NPE2024 | **MADE** The Plastics Show | **FOR YOU**

AG NOW

May 6–10, 2024 | Orlando, Florida | Orange County Convention Center



NPE2024 The Plastics Show

2

HOW DO YOU GET NOTICED AT A SHOW THIS BIG?



Drive Buyers to Your Booth With Official NPE2024 Integrated Media

Before	During	After
 NPE.org NPE Show Preview and eNewsletter NPE Technology eNewsletter NPE Show Issues Noticias de NPE 	 NPE.org NPE Show Directory NPE Show Maps NPE Show Daily Noticias de NPE 	 NPE.org NPE Show Directory NPE Technology Review

PLUS Custom Sponsorship Opportunities!



NPE.org Showroom

NPE2018 Attendee Usage Statistics

742,159 Showroom visits January 2018-March 2019

273,484 Companies added to agendas January 2018-March 2019

> **116,729** Leads generated for exhibitors

Ensure a visit to your booth is part of attendees' plans!

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Your Expanded NPE.org Showroom:

- Generates high quality sales leads
- Reaches and influences active NPE attendees
- Helps your booth stand out
- Puts your booth on attendees' short list of must-see exhibitors
- Drives traffic to your booth
- Keeps your sales message in front of NPE2024 buyers and prospects around the event

For maximum benefit, upgrade your showroom no later than 3 months prior to show date.

NPE2024 May 6-10, 2024 The Plantin Share

STEINS

NPE2024:

Aav 6-10. 2024

MADE FOR YOU

Closing Date: FEB 6, 2024 Materials Due: FEB 6, 2024

NPE.org Showroom	Basic	Bronze Showroom	Silver Showroom	Gold Showroom
Additional Visibility Packages	Showroom	^{\$} 1,865	^{\$} 6,495	^{\$} 13,495
Company Brand Image/Logo	\checkmark	\checkmark	\checkmark	\checkmark
Company Name, Booth Number, Address, Phone, URL and Social Media Links	\checkmark	\checkmark	\checkmark	\checkmark
Company Description in Showroom: 50 Word Limit	\checkmark	\checkmark	\checkmark	\checkmark
Extended Company Description: (Limit 2000 Characters) Note: Subject to Editorial Review		\checkmark	\checkmark	\checkmark
Display of Product Categories in Showroom	\checkmark	\checkmark	\checkmark	\checkmark
Access to opt-in my NPE Showroom Leads		\checkmark	\checkmark	\checkmark
Included in the Featured Exhibitors Section on NPE.org Showroom Home Page			\checkmark	\checkmark
Priority Placement in NPE.org Showroom Search Results				\checkmark
Product/Technology Presentation Up to 15 Minutes; Listed in the on-demand area of myNPE			1	3
Technology Gallery: Product Images and/or Videos		3	6	10
Downloads or links to your collateral such as news releases, case studies, white papers, brochures, catalogs, etc.		3	6	10
Digital business cards Includes head shot, email and social links to make networking simple.		3	7	10
Display of special offers for NPE attendees including exclusive show discounts, giveaways, etc.		1	2	3



NPE2024: The Plastics Show | NPE.org/Sponsorhips NPE2024 The Plastics Show



NPE Mobile App Leverage the Power of NPE

Advertise on the Official NPE2024 Mobile App to give your company the advantage of making your brand and message top-of-mind.

When plastics industry professionals attend NPE2024, they'll rely on the convenience of the NPE2024 Mobile App.

Banner Ad Clicks 7,000+	Downloads 23,750+
Exhibitors Added	Exhibitor
to MyPlanner	Showroom Views
95.850+	306,350+

Closing Date: Dec. 1, 2023 Materials Due: **Dec. 1, 2023**



NPE Technology eNewsletter

Showcase Your Best Technology in the Weeks Leading Up to NPE

NPE2024

The Plastics Show

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NPE Technology eNewsletter

NPE2024 The Plastics Sho MADE FOR YOU

PLASTICS Aims to "Transform Tomorrow" at NPE2024: The Plastics Show

Scheduled for May 6-10, 2024 at the Orange privention Center (OCCC) in Orlando, Fla. NPE2024 is expected to draw more than 55,000 attendees from more than 20,000 companies representing more than \$100 billion in purchasing power.

Read More

Innovation for Better Business, Better Industry and a Better Planet

35,000+ Distribution

- Surround your technology-focused ad with expert content developed by the editors of Plastics Technology magazine.
 - Highlight new and exciting technologies that will be in your booth.

