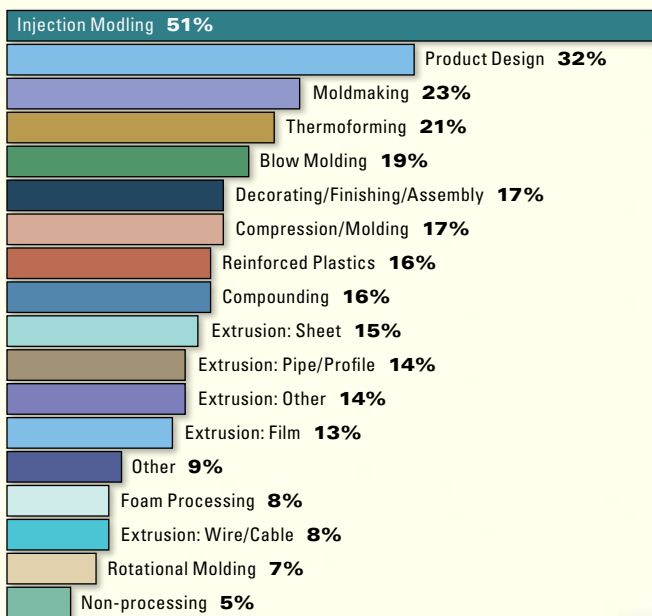
Attendee Profile

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

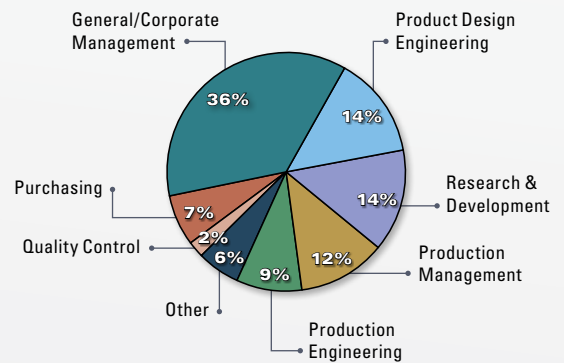
Attendees represent a cross-section of industries:



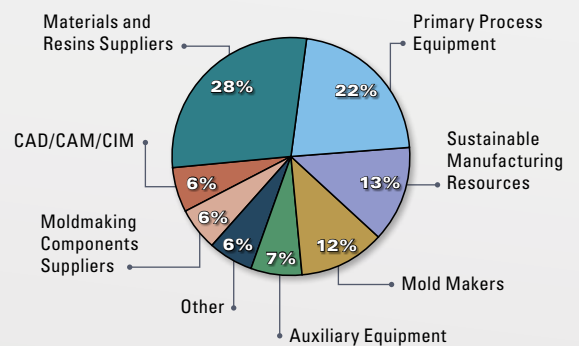
Attendees are involved in these processes:



Attendees are key decision makers:



Attendees will be sourcing:



Source: PLASTEC East 2010 Attendee Registration Demographics

PLASTECEast.com

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 PLASTECH East 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
- Web Site Registrations
- Digital Product Opt-ins
- Magazine Circulation Files

Campaign Elements

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



Co-located Shows Deliver Bonus Meeting Opportunities!

PLASTECH East will co-locate with Medical Design & Manufacturing (MD&M) East, Atlantic Design & Manufacturing, EastPack, ATX East, and the Green Manufacturing Expo. The overall exhibition presents design through packaging solutions to key manufacturing professionals who visit each year from the Northeast's major manufacturing sectors.



The Longest Running and Second Largest Medical Design and Manufacturing Trade Show in the U.S.



The Northeast's Advanced Design and Manufacturing Marketplace



The Premier Trade Show for the Northeast's Packaging Marketplace



Automation Solutions for Advanced Manufacturing



The Industry Event for Sustainable Manufacturing



Business Acceleration Events: Plastics 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's trade shows for the plastics processing industry include PLASTECS West in Anaheim, CA; PLASTECS East in New York, NY; PLASTECS Midwest in Chicago, IL; and PLASTECS South in Charlotte, NC; as well as Plast-Ex in Toronto, Ontario and Expoplast in Montréal, Quebec.

UBM Canon's extensive manufacturing portfolio also includes shows for medical design and manufacturing, packaging, process technology, design engineering, assembly and automation technology, 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.



UBM

UBM Canon
11444 W. Olympic Blvd.
Los Angeles, CA 90064-1549
USA
Phone: 310/445-4200
Fax: 310/996-9499
canontradeshows.com