

PLMA 2021
Live From Chicago!



**A trade show as dynamic
as the industry itself**

PLMA's Private Label Trade Show
14-16 November

Presented by the Private Label Manufacturers Association

Συμμετοχή με την



GREAT EXHIBITIONS

PLMA Chicago, 14-16 Νοεμβρίου 2021

- Σημείο συνάντησης για τους επαγγελματίες της λιανικής πώλησης και τους παραγωγούς προϊόντων τροφίμων, ποτών, χαρτικών, ειδών υγιεινής και ειδών supermarket της αμερικάνικης αγοράς.
- Δυνατότητα παρουσίασης προϊόντων ιδιωτικής ετικέτας σ' ένα ευρύ φάσμα υποψήφιων πελατών
- Ευκαιρία για εμπορικές επαφές, νέες συνεργασίες, νέες ιδέες

A trade show as dynamic as the industry itself



PRIVATE LABEL IS STRONGER THAN EVER

In the face of the most extreme shifts in grocery purchasing ever seen in the U.S., store brands grew by double digits in 2020 and maintained their dollar and unit market shares across all outlets.

In figures provided exclusively to PLMA by NielsenIQ, during 2020, private label dollar sales in supermarkets increased by 13.2%, or \$5.5 billion; and in the mass channel, which consists of mass merchandisers, discounters and club stores, among other formats, sales grew by 11.7%, or \$5.1 billion. The improvement for unit volume in the two channels was also robust: in supermarkets, units sold were ahead 7.1%, and in mass, units moved up 8.2%.

Kara Sheeley of NielsenIQ, added that as "proof that purchase of private label was ingrained in U.S. consumer behavior, fully 99% of households bought private label last year. And compared to 2016, there are 13% more private label items on shelves now across all grocery retailing."

She said 23% of all grocery dollar sales in 2020 landed in the private label column, including 78% of sales in the value channel. When all channels are counted, it's estimated last year's record store brand sales totalled \$209 billion.



SAFETY FIRST

The Convention Center, in collaboration with the Rosemont Department of Public Safety, health professionals and PLMA, will be implementing best practices at the venue to provide a safe and secure environment for trade show participants. All state regulations and trade show mandates must be followed and will be updated as needed. Be assured that PLMA will provide essential updates in regard to safety protocols and all related concerns on a timely basis as the show approaches.



PLMA is back!

The PLMA private label trade show will return to its traditional in-person format in November. The dynamism and vitality of our in-person show enables all participants — retailers, exhibitors and visitors — to see, taste, smell, feel and experience products first-hand; and engage in the treasure hunt aspect that is such a big part of our annual Chicago event.



Attendees can also build their professional teams and networks in a familiar and natural setting. The opportunities to create new, one-on-one relationships will be vast. We are expecting more than 2,000 exhibit stands and some 5,000 visitors overall. So welcome back! Live from Chicago: It's PLMA's 2021 trade show.

A trade show that offers an in-person experience and a lot to learn

Much has happened since the last time we saw each other face-to-face. While we all coped with the pandemic, the American grocery industry was challenged and revolutionized. It more than stepped up to meet the unprecedented consumer demand for essential goods and services.

Private label was a big part of the solution, too, expanding its manufacturing capacity and recasting the supply chain in collaboration with its retail partners. The double-digit sales increases for store brands during 2020, as reported to PLMA by NielsenIQ, is testimony to the products' popularity and key role during the period.

Learn about changes important to your business

Information is power and a competitive advantage. Year after year, the PLMA trade show floor is the best place to learn first-hand about important industry news. Talking informally with fellow attendees is often the most effective way to make sure you are always up to date on developments in retailing in general and the store brands business in particular.

And, as usual, PLMA will also offer formal programs and presentations on a wide range of emerging trends and developments you need to know more about. Among the areas where important trends occurred were a new generation of innovative food and non-food products, inventive ingredients and formulations, consumer demographics and changing shopping behaviors, advancements in packaging and materials, state-of-the-art home delivery systems and formats, creative and productive digital merchandising and marketing, and a faster and more responsive supply chain, among other key facets of the grocery industry.



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Αριθμοί που χαρακτηρίζουν την έκθεση:

- **1.500 εκθέτες**
- **55 διαφορετικές χώρες**
- **2.870 περίπτερα**
- **1.411 εταιρείες**
- **5.450 εμπορικοί επισκέπτες**

- ❖ Οι εμπορικοί επισκέπτες προέρχονται από: supermarkets, hypermarkets, discounters, e-commerce, drugstore chains
- ❖ Την έκθεση εμπιστεύονται τα στελέχη των μεγαλύτερων αλυσίδων λιανεμπορίου, σημαντικοί εισαγωγείς και διανομείς της αμερικανικής ηπείρου



PLMA 2021

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So, as we look beyond the pandemic, opportunities lay ahead for all players in the American grocery space. Come to PLMA's trade show in Chicago this November and learn where you and your company stand right now and how you can compete and prosper in this ever-changing environment.

