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ICE USA 2017 Exhibit Space Sales Strong, Show Growth

Burlington, MA, March 21, 2016 – Exhibitors at ICE USA 2017, the International Converting Exhibition, are looking to build on their success at the 2015 event with more than half of past exhibitors already reserving their space. The 4th edition of ICE USA scheduled for April 25-27, 2017 at the Orange County Convention Center in Orlando, Florida will feature machinery and products for the conversion of paper, film, nonwovens and other web-based materials.

In addition to the strong support of past exhibitors, new companies are also now planning their presence at ICE USA 2017, seeing it as the event to showcase their newest products and technologies to a focused audience. “Our brake pads are very unusual so we need to reach potential converting, corrugating and printing customers directly to explain their benefits – and ICE USA offers the targeted audience we need. We sell to numerous markets through many shows worldwide and expect ICE USA to be among our best for ROI,” said Nick Bade, Marketing Director for first time exhibiting company Tribco, Inc.

Attendee survey results confirm the number one reason visitors come to ICE USA is to see new equipment and more than 90% found what they were looking for at the 2015 show. Alan Jones, Managing Director of new exhibitor Universal Converting Equipment, said they “decided to invest in ICE USA for the first time in 2017, having recently established a service and support center in the USA. Knowing ICE is the leading converting equipment event in the states, we will have a range of machines in operation at our booth including the X6 slitter, so visitors can see our full capabilities.”

ICE USA is the premier event for converting professionals who gather biennially for networking, education and fun. It offers a first-hand look at the latest machinery and technology available in the marketplace as well as a top-notch educational program developed by the Association of International Metallizers, Coaters and Laminators (AIMCAL). Key decision makers from the packaging, package printing and production, nonwoven, textile, paper and self adhesive industries found innovative solutions to their specific challenges at ICE USA.

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(ICE USA - continued)

Companies interested in exhibiting at ICE USA or in the AIMCAL Pavilion at ICE USA should contact exhibit sales at 773-844-0776 or exhibit@ice-x-usa.com . For more information on Universal Converting Equipment please visit www.universalconvertingequipment.com and for information on Tribco, Inc. please visit www.tribco.com. A full exhibitor list can be found at www.ice-x-usa.com/exhibitor-list/

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 for more information.

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