Unparalleled access to the inboxes of top plastics professionals from:

- NPE2024 Master List (including visitors from past shows)
- Gardner Business Media, Inc. select names curated from:
 - Plastics Technology
 - MoldMaking Technology ►
 - Plastics Technology Mexico ►
 - Additive Manufacturing
 - CompositesWorld ►
- Information accessible to NPE.org Showroom site visitors until November 1. 2024

Closing Date: Feb. 13, 2024 Materials Due: Feb. 20, 2024

NPE2024 Technology eNewsletter Advertising Packages

Limited Availability: **20** Sponsorships per issue



\$2,700 A la Carte / per Edition

NPE2024 eNewsletter Schedule

Before NPE2024

February 27, 2024 Closing: February 13, 2024 February 20, 2024 Materials:

April 2, 2024 Closing: Materials:

April 9, 2024

April 16, 2024

April 23, 2024

Closing:

Closing:

Closing:

Materials:

Materials:

Materials:

March 19. 2024 March 26, 2024

March 26, 2024

April 2, 2024

April 2, 2024

April 9, 2024

April 9, 2024

April 16, 2024

March 5. 2024 Closing:

February 20, 2024 Materials: February 27, 2024

March 12, 2024 Closing: February 27, 2024 March 5, 2024 Materials:

March 19, 2024

Closing: March 5, 2024 Materials: March 12, 2024

March 26, 2024 Closing: March 12, 2024 Materials: March 19. 2024 April 30, 2024 Closing: April 16, 2024 Materials: April 23, 2024

After NPE2024

May 14, 2024 Closing: April 30, 2024 Materials: May 7, 2024

May 21, 2024 Closing: May 7, 2024 Materials: May 14, 2024

NPE2024 eNewsletter Ad Specifications

Video/Technology Solution Ad

Size: 300 x 250 px @ 144 dpi File Format: JPG | PNG Title: 50 Characters 200 Characters Body Copy:

300 x 250 px



NPE2024: The Plastics Show | NPE.org/Sponsorhips NPE2024 The Plastics Show

Noticias de NPE en Español

Reach Prospective Spanish-speaking NPE2024 Attendees Before the Show

22,000+ Distribution

Resuelva los Desafíos en Materiales

May 6-10, 2024 | Orlando, Florida | NPE.org

Qué Buscar en Moldeo por

Inyección Encuentre en exhibición en la

paro. Lea más

NPE2024, mejoras en la velocidad y la calidad del moldeo por

invección, el control del proceso y la disminución en tiempos de

> Pallmann Industrias—El Camino al Polvo

> > Visite a Pallmann Industries en el stand donde demostraremo:

Noticias de NPE

Descubra Solucione

> Your Spanish language ads in the Bundled Sponsorship are an effective way to reach key professionals in this strong and growing plastics processing market!

Written by the editors of *Plastics Technology México* expressly for NPE2024, the NPE2024 Spanish Language eNewsletter will target Spanish-speaking audiences before and during the show.

Closing Date: Apr. 2, 2024

Materials Due: Apr. 9, 2024

See **Page 24** for Discount Structure

Advertising Offerings

Distribution

Emailed to 20,000 Latin American plastics professionals from past NPE Attendee lists and current *Plastics Technology México* subscribers.



2024 Distribution Dates

Tuesday, April 16, 2024

Tuesday, April 23, 2024

Tuesday, April 30, 2024

Monday, May 6, 2024

Tuesday, May 7, 2024

Wednesday, May 8, 2024

Thursday, May 9, 2024 Friday, May 10, 2024

	Specifications		
1 Leaderboa	ard Ad		
Size	600 x 160 px @ 144 dpi		
File Format	JPG PNG		
2 Video / Te	chnology Solutions Ad		
Size	300 x 250 px @ 144 dpi		
File Format	JPG PNG		
Title	50 Characters Max		
Body Copy	200 Characters Max		
СТА	30 Characters Max		
3 Button Ac	3 Button Ad		
Size	120 x 100 px @ 144 dpi		

JPG | PNG

File Format



\$3,800

(All Issues)

Limited Availability

4 Advertisers per edition



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May 6-10, 2024 | Orange County Convention Center, Orlando, Florida USA

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Show Preview

Raise Your Brand's Profile and Gain Unique Preshow Access with a Magazine and eNewsletter Bundled Sponsorship

The NPE Show Daily Preview Magazine

- Created by the NPE Show Management and *Plastics Technology* editors
- A tool that explains why NPE2024 is a MUST ATTEND event for the plastics industry
- Shared with a broad audience
- Covers the nuts and bolts of attending the show
- Where NPE attendees read features covering the BIG issues they are facing today
- Insight into the high-level players, technology and concepts buyers will see at the show

The NPE Show Preview eNewsletter

- Engages attendees and prospects from 12 weeks before the show, up to opening day
- Designed to share with prospective attendees all the mechanics of attending the show, as well as generate excitement around the show related to special events, conferences and other special features of NPE2024
- One BIG ISSUE subject featured per distribution day, offering highlights from the NPE Show Preview Magazine.

