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AIMCAL Returns as VIP Sponsor Converting It All Together in One Place

Burlington, MA, February 10, 2016 –ICE USA, the International Converting Exhibition, is pleased to announce the return of AIMCAL as a VIP sponsor of the 2017 event. The 4th edition of ICE USA is scheduled for April 25-27, 2017 at the Orange County Convention Center in Orlando, Florida and will feature machinery and products for the conversion of paper, film, nonwovens and other web-based materials.

The Association of International Metallizers, Coaters and Laminators (AIMCAL), established in 1970, has been the VIP sponsor since ICE USA first launched in 2011. They will continue this partnership in 2017 and are planning to create four unique educational tracks with topics on web coating, material handling, adhesives, laminating and printing.

“We have over 100 member companies who exhibit at ICE so we work really hard to offer attendees the most relevant information available,” said Craig Sheppard, Executive Director of AIMCAL. “I believe associations need three ‘legs’ to stand upon - an engaged membership, a relevant publication and a solid trade show. Our partnership with ICE USA allows AIMCAL to offer members that third component. Thus, we are proud to be a VIP sponsor.”

This important partnership has been beneficial for both AIMCAL and ICE USA. It has allowed ICE USA to offer a strong and vibrant educational program for attendees and also provide a special pavilion on the trade show floor for AIMCAL members. The turn-key experience gives some AIMCAL members, who might not normally exhibit at ICE USA, a low-risk, low-hassle trade show experience. This has been very successful since many of these members end up moving out of the pavilion to secure larger space at future events.

In a recent interview with Bob Pasquale, President, New Era Converting Machinery, Inc. and ICE USA 2017 Steering Committee Chair, he confirmed “It is important for our company to exhibit at events that AIMCAL supports. ICE USA always delivers an excellent return on our investment.”

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(ICE USA – continued)

The previous event held in 2015 brought together several thousand converting professionals from 43 states and 35 countries so the 2017 event is sure to build on that success. Key decision makers specializing in engineering, sales, factory management, production and R&D will find innovative solutions to their specific challenges at ICE USA.

Companies interested in exhibiting at ICE USA or in the AIMCAL Pavilion at ICE USA should contact exhibit sales at 781-791-5091 or exhibit@ice-x-usa.com

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.

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