



WE PUT THE **IN**  
**PLASTICS**  
NPE 2006: The International Plastics Showcase

# PR GUIDE FOR EXHIBITORS

Issue No. 3 / April 2006

## SPI Offers Many Tools to Promote Your Booth at NPE 2006

**'B**uild it and they will come' does not apply to trade show exhibits. Right now is the time to promote your company's booth at NPE 2006. For starters, let the whole plastics world know that you will be part of the year's biggest industry event. Better yet—make sure that prospective visitors are aware of the products and services your company offers. Best of all—actually interact online with those visitors well before the show. SPI offers resources to help reach all of these goals. The list starts with the most obvious:

● **Use the NPE Logo—Everywhere,** including ads, emails, and other communications, plus your company letterhead and website. The logo can be downloaded from [www.npe.org/pr](http://www.npe.org/pr). Click on "Promotion," then "Downloads." Logos are also available as stickers, a supply of which has been sent to each exhibitor.

● **Tell Your Full Story on the NPE Website.** The powerful exhibitor search functions at [www.npe.org](http://www.npe.org) enable prospective NPE 2006 attendees to learn a great deal about your

company long before they arrive at the show—but only if the information is there to start with. Visit [www.npe.org/selfupdate](http://www.npe.org/selfupdate) (you'll need your exhibitor username and password) to see your company's portal. There you can input contact information, a descriptive text, your logo, links to your website and email address, languages spoken at your booth, your company's export interests, and considerable detail about the products and services that you offer.

● **Interact Online with Customers and Prospects.** SPI's new myNPE™ online network magnifies the value of your exhibitor

self-update by matching your information with the interests of registered visitors. Each registrant can obtain a personal portal on the NPE 2006 website by going to [www.npe.org/mynpe](http://www.npe.org/mynpe) and providing information on the products he or she is interested in discovering at NPE 2006. The myNPE software provides the registrant with links to the NPE website portals of exhibitors that match his interests based on information in the self-updates. Not only can the registrant add your company to his personal show planner but also he or she can initiate

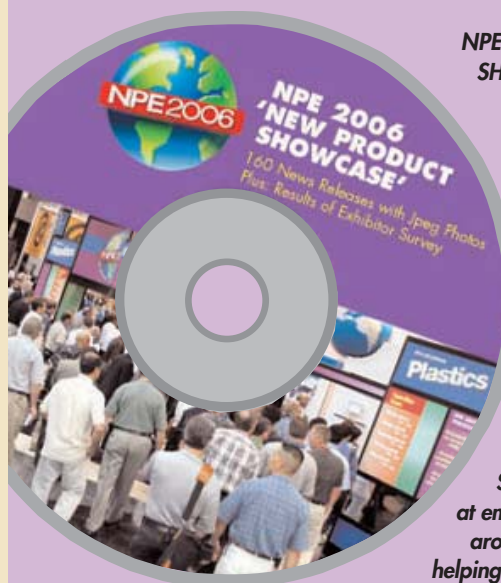
*Continued on Page 2*

### ALSO IN THIS ISSUE

- 'WEBINAR' INFO IS VALUABLE FOR ALL EXHIBITORS
- LIST YOUR PRESS EVENT IN SPI'S ONLINE SCHEDULE
- SPI PROGRAMS TO BUILD NPE ATTENDANCE



### NPE 2006 in the News



**NPE 2006 NEW PRODUCT SHOWCASE:** In response to the last issue of this newsletter, 160 exhibitors submitted new-product press releases and digital photos for a CD (label shown here) previewing the show. SPI has distributed the CD to 360 editors worldwide, plus the 100 U.S. Commercial Service representatives at embassies and consulates around the world who are helping to promote NPE 2006.



## NPE Innovations

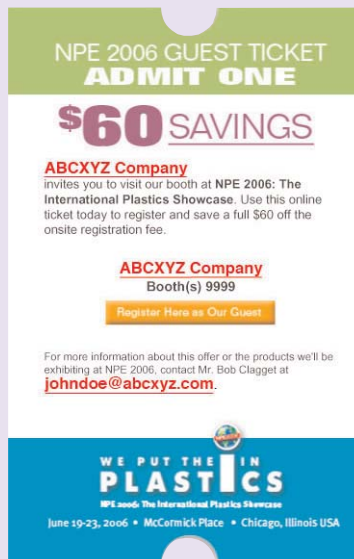
### Largest Education Program: Events for Every Visitor

SPI has announced the largest educational program ever mounted at an NPE, with 120 conference presentations and seminars, 72 of which will be free of charge to registered NPE 2006 attendees. The range of topics is also unprecedented, as seen from the overview at [www.npe.org/education](http://www.npe.org/education). Events include conference sessions, breakfast briefings and keynote speeches, and professional training seminars. Among many new features are self-contained conferences within the overall program, including ones on moldmaking, elastomers, and developments in Latin American plastics—the last conducted entirely in Spanish. The last day, Friday, will feature a "Student Summit" for high school and college students.