Closing Date: **Jan. 25, 2024** Materials Due: Feb. 1, 2024

Show Preview Bundled Sponsorship

\$14,000 | 12 Available

Drive prime NPE prospects and attendees to plan a visit to your booth.

FOR ONE PRICE, you can reach key decision makers with your message before the show in both print and email. Prime plastics industry prospects value the NPE experience and look to these two Show Preview products ahead of the event for technical information and show logistics as they plan their NPE visit.

NPE Show Daily Preview Magazine Full Page, Four Color Ad	NPE Show Daily Preview eNewsletter Exclusive Sponsorship of 1 of 12 weekly newsletters, beginning 2/9 and ending 4/26	
Distribution	Distribution	
NPE2024 Show Daily Preview Magazine: 40,000+ Packaged and mailed to 40,000+ <i>Plastics Technology</i> and <i>MoldMaking Technology</i> print magazines.	NPE2024 Show Preview eNewsletter: 39,000+ Distribution includes PLASTICS/NPE subscriber lists plus relevant Gardner Business Media subscriber lists.	
Specifications	Specifications	
Full Page Ads Trim: 10.25" W × 13.75" H Live: 9.5" W × 13" H Bleed: 10.75" W × 14.25" H	Leaderboard Banner 600 pixels x 160 pixels Technology Solutions Ad Single static image 300 x 250 pixels combined with 50 words of live text (including headline). Headline and last line can link to sponsor URLs.	





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NPE2024 May 6-10, 2024 The Plastics Show Orlando, Florida Show Directory

Show Directory

Available to **55,000+**

at Registration Areas, Show Entrances and the *Plastics Technology* Booth

PLASTICS

OFFICIAL MEDIA PARTNE

Plastics Technology

NPE2024 | May 6-10, 2024 The Plastics Show | Orlando, Florida

PLASTICS

Pattics Technology

Bonus Digital Distribution!

Be Noticed in the Resource Attendees Use (And Keep) To Research Suppliers

- Carefully constructed to help buyers navigate the show
- Comprehensive directory of the technology and innovation on display at the show
- An essential tool for show visitors
- Outstanding desk resource used year-round
- Bonus Digital Distribution:
 - A link to the digital edition of the NPE2024 Show Directory will be sent right before the show with the NPE2024 Technology eNewsletter
 - Links to the digital edition will also be available on NPE.org and PTonline.com

Closing Date: Mar. 6, 2024 Materials Due: Mar. 20, 2024





Official NPE Show Daily Designed for Technology-Focused Attendees:

ed for Technology-Focused Attendees: the Perfect Marketing Media to Showcase Your Booth



NPE2024-centric design

• The Show Daily is created by NPE2024, for NPE2024, featuring prominent show and PLASTICS logos on the front page, with NPE2024 branding on every page.

Many voices, deep perspective

• The Show Daily has a technology-focused content emphasis. With contributing writers from *Plastics Technology*, *Plastics Technology Mexico*, *MoldMaking Technology*, *Additive Manufacturing*, and *CompositesWorld*, Gardner Business Media has the largest editorial staff serving the plastics industry and is dedicated to working closely with NPE and the Plastics Industry Association (PLASTICS).

Expert Content

• A robust folio will feature LIVE content wrapping around multiple technology showcases. It shows great thought-leadership dominance.

Closing Date: Mar. 13, 2024 Materials Due: Mar. 27, 2024

NPE2024 Show Daily Advertising Rates^{*} and Specs

Distribution

5 Issues + the new Show Daily Review Digital Edition

- Gardner will distribute 5 print issues of the NPE2024 Show Daily, **PLUS** the new Show Daily Review Digital Edition. This special edition is a recap of all product technology highlighted in the 5 print issues, delivered to a large global audience immediately after the event
- Key walking-distance hotel lobbies will feature NPE-branded bin distribution
- Key shuttle stops will feature NPE-branded bins
- Distribution at hall entrances and onsite, following OCCC guidelines

A WARNING ABOUT "Plastics Industry News"

A publication titled "Plastics Industry News" has called exhibitors claiming to be the Show Daily for NPE2024. They promise distribution at the show, in the hotels and at the shuttle stops. Plastics Industry News IS NOT THE OFFICIAL SHOW DAILY for NPE2024, and is NOT an NPE-approved publication. The company is not sanctioned by PLASTICS to distribute at NPE shuttle stops, nor to distribute their publication at NPE hotels. They are misrepresenting their onsite show distribution, and Source Group Publishing is not an official NPE vendor.