SPOTLIGHT ON HOT PRODUCT TRENDS

Healthy Lifestyle
Plant-based, free-from, and CBD, among other better-for-you product attributes, continue to be areas building a loyal following among health-conscious shoppers in all demographics who are seeking wellness solutions. Those suppliers who can deliver private label in these categories are in high demand by retailers of all sizes throughout the country.

Beauty & Cosmetics
Retailers want products that cater to younger shoppers, the Instagram and Tik Tok generation. Private label cosmetics and self-care are burgeoning categories where retailers can differentiate themselves with innovative product offerings and experiences.

Kitchenware
Families and school children are now spending more time at home cooking and entertaining together. Cookware and bakeware are an integral part of that changing domestic lifestyle, and retailers in grocery and other channels are adding store brand SKUs for a wide array of kitchen essentials, tools and gadgets to meet the growing demand.

Foodservice
Over the past year, consumers who were largely locked out of the restaurant sector discovered the value and even fun of creating their own high-end cuisine at home with products from their supermarkets and other food stores. Grocery and convenience channels are now doubling down on investments in foodservice in order to provide those restaurant-quality meals and meal parts, appealing to consumers' newfound appetites as well as holding on to 2020 sales gains.

Sustainable Packaging
Shoppers love packaging convenience and portable packaging for food on-the-go, but they also want what's good for the environment, including source reduction, fewer plastics, more recycled materials and newer sustainable technologies. Suppliers operating in this realm are bound to be popular stops for retailers at the PLMA Show.

Flavors and Ingredients
New flavors and exotic ingredients, once trendy, have gone mainstream. Whether it's in ethnic tastes, superfoods or functional beverages, good private label starts with good ingredients.

Pet Care
An estimated \$110 billion will be spent on pets this year, and pet food premiumization is capturing consumers' wallets. Retailers are expanding their store brand lines to leverage this market.



International products from far and near
Products with international flair are booming across the U.S., bringing greater excitement and color to retail shelves. Retailers are seeking sources - whether domestic or import - for authentic-style international foods, and even non foods. They are sure to find them throughout the vibrant show floor as well as the numerous national pavilions.



Announcing PLMA Global:
Our exclusive online trade show option
Complementing the in-person private label trade show in November, PLMA will offer PLMA Global, an online event to be held in January 2022. PLMA Global will permit buyers from around the world who could not travel to Chicago to connect with exhibitors through video calls, business card exchanges, and other communications tools. Buyers who visit the November 2021 show will also be able to use PLMA Global, enabling them to follow up with exhibitors they met or planned to meet. Plus: PLMA Global will remain fully accessible to all retailers and wholesalers through April 2022. See back cover for more details.

REGISTER NOW!
E-mail exhibit@plma.com or telephone **+1 212 972 3131**.

14-16 Nov. • CHICAGO



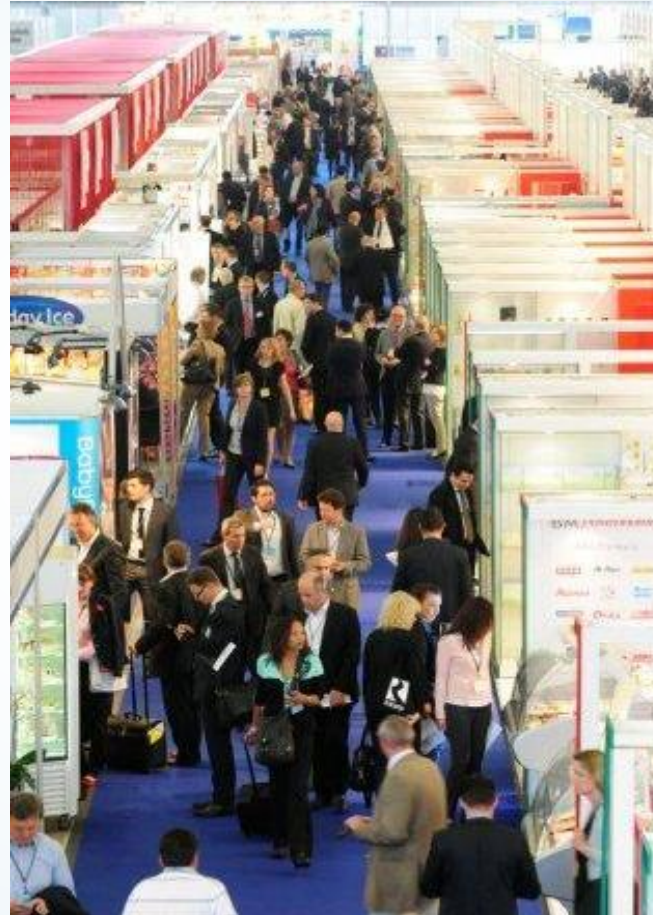
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ΠΡΟΪΟΝΤΑ ΠΟΥ ΠΡΟΒΑΛΛΟΝΤΑΙ:

