



# THE LEADING EXHIBITION FOR THE CONVERTING INDUSTRY

in North America

**RESERVE  
YOUR SPACE  
NOW**



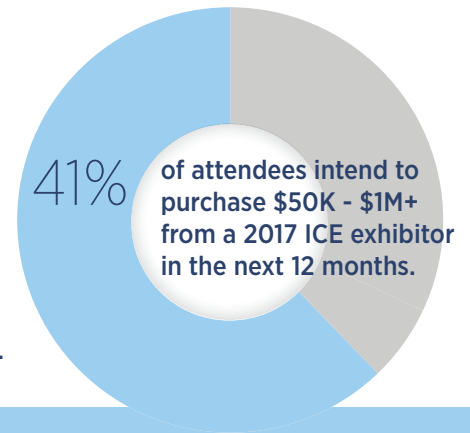
April 9-11, 2019 | Kentucky International Convention Center | Louisville, Kentucky



ICE USA attracts a comprehensive range of buyers and decision makers from companies who convert and process flexible web based materials.

Attendees gather every two years from across the Americas to learn about new equipment, technology and make key purchasing decisions.

We provide exhibitors an ideal platform to present and demonstrate innovative products and services, and to establish successful new business relationships in this large dynamic market.



## TOP REASONS TO BOOK ICE USA 2019 SPACE NOW

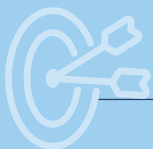
### SHOWCASE NEW EQUIPMENT, PRODUCTS AND SERVICES



84%

of visitors attended ICE 2017 specifically to see equipment, new products or innovations.

### VISITORS ARE BUYERS



71%

of 2017 attendees plan to make a purchase in the next 12 months.



### TARGETED ATTENDEE BASE

Unlike other larger shows in the industry, ICE USA is considered the **one-stop-shop** for converting professionals looking for the latest technology and industry education.

### MARKETING PARTNERSHIP

The ICE strategic marketing campaign delivers extensive **promotion** of the show, providing an extension of your marketing plan.



### SPONSORSHIP

New 2019 sponsorships provide exposure pre-show, on-site and post-show elevating your presence to visitors before they even arrive at ICE USA.



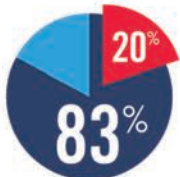
Complete the Online Space Contract located online at [www.ice-x-usa.com](http://www.ice-x-usa.com) under the Exhibitor section by February 1 to be included in the priority space draw. Online space selection will begin in mid-February.

# TOP VISITOR INDUSTRIES

MANUFACTURING • CONVERTING • PACKAGING • PLASTICS • COATINGS • TEXTILES/NONWOVENS



The combined sole/shared **decision makers** and recommenders according to the attendee survey



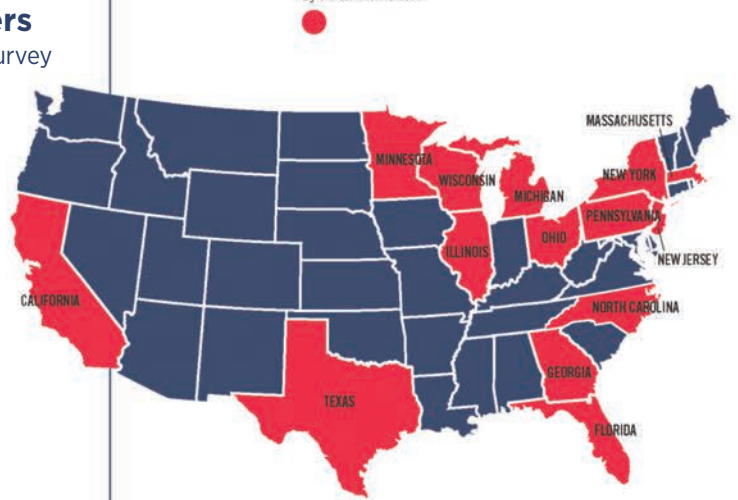
Nearly 83% of exhibitors surveyed expect sales within the next 12 months as a direct result of the show; with **20% of those projecting sales over \$500,000**



Attendees surveyed **rank ICE USA** as important to their business

## TOP STATES

By visitor attendance



## ATTENDEES COME TO SEE:

Slitting/Rewinding

Coating & Laminating Machinery

Laminating

Adhesives/Pressure Sensitive

Printing/Flexographic/Rotogravure

Machine Components

Coating & Ink

Labels & Labeling

Toll Coating/Converting/Slitting

Die Cutting/Perforating/Embossing

Materials/Substrates/Paper/Film/Foil



## WHY LOUISVILLE?

- We're bringing the leading converting show to the heart of the converting industry
- New & Exclusive: Renovation will be complete in 2018. ICE & Inprint will be the only exhibitions in the Convention Center
- Entertaining & Networking: Numerous restaurants, cafes and bars right downtown providing convenient options for entertaining your customers and prospects
- Easy Access: Less than a 5 hour drive from most major Midwest cities & over 100 flights daily
- No more shuttle buses: All hotel blocks are within walking distance to the exhibit hall

“ It’s a great avenue for Davis-Standard to demonstrate our new products. It’s always good to meet new customers, along with the faithful customers that come by. It’s a great opportunity for us to be represented. ”

Todd Gilbert, Davis-Standard LLC



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