Advertising Rates (Color)			
2-Page Spread	\$27,020		
Full Page	\$14,110		
Island	\$10,710		
Half Page	\$8,500		
Quarter Page	\$6,500		
Sixth Page	\$6,060		
Eighth Page	\$5,275		

Premium Ads (Color)		
Front Cover Banner	\$19,100	
Back Cover	\$17,350	
Inside Back Cover	\$18,150	

On Display Ads (Color) \$1,300

3 ads available per column.

5 aus available per columni.

Trim

3" W x 3" H

Trim



2.1875" W x 5.875" H

Specifications			
2-Page Spread			
Bleed	21" W x 14.25" H		
Trim	20.5" W x 13.75" H		
Live	9.75" W x 13.25" H (each page)		
Full Page			
Bleed	10.75" W x 14.25" H		
Trim	10.25" W x 13.75" H		
Live	29.75" W x 13.25" H		
Island Ad			
Trim	6.25" W x 9" H		
Half Page Ad			
Horizontal	9.5" W x 5.875" H		
Vertical	4.625" W x 12" H		
Quarter Page Ad			
Horizontal	9.5" W x 2.875" H		
Vertical	4.625" W x 5.875" H		
Sixth Page Ad			
Trim	3.25"W x 6.8125" H		
Eighth Page Ad			
	0.4075-1144 5.075-114		

NPE Maps

Promote your brand in the NPE2024 Show Maps

- Magazine Style Publication
- Orange County Convention Center Campus Maps
- Show Programming
- Exhibitor Quick Finder
- Segmented Hall Plans with Ads and Exhibitor Logos (additional charge)

See **Page 24** for Discount Structure



NPE2024

The Plastics Show

Highlight Your Booth





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Good Morning NPE eNewsletter

RHEROES FIGHT EVI

NPE2024

The Plastics Show Orlando, Florida

PLASTICS Aims to

Plastics Show

Read More

"Transform Tomorrow" at NPE2024: The

Scheduled for May 6-10, 2024 at the Orange County Convention Center (OCCC) in

Orlando, Fla., NPE2024 is expected to draw more than 55,000 attendees from more than

20,000 companies representing more than \$100 billion in purchasing power.

Innovation for Better

Business, Better Industry

MONDAY | MAY 6, 2024

The Official Morning eNews of NPE2024

PRODUCEDAY PLASTICS OFFICIAL MEDIA MATTHEW PT PLASTICS

CONAIR

An exclusive chance to put your brand in front of the NPE2024 audience first thing, each day of the show

Unparalleled access to the inboxes of top plastics professionals

Sent early every morning during the show, this daily eNewsletter delivers high reader engagement with the NPE2024 audience. Your message will be in front of thousands of NPE attendees as they plan their day at the show!

Use this opportunity to highlight the technology you have on display at the show to draw more motivated visitors to your booth!

Closing Date: Dec. 1, 2023 Materials Due: Apr. 18, 2024

Distribution

FI	VE
lss	sues

Distributed to 39,000+ Readers!

- Distributed early each morning of the show, Monday, May 6 Friday, May 10, 2024
- Distribution includes Plastics Industry Association/NPE subscriber lists PLUS relevant Gardner Business Media subscriber lists
- eNewsletter will be promoted in social media including LinkedIn, Facebook and Twitter

Rates

EXCLUSIVE SPONSORSHIP \$28,000

All 5 Editions | 1 Exclusive Sponsor Act now to lock in your exclusive spot!

Must Commit By December 1, 2023

Specifications

Leaderboard Banner 600 pixels x 160 pixels

Technology Solution Ad

Single static image 300 x 250 pixels combined with 40 words of live text (including headline). Ad will be linked to the URL of your choosing.







Plastics Technology

NPE2024 Show Issues

Produced by Gardner Business Media

The Media that Buyers Use to Specify Vendors Before the Show

Advertise in the NPE2024 show issues of these key Gardner Business Media, Inc. brands, along with your NPE2024 Show Products, to maximize your reach and earn big discounts on your advertising and promotional package!

