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ICE USA Exceeds 250 Exhibiting Companies, Many Featuring Running Equipment

Burlington, MA, March 10, 2011 — With just a few weeks remaining before the inaugural ICE USA in Orlando on April 6-8, Show Management announced that it has exceeded 250 exhibiting companies and 50,000 square feet of sold exhibit space. This makes ICE USA the largest converting-exclusive event in North America since 2007.

“Hats off to the converting industry for such a strong turnout. We are thrilled that the exhibitor support has been so solid for our first show in North America,” said Event Director Michael Boyle. “The quality is there and the focus is right. On top of that, the international mix of exhibiting companies, from Europe, Asia and the Americas, is the best of any ICE show ever – and that is saying a lot, as there have been many glorious ones in the past twelve years.”

“Also, we are especially excited that dozens of these companies will be showcasing equipment on the show floor.”

Among the exhibitors featuring running machinery are New Era, Comexi, Kampf, Ashe, Jennerjahn, Atlas, Deacro, Soma, Guidolin, Lever, Parkinson Technologies, Elite Cameron, Vacuumatic and CMC Cevenini.

John Godbold, CEO of slitter rewinder specialists Ashe Converting, summed up the current mood among machinery suppliers: “If we believe in a show, we always take and run machinery. We are really looking forward to the launch ICE USA and anticipate seeing a lot of decision-makers in Orlando.”

Other highlights of the first ICE USA include:

- Daily keynote presentations from leading industry experts
- Multi-faceted conference program from AIMCAL with over 30 presentations
- Pre-show educational programs from both TAPPI and CEMA
- Complimentary “Ask The Experts” sessions
- ICE USA Golf Tournament

For further information visit www.ice-x-usa.com.

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PHOTOS: Industry Experts, logos and additional pictures of ICE exhibitions are available by contacting Tim Ward at tward@h-a-intl.com or calling 312-332-4650.

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