Continued from Page 1 electronic communication with the chief contact at your company. By mutual consent, you can exchange information with the visitor, set an appointment at the show, or even start business negotiations.

#### ● Drive Qualified Leads to Your Booth.

Adding still more value to myNPE is another new system provided by SPI: SmartBooth™. This is an automated lead-generation service that searches for myNPE registrants whose profiles best match a target profile provided by participating exhibitors. Requiring payment of a fee by these exhibitors, SmartBooth provides regularly updated listings of key leads, withholding individual identities but reporting how many registered attendees meet an exhibitor's criteria, how many have viewed the company's products and information, and how many plan to visit its booth. The exhibitor can use the system to send a custom meeting invitation to the most highly qualified leads. Post-show, SmartBooth analyzes the leads received by exhibitors, tells them how well they fit their targeted criteria, and



**INVITE CUSTOMERS AND PROSPECTS** to register online for NPE 2006 at a discounted rate by sending them a link to this ticket of invitation customized for your company.

identifies leads that they missed but can acquire after the event. More information is available at [www.npe.org/smartbooth](http://www.npe.org/smartbooth).

#### ● Invite Your Best Customers or Prospects.

Two types of invitations are available: 1) Printed tickets of invitation (TOIs). These have been shipped to exhibitors and can be mailed to customers and prospects. Included are TOIs that provide complimentary pre-registration by mail and others providing discounts of \$30. 2) Online TOIs. You can make unlimited use of these digital invitations, which enable recipients to register online for only \$30 instead of the

standard \$60. The invitation is customized with your company's name and booth number. Visit your company's portal on the NPE 2006 website (accessed via [www.npe.org/selfupdate](http://www.npe.org/selfupdate)), click on the Online Guest Invitation tab, and you will find a weblink to the invitation that you can paste into any of your electronic communications.

#### ● Keep Promoting Your Booth Even On-Site.

The drive to build booth traffic needn't end with the start of the show. SPI has developed an Exhibitor Sponsorship Program that can help you stand out from the crowd at the show. For a fee, an exhibitor can have its message displayed on media including the pens used by registering visitors, the Expocard provided to each registrant at the show, tickets for Chicago's Metra trains, and advertisements at McCormick Place and on the shuttle buses between Chicago hotels and the show. These opportunities are limited in number and are obtainable on a first-come-first-served basis. For more information, visit [www.npe.org/forexhibitors](http://www.npe.org/forexhibitors), click on "Promotion," then "Sponsorships." ●



## NPE Innovations

### New Technology Pavilion: Another Visitor Attraction

SPI has organized a third special-purpose pavilion designed to bring more visitors to NPE 2006. The New Technology Pavilion will focus on four technologies that will shape tomorrow's world for plastics professionals: nanotechnology, bioplastics, energy efficiency, and recycling. In addition to exhibits by companies and technical groups, each of the first four days of NPE 2006 will be devoted to presentations in the pavilion on one of these themes. In addition, the themes will be the subject of sessions in the NPE Conference. For information on exhibiting your innovation in the pavilion, contact [exhibit@npe.org](mailto:exhibit@npe.org). Two other pavilions, on TPE/rubber technology and on North American moldmakers, have already attracted large numbers of exhibitors.

## To Prepare Your Whole Team for NPE 2006, Use 'Webinars'

In the old days (2003), getting up to speed on logistics for exhibiting at NPE meant spending two days in Chicago at the Exhibitor Seminar. But that was then. Today you and your entire NPE 2006 team can get access to the same wealth of important practical information online. And these seminars don't cost a dime in travel fees.

Posted online at [www.npe.org/forexhibitors](http://www.npe.org/forexhibitors) are three digital files that you can access by keying in your exhibitor username and password, clicking on "General Info" at the top of the page, and scrolling down to "Webinars." SPI urges you to print or download these files and forward them to others in your company who will be involved in planning your exhibit.

The three Webinars are provided by:

- **GES**, the official general contractor for the show. Its 52-page pdf file, "Preparation and Planning to Exhibit at NPE 2006," covers shipping, target dates, move-in logistics, ordering labor, display rentals, and much

else. Included is much advice on how planning can save you money.

