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ICE USA RETURNS TO ORLANDO IN 2013

Burlington, MA, August 9, 2011 — ICE USA will return to Orlando, Florida, April 9-11, 2013, when the biennial conference and exposition convenes at the Orange County Convention Center (OCCC).

“The attendees were extremely pleased with this year’s event,” said Bob Chiricosta, Exhibition Director. “ICE USA attracted the top decision-makers from around the world and exhibitors were happy with both the quantity and quality of sales leads.”

“Attendees felt that Orlando and the OCCC proved to be the ideal location. They complimented the quality of the exhibits, the look of the show, and the large amount of running machinery.”

Vice President Michael Boyle commented: “ICE USA has established itself as America’s only dedicated converting technology showcase and we are building on this strength by encouraging exhibitors to demonstrate more and larger pieces of equipment and machinery in 2013.”

According to Chiricosta, the 2013 ICE USA will be even more impressive with an expanded conference program. “We are planning some new features and enhancements that will make the 2013 event more valuable to exhibitors and visitors.”

For information about exhibiting at ICE USA 2013 please visit: www.ice-x-usa.com

ICE USA 2011 review

Thousands of converting professionals from 37 countries came together to see a comprehensive range of new products and technologies from more than 250 exhibiting companies at the International Converting Exhibition – ICE USA. Attendees came to

see the abundance of operating machinery and ongoing demonstrations from exhibitors including New Era, Comexi, Davis-Standard, Atlas, Deacro, Lever and CMC Cevenini.

These sentiments were echoed by Chris Jennerjahn, from Jennerjahn Machinery, "We really didn't know what to expect, with this being our first ICE show here in Florida, but we've been very, very pleased."

Hundreds of attendees also came to attend the technical sessions sponsored by AIMCAL, as well as pre-show technical programs sponsored by CEMA and TAPPI. Many converting professionals also came to seek out expert advice on solving their specific challenges at the popular 'Ask The Experts' booth on the show floor.

ICE USA is the second largest of the global series of ICE exhibitions that take place in Europe, Asia and America. The largest event, ICE Europe, takes place November 8-10, 2011 in Munich, Germany.

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Photos: ICE USA 2011 images are available by contacting Tim Ward at tward@h-a-intl.com or calling 312-332-4650, ext. 18.

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 an array 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.