

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

PLASTECSOUTH

March 16–17, 2011

Orange County Convention Center • Orlando, FL



PLASTECSouth.com

Co-located with



Sponsored by



The Premier Plastics Processing Show for the Southeast

PLASTECSOUTH returns in 2011 in its new location, as an integral part of the Southeast's most comprehensive advanced design and manufacturing event.

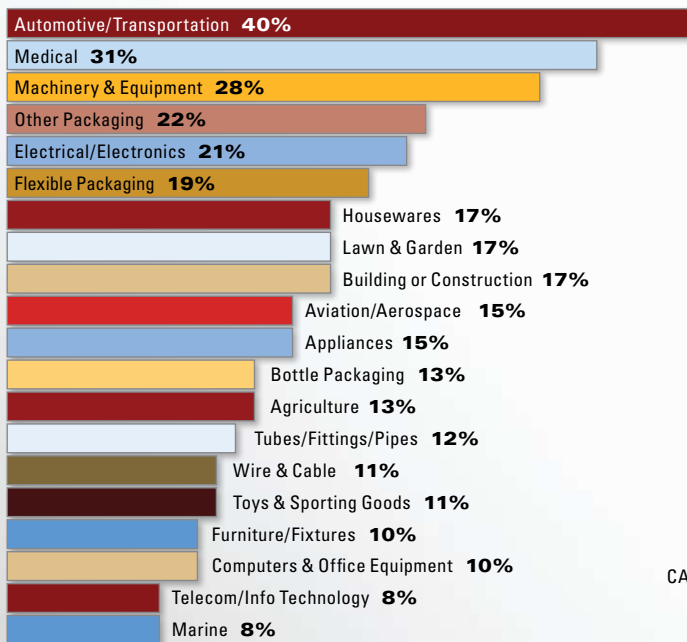
PLASTECSOUTH is the premier resource event for the Southeast's plastics industry. Attendees are manufacturing managers, production managers, operations managers, manufacturing engineers, product/project managers, and senior plastic processing executives from the region's leading custom molders and OEM sectors.

Attendee Profile

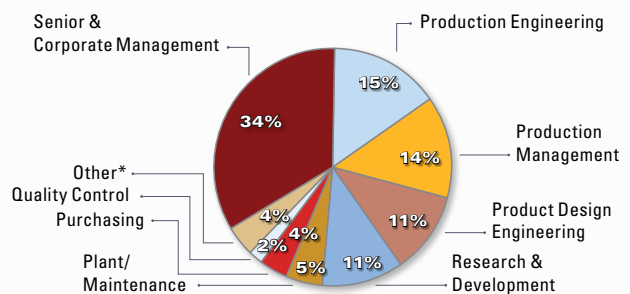
Face-to-face marketing offers the lowest cost-per-contact and provides access to more top management decision makers and senior titles than can otherwise be obtained. PLASTECSOUTH delivers decision makers from your target markets who have active projects and immediate buying needs.

Attendees from key sectors—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.

Attendees represent a cross-section of industries:

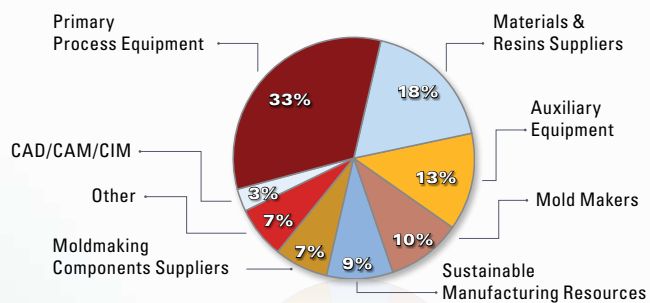


Attendees are key decision makers:



*Includes Other Engineering, Business Development, Project Management, etc.

Attendees will be sourcing:



Source: : PLASTECSOUTH 2009–2010 Attendee Registration Demographics

Attendee Marketing Campaign

UBM Canon blends the power of events, print and digital publications, and online and database products to reach the most decision-making professionals in advanced manufacturing.

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

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

Campaign Elements

- E-mail
- Direct mail
- VIP program
- E-newsletters
- Print advertising
- Web sites
- Digital advertising



Find It! Search Tool

One month prior to the show, attendees can use this digital search tool to locate exhibitors and easily plan their time at the show. On-site Find It! search stations throughout the show assist attendees in quickly locating the equipment, machinery, process, product, or service they are seeking.



"The leads we received were very qualified and worthy leads. It was nice to see many companies we have never dealt with before or heard of attending the show. We look forward to working with these prospective leads."

Debbie Ray, Sales Manager, R&R Fixtures/R&R Sales and Engineering

PLASTECSouth.com

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

Florida: New Market & New Opportunities

- Fourth-largest state in population, gross domestic product (GDP), labor force, and high-tech employment
- Third in the nation in high-tech exports, exceeding more than \$14.6 billion
- 18,000 manufacturers employ close to 371,000 workers across the state
- Metro Orlando alone is home to 2,200 manufacturing companies
- 75% of Florida's industrial manufacturing technology business activity is conducted in the major trading area between Orlando, Tampa, and Jacksonville

UBM Canon's new Southern regional series provides access to this strong manufacturing market, where key attendee segments are prominent.

"As always, this show balances just the right amount of show hours and high-quality attendees. The pre-show promotions seemed to drive high quantity and quality traffic through our booth."

Rob Manchester, General Manager, Pak-Tec

"The attendance at this year's show was much stronger than we anticipated. By the end of the first day, we had already gotten more leads than I expected from the whole show."

John Lewitt, Vice President Sales & Marketing, PLEXPACK

Co-located Shows Deliver Bonus Meeting Opportunities!

PLASTECH South will co-locate with SouthPack, Design & Manufacturing South, ATX South, and Green Manufacturing Expo South. In addition, the 2011 shows will be joined by the new MD&M (Medical Design & Manufacturing) Southern Regional Series and AeroCon events.





Business Acceleration Events: Plastics Trade Shows



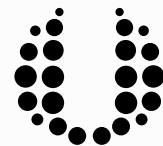
Founded in 1978, UBM Canon is the leading trade show producer, publisher, and digital media company for the manufacturing industry. UBM Canon shows annually connect thousands of exhibitors with tens of thousands of OEM buyers worldwide.

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 PLASTEC West in Anaheim, CA; PLASTEC East in New York, NY; PLASTEC Midwest in Chicago, IL; and PLASTEC South in Orlando, FL; 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 technology, quality assurance, and electronics for a wide array of industries. UBM Canon's signature strategic co-location of these events 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
Canon

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