- **Schenker Logistics**, the official freight forwarder for international exhibitors. "Shipping Information for International Shipments" is a 9-page pdf file with information on consignments, marking of crates and packages, new wood packing regulations, and prior notification of food shipments.

- **FOCUS One**, the provider of electrical, plumbing, and telecommunications services at McCormick Place. Its 30-slide PowerPoint presentation covers "Smart Value Pricing," online ordering, and money-saving tips. These presentations are intended to make your NPE 2006 experience more

efficient and cost-effective. The presentations include contact information for all three vendors. Feel free to contact them with your questions or concerns. ●

### NPE 2006 in the News



**PUTTING VISITORS IN TOUCH WITH YOU.** As soon as myNPE went live at [www.npe.org/mynpe](http://www.npe.org/mynpe), SPI distributed the announcement to the industry press worldwide. The technology (described on Page 1) matches visitors and exhibitors with common interests and even lets them communicate online well before NPE 2006.

### NPE 2006 in the News



**SPI'S NEW VP FOR TRADE SHOWS** is Walt Bishop, whose 20-year career with SPI most recently included serving as executive director of its Machinery, Molders, and Mold-makers Divisions and heading the international development program for NPE 2006.



## NPE Innovations

### Hall of Fame Gala Adds Celebrity

The best-known CEO of his era, Jack Welch of General Electric, will be one of eight industry figures to be inducted into the Plastics Hall of Fame during show week. Three of the other distinguished inductees will be Peter F. Bemis of Bemis Manufacturing, Dr. George Menges of the IKV at Aachen, Germany, and Robert Schad of Husky Injection Molding Systems. Keynote speaker will be Charlene Begley, president and CEO of GE Plastics. The banquet and presentations will start at 6:30 pm on Monday, June 19. To order tickets for yourself or customers, contact the Plastics Academy at 1-978-537-9529 or [kmaguire@plastics.com](mailto:kmaguire@plastics.com). For more information visit [www.plasticshalloffame.org](http://www.plasticshalloffame.org).

## Planning a Press Event? Have It Posted at [www.npe.org/press](http://www.npe.org/press)

If you are planning a news conference to take place at McCormick Place during NPE 2006, SPI will include the basic facts about the event in a master schedule to be posted in the press section of the show website. The first posting will take place around May 1, and thereafter the schedule will be updated.

To have your event listed at [www.npe.org/press](http://www.npe.org/press), please email the following information to Bob Martino at [pr@npe.org](mailto:pr@npe.org):

● **When:** the date and

starting and ending times.

● **Where:** your booth number, if the event takes place at your booth, or the McCormick Place building and room number of the meeting room you have reserved. To reserve a meeting room, contact Adam Krumhansl at SPI: 1-202-974-5235 or [npe@npe.org](mailto:npe@npe.org).

● **Contact person for the press:** the name, phone number, and email address of the person at your company (or PR agency).

● **Nature of the event:** this is rarely any-

thing other than "press conference" or "new machinery demonstration," but do add brief detail if the event does not fall into these usual categories.

● **Food and drink, if any.** Typical examples: "Breakfast." "Continental breakfast." "Lunch." "Buffet lunch." "Refreshments." "Snacks." (Serving food is not necessary.)

Being listed in this schedule is no substitute for distributing individual invitations to the press. For targeted media lists, visit [www.npe.org/pr](http://www.npe.org/pr). ●

### SPI News Releases since the Last Issue of This Newsletter: Building Excitement about NPE 2006<sup>(a)</sup>

Date	Headline or Contents	Distribution
Dec. 13	"Walt Bishop Is New Head of Trade Shows for SPI, with Responsibility for NPE 2006 International Plastics Exposition"	Standard <sup>(b)</sup>
Jan. 4	"'New Technology Pavilion' at NPE 2006 to Focus on Emerging Opportunities and Challenges for the Entire Plastics Industry"	Standard
Jan. 10	"NPE 2006 Sponsor Issues Urgent Advisory to International Visitors to the Show: 'Start Your Visa Application Now'"	Countries Subject to U.S. Visa Rules
Feb. 13	"SPI Predicts 'Success by Every Measure' For NPE 2006, Citing Great Size, International Participation, and Diversity"	Standard
Feb. 20	Six releases for Appliance, Automotive, Medical Device, Packaging, Elastomer, and Moldmaking media	Targeted Sectors
Mar. 16	"NPE 2006 Registrants Now Can Interact Online with Suppliers, Customers, and Professional Peers Well Before the Show Itself"	Standard
Mar. 21	"Educational Program at NPE 2006 Far Exceeds Others in Size and Diversity, with 120 Conference Presentations and Seminars"	Standard

(a) Full text of most news releases is available at [www.npe.org/press](http://www.npe.org/press).