MoldMaking



MoldMaking Technology

18,100+

professionals involved in mold manufacturing and tooling



CompositesWorld

34,000+

professionals involved in the global composites market



Plastics Technology Mexico

15,400+

plastics processors in the growing market in Mexico



Additive Manufacturing

20,000+

professionals in fastgrowing additive manufacturing markets

Closing Date: Mar. 1, 2024 Materials Due: Mar. 8, 2024

High Visibility Advertising

Stand out from the crowd with high-impact advertising options!

Work with our team to create exhibitor-driven booth distribution media, or collaborate with us on anything you can dream up to help you stand out.

Contact your sales representative to learn more.



Cover Tip





Heavy Stock Insert



Custom Publication

Onsite Marketing Opportunities

Work with your NPE marketing team for onsite opportunities attendees can't miss!

- Event-wide digital signage advertising
- Event-wide, online, and onsite registration sponsorships
- Website banner advertising
- Banners, column wraps, stair and escalator graphics



For more information:

- Visit NPE.org/sponsorships
- Contact Susan Celli at: +508-989-6236 | scelli@plasticsindustry.org
- Connect with more NPE Sales Staff at: sponsor@npe.org



NPE2024 Promotional Packages and Discounts



Cost-effective media plans designed to maximize your NPE2024 sales!

Dremier Discount Drogram

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Total Spend	Discount	
\$5,000-\$9,999	5%	
\$10,000-\$24,999	10%	
\$25,000-\$39,999	15%	
\$40,000-\$64,999	20%	
\$65,000-\$99,999	25%	
\$100,000+	30%	

Apply the spend discount toward the combined list price total of NPE2024 and *Plastics Technology* print and digital products and specified *MoldMaking Technology* products.

NPE2024 Advertising Packages		
Package 1 \$ 36,882	 Show Directory Full Page Ad Show Daily Full Page Ad Gold Showroom on NPE.org Showroom NPE2024 Show Maps Section Logo Ad 	You Save ^{\$} 4,042
Package 2 \$ 27,022	 Show Directory Full Page Ad Show Daily Island Ad Silver Showroom on NPE.org Showroom NPE2024 Show Maps Section Logo Ad 	You Save ^{\$} 3,002
Package 3 \$ 19,161	 Show Directory Half Page Ad Show Daily Half Page Ad Silver Showroom on NPE.org Showroom 	You Save \$ 2,129
Package 4 \$ 11,511	 Show Directory Half Page Ad Silver Showroom on NPE.org Showroom 	You Save \$ 1,279
Package 5 \$ 7,344	 Show Directory Half Page Ad Bronze Showroom on NPE.org Showroom 	You Save \$ 816

IMPORTANT: Past advertisers and sponsors have the right of first refusal.



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Important Planning Dates Savvy NPE exhibitors prepare and plan!



MAR 1, 2024	April Gardner Show Issues			
MAR 6, 2024	NPE Show Directory		NPE Show Maps	MAR 7, 2024
		March	April Gardner Show Issues	MAR 8, 2024
MAR 13, 2024	NPE Show Daily	2024	NPE Show Directory	MAR 20, 2024
			NPE Show Daily	MAR 27, 2024
APR 2, 2024	Noticias de NPE			
"			Noticias de NPE	APR 9, 2024
The 'Made For You' theme and the 7 Technology Zones perfectly encapsulate what makes NPE2024 such an exciting showcase of the plastics industry. We're developing a series of programs that connect exhibitors, attendees, and buyers in specific sectorsenabling them to maximize their time at the trade show and build relationships with like-minded NPE participants from across the supply chain.		April 2024	Good Morning NPE eNewsletter Exclusive Sponsorship	APR 18, 2024
			NPE 2024	
			The Plastics Show	MAY 6–10, 2024
		May	MADE FOR YOU	
Glenn Anderson PLASTICS Chief Oper		2024		
Learn I	More at NPE.org			
		May 6-10, 2024 Oran	ge County Convention Center, Orlando, Florida USA	NPE2024 27



Contacts

NPE2024 | MADE The Plastics Show | FOR YOU

NPE.org

Gardner Plastics Media Group



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Dale Jackman

MOUNTAIN/WEST

Regional Manager

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PTOnline.com



moldmakingtechnology.com

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Gardner Business Media **Manufacturing Industries Served**

Advanced Materials Media Group

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CW CompositesWorld

Mexico Media Group

Claude Mas Executive Director of International Business ph 513-338-2186 cmas@gardnerweb.com





PRODUCTS FINISHING

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PRODUCTION Machining

MoldMaking TECHNOLOGY

Products Finishing and Valve Media Group

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PRODUCTS FINISHING WATAVE





GARDNER Business Media, Inc.

