



**FOR IMMEDIATE RELEASE**

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## **ICE USA EXPANDS INTO NEW EXHIBIT HALL AT THE ORLANDO CONVENTION CENTER**

**Burlington, MA, September 14, 2010** — Driven by the demand for additional exhibit space, ICE USA Show Management has announced that they have moved the April 6-8, 2011 event from the South Hall to the larger North Hall at Orlando's Orange County Convention Center (OCCC). With several months left to go before the inaugural North American exposition and conference, nearly 200 exhibiting companies have already reserved more than 40,000 sq. ft. of space.

"We are very pleased that the demand for exhibit space is so strong this far in advance of the show," said Michael Boyle, ICE USA Event Director. "We believe this demand is driven by the need for a machinery led event, ICE's reputation as a global leader of converting expositions, and the prospect of an improving economy."

Boyle said several leading global machinery suppliers have signed on to exhibit over the last few weeks including Comexi (Spain), Megtec (USA) and LAEM System (Italy). They join such leading companies as NEW ERA, Kroenert, Polytype, Faustel, Catbridge, Maxcess and Enercon who had already reserved nearly most of the OCCC's South Hall. Vice President of Comexi North America John Ferreira said: "Comexi Group are delighted to see the return of a machinery led converting show to

the North American market. Decision-makers come to see capital equipment and we will display cutting edge technology on our booth, including a laminator."

With an anticipated 200 plus exhibitors, ICE USA promises to be the biggest converting-exclusive event of 2011. Although the successful ICE shows are well established in Europe, Asia and Latin America, next April's event in Orlando will mark the first ICE event in North America.

"We have several international companies that exhibit at various ICE events around the world and already know the tremendous value of participating," said Bob Chiricosta, Sales and Marketing Director of ICE USA. "We also have several long-time CMM exhibitors who are looking to fill the perceived void left in the marketplace." ICE USA acquired CMM in 2009 and folded it into their global events.

An insightful technical program created and managed by AIMCAL and CEMA, including participation by TAPPI, will also be offered during the show to keep converting professionals updated on all the latest trends and technologies.

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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](http://www.mackbrooks.com)