



Transform Tomorrow

You can't afford to miss NPE2021, the largest, most influential global plastics show in the Americas.

Don't wait until 2024 to be a part of the plastics industry's premier event. Visit [NPE.org/apply](https://www.npe.org/apply) and submit your application today.



NPE2021
The Plastics Show

May 17-21, 2021 | Orlando, Florida
Orange County Convention Center
[NPE.org](https://www.npe.org) | [#NPE2021](https://twitter.com/NPE2021)

NPE2021: WHERE INDUSTRY MEETS THE **FUTURE**

NPE® is the largest plastics trade show in the Americas. Every three years, more than 55,000 industry professionals from over 120 countries come together to see and experience the technological advancements and product innovation that is transforming the future of the industry.

For exhibitors, it is a proven opportunity to meet new customers, build connections, and generate sales.

Here are some of the highlights from NPE2018:

NPE BY THE NUMBERS

1,221,765

NET SQUARE FEET
OF EXHIBIT SPACE
(111,500m²)

55,832

TOTAL
ATTENDEES

2,182

EXHIBITING
COMPANIES

14,941

INTERNATIONAL
ATTENDEES

20,643

TOTAL UNIQUE
COMPANIES

19,478

FIRST-TIME
ATTENDEES



Everyone is here. It's all the verticals: automotive, bottling, packaging, etc., domestic and international. The traffic has been phenomenal, and the quality this year is off the charts. We had 600 leads yesterday alone. Our goal for the show was 1,000 total. We're really going to shatter that goal today.

– **Ellen Heini**, Marketing Communications Specialist, Cold Jet

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CONNECT WITH KEY BUYERS

NPE2021: The Plastics Show will attract a breadth and depth of potential customers you can't find anywhere else. You'll have access to buyers from more than 120 countries in every segment of the plastics industry and its vertical markets.

53%

of NPE attendees are in management, VP, and C-Suite positions

74%

of NPE attendees have the power to buy, authorize, or make recommendations

Distribution & Trade | Education & Training | Engineering & Design | Environmental, Health & Safety | General Management & Administration | Manufacturing | Plant Management | Product Liability | Purchasing | Research & Development | Sales & Marketing | Testing & Quality Control



NPE2018 ATTENDEES' TOP 10 PRODUCTS OF INTEREST

1	Injection Molding	42.2%
2	Automation Equipment & Components	32.6%
3	Molds, Dies & Tooling	27.6%
4	Resins & Compounds (Including Prime)	25.9%
5	Extrusion (Sheet & Other)	22.0%
6	Mold & Die Supplies	20.2%
7	Auxiliary Equipment & Components	18.4%
8	Blow Molding	17.7%
9	Mold & Die Maintenance	16.3%
10	Recycling (Scrap or Waste Plastics)	15.0%

NPE2018 TOP 10 INDUSTRIES REPRESENTED

1	Automotive & Transportation	20.8%
2	Chemicals & Plastics	20.5%
3	Medical & Pharmaceuticals	15.1%
4	Packaging: Food	15.0%
5	Packaging: Other	14.3%
6	Packaging: Flexible	14.2%
7	Packaging: Bottles	13.9%
8	Film & Sheet	13.1%
9	Machinery, Equipment & Parts	13.0%
10	Tooling & Molds	11.7%

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DRIVE BUSINESS RESULTS

Don't miss your chance to transform tomorrow and get in front of qualified buyers and decision-makers from global companies looking for the latest new products, technologies, and solutions.

MORE THAN
243K
LEADS WERE CAPTURED
AT NPE2018*

TOP 10 EXHIBITORS
AVERAGED
3,188
LEADS*

SAMPLING OF NPE2018 BUYERS IN ATTENDANCE

3M	Chobani	Hollister Inc.	Pelican Products, Inc.
Abbott	CKS Packaging Inc.	Home Products International	Philips
Altira	Clorox	Honda of America	Plastek Industries, Inc.
Amazon	Colgate-Palmolive	HP Inc.	Polaris
American Plastic Toys	Crayola LLC	Hunter Douglas	Procter & Gamble
Apple	Daimler Trucks North America	IAC Group	Ravago Americas
A Schulman	Dart Container	Igloo Products Corp.	Reebok International
Avery Dennison	Dow Chemical Company	Ingersoll Rand	Rehrig Pacific Company
B. Braun Medical	Draexlmaier I	Inteva Products	Reyes Automotive Group
Barrette Outdoor Living	Eastman Chemical Company	ITW Automotive	Reynolds Consumer Products
Bausch + Lomb	Edgewell Personal Care	John Deere	Rubbermaid Commercial Products
Baxter Healthcare	Edwards Lifesciences	Johnson & Johnson	SABIC
Bayer	Electrolux	Kessler Containers	SC Johnson
Becton Dickinson	Emerson	Kimberly Clark	Sekisui Plastics USA Inc.
Bekum America Corporation	Estee Lauder Companies	Klockner Pentaplast	Senninger Irrigation
Bemis	ExxonMobil Chemical	Kohler	Shaw Industries
Berry Global	Faurecia	L'Oreal USA	Sherwin Williams
BIC Graphic	FCA Fiat Chrysler Automobile	LEGO Systems A/S	Sika Corporation
bioMerieux, Inc.	Fiskars Brands	Lifetime Products	Silver Springs Bottled Water
Blistex, Inc.	Flex	Lockheed Martin	SRG Global
BMW Group	Ford Motor Company	Magna	Stanley Black and Decker
Boeing	Freudenberg Medical	Manar Inc.	Steelcase Inc.
Bose Corporation	Garrtech Inc.	Medtronic	Tesla
Boston Scientific	GE Appliances	Mercedes-Benz	The Coca-Cola Company
BWAY Corporation	General Mills	Microsoft	The Haartz Corporation
Cadillac Products Automotive	General Motors	MTD Products	The Toro Company
Callaway Golf	Georgia Pacific	Nestle	Toyota
CARBONLITE	Google	Newell Brands	Tupperware
Cardinal Health	Graco, Inc.	Nike	Unilever
Carlisle Construction Materials	Graham Packaging Company	Nissan North America	Velcro
Carson Optical	Hallmark Cards, Inc.	Northrop Grumman	Volvo
Celanese	Hanes Industries	Oakley	Whirlpool
Chevron Phillips Chemical Company	Harley-Davidson Motor Companies	OtterProducts	Yanfeng Automotive Interior
		Parker Hannifin Corporation	

