



**FOR IMMEDIATE RELEASE**

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**Mack Brooks Exhibitions Inc. and ICE USA  
Named one of TSNN's Top 250 Trade Shows of 2015**

**Burlington, MA, April 12, 2016** – Mack Brooks Exhibitions Inc. and one of its flagship events, the International Converting Exhibition (ICE USA), has been named by the Trade Show News Network (TSNN) as one of the Top 250 US Trade Shows of 2015. ICE USA was noticed by TSNN for the total amount of net square footage achieved during its third edition. The event brings together several thousand converting professionals from 43 states as well as from 35 different countries.

The next event is sure to build on this success. The fourth edition is scheduled for April 25-27, 2017 at the Orange County Convention Center in Orlando, Florida. Key decision makers specializing in engineering, sales, factory management, production and R&D will find innovative solutions to their specific challenges at ICE USA.

"Mack Brooks Exhibitions Group is entering its 50<sup>th</sup> year of organizing quality events globally, and the recognition by TSNN demonstrates not only our commitment to bringing that level of quality to the US but also to the growth we have experienced in such a short period of time," said Melissa Magestro, Executive Vice President of Mack Brooks Exhibitions, Inc.

Mack Brooks Exhibitions Inc. is preparing to host over 300 exhibiting companies on the expo floor in Orlando for the 2017 show which will feature machinery and products for the conversion of paper, film, nonwovens and other web-based materials.

"The 2015 TSNN Top 250 trade show list ranks the largest shows in the U.S. by net square footage and is a huge honor for shows to be placed on," said TSNN President Rachel Wimberly. "Congratulations to ICE USA for being on this list!"

For more information on ICE USA, visit [www.ice-x-usa.com](http://www.ice-x-usa.com) or contact Mack Brooks Exhibitions Inc. at 781-791-5011.

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(ICE USA – continued)

### **About TSNN**

The Trade Show News Network (TSNN) is the world's leading news and online resource for the trade show, exhibition and event industry since 1996. TSNN is a member of the Tarsus Group which was founded, and listed on the London Stock Exchange, in 1998. With offices in the UK (London), USA (Boston, Boca Raton and Milwaukee, WI), France (Paris), Germany (Dusseldorf), United Arab Emirates (Dubai) and China (Shanghai), the international business-to-business media group has interests in exhibitions, conferences, publishing and online media.

### **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).

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