



### **FOR IMMEDIATE RELEASE**

**Contact:**

Alexander Barton  
847-720-4495  
alexander@bartonchicago.com

## **ICE USA and InPrint USA Announce Exhibitor Success Strategies for 2017 Shows**

**Chicago, IL, July 13, 2016** – The International Converting Exhibition (ICE USA) and InPrint: The Industrial Print Show (InPrint USA) have announced new, unique training programs to help exhibitors make the most of their marketing investment. The two shows will co-host the inaugural Exhibitor Business Development Academy in Rosemont, IL on September 22, 2016 at the Hyatt Regency O’Hare, as well as webinars, to provide valuable training on topics such as pre-show marketing, budgeting and drayage, and leveraging the shows to accelerate sales.

The Academy will be offered as a free value-added service to any exhibitor registered for the upcoming fourth edition of ICE USA or the newly launched InPrint USA, which are scheduled for April 25-27, 2017 at the Orange County Convention Center in Orlando, Florida.

Tradeshow and marketing managers will receive expert advice from professional event organizers, exhibit decorators, marketing professionals and social media specialists at the Business Development Academy. It will also feature multiple roundtable discussion groups where attendees can receive one-on-one advice from these experts and a chance to network and learn from fellow attendees.

“For our shows to be a success, our exhibitors need to be successful in meeting their marketing goals,” said Melissa Magestro, Executive Vice President of Mack Books Exhibitions Inc. and organizer of ICE USA and InPrint USA. “To help them get the most out of exhibiting and provide extra value, we are offering these two types of training experiences as part of their exhibition contract. The goal of the training is to make exhibiting with us easy and to inspire our exhibitors with success strategies to create new sales opportunities within the context of our events.”

In conjunction with the Academy, exhibitors can take advantage of training webinars with the first being offered in August, titled “How to Create an Impactful Exhibit” presented by Richard Anderson, VP of Marketing Services for Shepard.

-more-

(ICE USA and InPrint USA – continued)

Mack Brooks Exhibitions Inc. is preparing to host over 300 exhibiting companies on the expo floor in Orlando for the ICE USA 2017 show which will feature machinery and products for the conversion of paper, film, nonwovens and other web-based materials. The co-location of InPrint USA adds cutting edge technologies in the fields of industrial specialty, screen, digital, inkjet and 3D technology print solutions.

To register for the Exhibitor Business Development Academy or for more information on the Exhibitor Success Strategies visit [www.ice-x-usa.com/exhibitors/success-strategy/](http://www.ice-x-usa.com/exhibitors/success-strategy/) and [www.inprintshow.com/usa/exhibitors/success-strategy/](http://www.inprintshow.com/usa/exhibitors/success-strategy/) or contact Mack Brooks Exhibitions Inc. at 866-899-4728.

### **About Mack Brooks**

ICE USA and InPrint USA are 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).

###