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International Converting Exhibition – ICE USA Opens 2017 Exhibitor Registration

Burlington, MA, October 27, 2015 – ICE USA, the only dedicated event for the conversion of paper, film, foil, nonwovens and other flexible web-based materials in the Americas, returns to the Orange County Convention Center in Orlando, Florida on April 25-27, 2017 and exhibitor booth sales are now open.

This premier event is where converting professionals gather to see firsthand the latest machinery and technology and to learn and network with the leaders in the converting industry. Over 70% of ICE USA attendees are serious buyers and 62% have a plan to purchase within 18 months.

Matt Fyffe, VP/General Manager of Meech International understands face-to-face connections are vital to building business relationships and ICE USA creates that opportunity. “Meech International has already committed to exhibit at ICE USA 2017 based on the success we have experienced at past ICE shows. The quality of leads we receive here more than cover our participation. If you are in the converting industry, ICE USA is the place to show your equipment and services”.

More than 300 companies are expected to exhibit at the 2017 event, and show management team Mack Brooks Exhibitions is planning on the largest ICE USA Expo since its launch in 2011. “Exhibitor interest is very strong for the 2017 event. Companies know ICE USA is a focused event and every attendee on the show floor is a potential customer. They don’t want to miss this opportunity to build existing relationships and establish new ones” stated Bob Chiricosta, ICE USA Show Director.

ICE USA exhibitors benefit from outstanding ROI, which in addition to bringing in quality attendees, includes pre-show marketing opportunities as well as free options to invite customers to visit the show. New for 2017, show management is planning an Exhibitor Meeting, to be held in Fall, 2016, where ICE exhibitors can learn how to get the most out of their time at the show.

Be a part of ICE USA 2017 and reserve your exhibit space today. For more information, please visit: ice-x-usa.com

About Mack Brooks

Mack Brooks Inc., a subsidiary of the Mack Brooks Exhibition Group based in St. Albans, UK, which has branches and partner companies in China, France, Italy, Russia, Thailand, India, and the USA, organizes ICE 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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