(b) Worldwide distribution to chief editors serving plastics, related industries, and end-use sectors. Typically 300 addressees.

Releases distributed in English, simplified Chinese, French, German, Italian, Japanese, Brazilian Portuguese, and 'universal' Spanish.



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# PR GUIDE FOR EXHIBITORS

## Reminder: PR Tools at [www.npe.org/pr](http://www.npe.org/pr)

The above web page, which can be accessed even without your exhibitor password, provides these downloadable tools: 1) categorized media lists, with contact information for many editors, in the form of Excel files; 2) copies of this and previous issues of the newsletter for exhibitors; and 3) a 17-page PR guide for exhibitors that do not have access to PR professionals. For PR-related information about NPE 2006, contact Bob Martino at [pr@npe.org](mailto:pr@npe.org).

## Largest Ad Plan Builds Global Interest in Attending NPE 2006

**S**PI has invested in many marketing efforts to build attendance at NPE 2006, such as email blasts, postal mail, public relations, and a powerful interactive show website. Now the fruits of another program—advertising—are cropping up all over the world. Though its marketing agency, Fixation Marketing, Inc., SPI has mounted an ad program larger by far than for any previous NPE.

No doubt you have already seen NPE 2006 ads in many publications. Fixation reports that the total program comprises 259 insertions in 68 publications, compared with 50 publications for NPE

2003. More than half of the insertions—145—are targeted for publications based outside the U.S. This is the largest international campaign for an NPE, and it includes placement of 44 insertions of ads in languages other

than English, both European and Asian.

Even more customized are ads for placement not in plastics publications but in media for related sectors or end-use industries. Ads with “tailor-made” messages and graphics have been placed in appliance, automotive, medical device, moldmaking, packaging, recycling, rubber, web converting, and other specialized publications, as well as media covering manufacturing in general.

This being 2006, advertising for NPE does not stop with print media. Fixation Marketing has placed banner ads, linked to [www.npe.org](http://www.npe.org), on twenty-four plastics industry news websites.

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INSPIRATION  
INGENUITY  
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IDEAS**

Discover a World of Opportunities at NPE 2006

Find machinery, equipment, new technologies and business opportunities at NPE 2006, the world's largest plastics and elastomers trade event of the year. Meet decision makers from all of the world's industrial regions. Leading multinational suppliers to the plastics industry will be there, including U.S.-based firms and companies headquartered in many other nations. Become a global player at NPE 2006.

REGISTER AT [www.npe.org](http://www.npe.org)

June 19-23, 2006  
McCormick Place  
Chicago, Illinois USA  
NPE 2006: The International Plastics Showcase

**myNPE**  
Your Show. Your Way.

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**259 PLACEMENTS OF ADS like this one help build attendance at NPE 2006.**

## IN COMING ISSUES

- **When and Where to Ship Press Kits for the Show**
- **Press Relations at the Show: How to Be Prepared**

**More Information for Exhibitors** SPONSOR OF NPE 2006: The Society of the Plastics Industry, Inc. (SPI), 1667 K Street NW, Suite 1000, Washington, DC 20006 USA. Tel: 1-800-SPI-0015 or 1-202-974-5235. Fax: 1-202-296-7243. Email: [npe@npe.org](mailto:npe@npe.org). Adam Krumhansl, coordinator, trade shows. EXPOSITION MANAGEMENT: SmithBucklin Corp., 401 N. Michigan Ave., Chicago, IL 60611 USA. Tel: 1-312-644-6610. Fax: 1-312-644-0575. [exhibit@npe.org](mailto:exhibit@npe.org). Pat Dwyer, co-show director, [pdwyer@smithbucklin.com](mailto:pdwyer@smithbucklin.com). SHOW DIRECTOR: Barbara Voss, president, VossWorks. c/o SmithBucklin Corp. [Barbara@vossworks.net](mailto:Barbara@vossworks.net). MARKETING PROMOTION & WEBSITE: Fixation Marketing, Inc., 1225 Eye Street, NW, Suite 1225, Washington, DC 20005-5918 USA. Tel: 1-202-371-0700. Fax: 1-202-371-0706. [marketing@npe.org](mailto:marketing@npe.org). Megan Campbell, account strategist. PUBLIC RELATIONS: Martino Communications Inc., P.O. Box 379, Hastings-on-Hudson, NY 10706 USA. Tel: 1-914-478-0754. [pr@npe.org](mailto:pr@npe.org). Bob Martino, president.