*Data based on the 1,065 exhibiting companies that purchased lead retrieval

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LEVERAGE THE **POWER** OF NPE

NPE® brings the global plastics market to Orlando, Florida, every three years. Here's a sample of the campaign:

BARTERED PROMOTIONS & ADVERTISING

- 25 Million** Impressions to NPE.org
- 224K** Opened emails
- 279** Publication placements
- 151** Digital ad placements through 26 publishers
- 42** Publishers

DIGITAL ADVERTISING

- 102K+** Total ad clicks
- 797K+** Impressions via retargeting

PUBLIC RELATIONS

- 36** Press releases
- 1,127** Press clips

WEBSITE

- 3 Million** Page views in 2018

EMAIL MARKETING

- 246K** Unique opens over the course of the campaign

SOCIAL MEDIA

- 6,555,452** Total impressions (Facebook)
- 538,772** Total impressions (Twitter)
- 86,354** Total impressions (LinkedIn)
- 805,796** Total impressions (InGo*)

DIRECT MAIL

- 313K** Total pieces mailed

** InGo is a social third-party platform that organically grows events by empowering attendees to invite their friends and colleagues.*

SAMPLING OF **CONTRIBUTING MEDIA** COMPANIES

AmbientePlástico

PROCESS COOLING

MachineDesign.

MoldMaking TECHNOLOGY.

PLASTICS MACHINERY

PETplanet

Plastics News

K ZEITUNG

PT Plastics Technology

PETplanet

recycling today

Plastico

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NPE BRINGS THE GLOBAL PLASTICS MARKET TO YOU

With a steady economic forecast across the market, this is your chance to shape your future with supply chain buyers and end product manufacturers.

NPE® covers every facet of the fast-growing plastics industry—don't get left behind.



Source: Plastics Industry Association's 2018-2019 Data and Reports

EDUCATION AT NPE2021

NPE2021 offers even more than what's on the show floor. Take part in one of NPE2021's global education programs geared at transforming industry insights into actionable solutions. Sessions have been specially tailored to feature hot topics ranging from sustainability and recycling to 3D/additive manufacturing. Maximize your show experience by networking with, and learning from, the top minds in the industry.

- 3D Printing Workshop
- Bottle Zone Technical Forum
- Expert Super Sessions
- Plastics Industry Insights (IHS Markit)
- Re|focus Sustainability & Recycling Summit
- Seminarios Latinamericanos

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13 TECHNOLOGY ZONES

From plant-based bioplastics to 4D printing, robotics and beyond, the NPE2021 Zones allow you to spotlight the latest technologies, newest materials, and most sophisticated processes to attendees looking for ways to run their operations more effectively, produce end-user products more efficiently, and increase their bottom line.

Exhibit in these Technology Zones to showcase innovations that drive your customers' businesses forward:

- 1 3D/4D PRINTING ZONE
- 2 BOTTLE ZONE
- 3 CONTRACT MANUFACTURING ZONE
- 4 DECORATING & SECONDARY PROCESSES ZONE (NEW!)
- 5 FLEXIBLE PACKAGING ZONE
- 6 INSPECTION & MEASUREMENT ZONE (NEW!)
- 7 MEDICAL ZONE
- 8 MOLDMAKING ZONE
- 9 POLYMERS & ADDITIVES ZONE
- 10 PRODUCT DESIGN & ENGINEERING SERVICES ZONE
- 11 RECYCLING & SUSTAINABILITY ZONE
- 12 RIGID PACKAGING ZONE
- 13 ROBOTICS & AUTOMATION ZONE (NEW!)



If the explosion of social media has taught us anything, it's that developing and nurturing genuine personal relationships is more important now than ever before. NPE is a terrific venue for the kinds of one-to-one interactions that drive meaningful, long-term connections and win-win outcomes for all.

– David Honeycutt, PolyOne Corp

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