



**FOR IMMEDIATE RELEASE**

**Contact:**

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

## **Strong Latin American Association Support Expands Reach for ICE USA, the International Converting Exhibition**

**Chicago, IL, January 9, 2017** – ICE USA, the International Converting Exhibition, has received strong support from Latin American packaging and converting associations, expanding the show's reach and awareness in the region. ICE USA will be held in Orlando, FL April 25-27, 2017.

ICE USA is North America's leading converting exhibition, bringing over 250 exhibitors together with thousands of packaging, paper, non-woven and self-adhesive industry professionals. Manufacturers will showcase their latest equipment and technology from all key areas of converting like web coating, laminating, slitting, rewinding, coating, pouch making and many more. ICE USA 2017 will mark the fourth edition in the Americas.

"ICE USA gets bigger and better every year and we are thrilled to be making such strong inroads in the Latin American region," said Melissa Magestro, Executive Vice President of Mack Brooks Exhibitions, Inc. She added, "ICE USA is the only show dedicated specifically to the converting industry in the Americas. We chose the Orlando location to make the show easy to attend for Latin American companies looking for the latest technology and complete converting solutions."

The Latin American Converting Associations committed to sponsoring ICE USA include:

- **ACOBAN** – The Mexican Association of Label and Narrow Band Converters (<http://www.acoban.com/>)
- **ASEPLAS** – Ecuadorian Plastics Association (<http://www.aseplas.ec/>)
- **ACIPLAST** – The Costa Rican Chamber for the Plastics Industry (<http://aciplast.org/aciplast/>)

-more-

(ICE USA – continued)

- **Acoplásticos** –Colombian Association for the Plastics Industry  
(<http://www.acoplasticos.org/web/>)
- **ABIEF** – The Brazilian Association for the Flexible Plastic Packaging Industry  
(<http://www.abief.com.br/index.php>)
- **ABIEA** – The Brazilian Association for Adhesive Label Industry  
(<http://www.abiea.org.br/>)

Attendees from Latin America can take advantage of Early Bird registration, saving 30% off of exhibit hall entry pricing. To register, visit <http://www.ice-x-usa.com/visitors/registration/>.

For more information on exhibiting at ICE USA, visit [www.ice-x-usa.com](http://www.ice-x-usa.com) or contact Mack Brooks Exhibitions Inc. at 866-899-4728 or [exhibit@ice-x-usa.com](mailto: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](http://www.mackbrooks.com).

###