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ICE USA Launches New Social Media Network

*Twitter, Facebook, LinkedIn and other social media platforms
will create new network for converting industry*

Burlington, MA, October 12, 2010 — ICE USA announced today it is launching the ICE USA Social Media Network aimed at facilitating online conversations, sharing information and fostering ideas within the worldwide converting industry. The new network will be driven by social media sites Facebook, Twitter, LinkedIn, YouTube, and the new ICE USA 2011 Blog, available at www.iceusa2011.wordpress.com.

The ICE USA social media network is designed to foster social media engagement among professionals in the converting of web materials, such as paper, film, foil, and nonwovens. The various platforms such as twitter and facebook, will allow individuals to converse on a variety of topics ranging from technical issues to career advice. The ICE USA network will feature content from social media platforms, blogs, videos, surveys, chats, personal profiles and links to case histories, articles, product updates and other valuable information from leading industry resources.

The new social media network will also provide information and updates on the debut of ICE (International Converting Exhibition) USA in Orlando, Florida, April 6-8, 2011.

“We are delighted to share the ICE USA social media network with the converting industry and look forward to building the communities that will be beneficial to the industry,” says Michael Boyle, ICE USA Show Director. “The new communities will

promote and facilitate sharing of information that can be very useful to converting professionals.”

For more information on the ICE USA Social Media Network, contact Tim Ward at 312-332-4650, ext. 18 or at tward@h-a-intl.com.

You can join the network on these platforms:

[Twitter](#)

[LinkedIn](#)

[Facebook](#)

[YouTube](#)

[Blog](#)

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Logos and pictures of ICE exhibitions are available from the Press Office on request.

ABOUT MACK BROOKS

ICE USA is organized by Mack Brooks Inc., a subsidiary of the Mack Brooks Exhibition Group based in St. Albans, UK, which has branches and partner companies in France, Greece, Italy, Poland, Russia, India, China and the USA. The Mack Brooks Exhibitions Group has been organizing industrial trade fairs around the world for almost 50 years. As a privately-owned, independent and professional show organizer, the company organizes a program of highly specialized trade exhibitions throughout Europe, Asia and the Americas, in the fields of engineering, transport, metalworking, information technology, textiles, food and beverages, railways, construction, tunneling, printing, converting, airport management and aviation. The Group also publishes related directories, magazines, sector reports and internet sites. Visit Mack Brooks Exhibitions online at www.mackbrooks.com