- ❖ **Food- Section:** Τρόφιμα – ποτά, φρέσκα προϊόντα και προϊόντα ψυγείου, κατεψυγμένα προϊόντα, έτοιμα ή ημι-έτοιμα φαγητά, συσκευασμένα τρόφιμα, αλκοολούχα ποτά, αναψυκτικά, χυμούς φρούτων, κ.ά.
- ❖ **Non- Food Section:** Προϊόντα καθαριότητας σπιτιού, καλλυντικά, είδη υγιεινής και ομορφιάς, χαρτιά, προϊόντα νοικοκυριού, απορρυπαντικά, προϊόντα κήπου, είδη φροντίδας αυτοκινήτου, μπαταρίες, πλαστικά, DIY κατασκευές κα.

Οι συμμετέχοντες πρέπει υποχρεωτικά να είναι παραγωγοί με διαθεσιμότητα των προϊόντων τους για ιδιωτική ετικέτα.



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Stand Package:

- 1 unit (3mX3m) @US\$ 4.600
- 2 units (6mX3m) @US\$ 7.500
- 3 units (9mX3m) @ US\$ 10.700

*Stand includes laminated separation walls, shelves, display counter, round conference table and chairs, carpet, wastebasket, fascia, and daily stand vacuuming. Pavilion signage is also included.

“Live at Chicago” [Brochure](#)

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Exhibiting-at-a-Glance

Show Location
PLMA's 2021 Private Label Trade Show will be held at the Rosemont Convention Center, only 10 minutes from Chicago's O'Hare International Airport. Conveniently located within walking distance or short shuttle bus rides from major hotels, the convention center provides exhibitors with an easy-to-reach, efficient venue for trade shows.

Trade Show Schedule

Friday, 12 November	
Stand Set-Up	08:00 - 18:00
Saturday, 13 November	
Stand Set-Up	08:00 - 18:00
Sunday, 14 November	
Stand Set-Up	08:00 - 18:00
Seminars & Workshops	14:00 - 16:00
Monday, 15 November	
Keynote Breakfast	08:00 - 09:00
Trade Show Floor Open	09:00 - 18:00
Tuesday, 16 November	
Retail Trends Breakfast	08:00 - 09:00
Trade Show Floor Open	09:00 - 16:00
Wednesday, 17 November	
Stand Breakdown	08:00 - 13:00

Stand Assignments
The trade show floor is divided into separate halls for food and beverage, and home and health. All stand assignments are on a first-come, first-served basis in order of receipt of application and payment, product eligibility and availability of space. Show floor halls and configuration are subject to modifications as needed.

Official Programme Guide
PLMA exhibitors get a free listing in the Official Programme Guide which includes company name, address, phone, website, email, product lines and exhibitor personnel. Advertising space is also available for companies who wish to promote their booth location or products.

PLMA Live! Coverage
The show is also broadcast over the internet to retailers across the country on www.pimalive.com as well as to TV monitors in hotels and exhibition halls.

Preliminary Retail and Wholesale Registration List
Exhibitors receive a preliminary retailer and wholesaler list 30 days prior to the show to help arrange appointments in advance.

Promoting Exhibitor Products
Exhibitors can announce new products on PLMA's Online Show Preview, which is sent to all registered retailers and wholesalers 30 days prior to the show. Exhibitors can also submit new products for display in PLMA's New Product Expo, which will be prominently featured at the Show.

PLMA Matchmaker™
PLMA Matchmaker helps retailers and wholesalers arrange appointments with exhibitors prior to the show. Exhibitors receive secure access codes prior to the show in order to participate.

Seminar Program
To help show attendees get the latest industry trends, PLMA offers a special seminar and speakers program. This includes Sunday seminars and workshops, the Monday Keynote Breakfast and the Tuesday Retail Trends Breakfast. Consult the Official Program Guide or Online Show Preview for this year's presentations.

Exhibit Rates
Your company can exhibit on its own in the appropriate food or non-food halls with your own stand. Contact PLMA for individual exhibit rates. Or you can take advantage of PLMA's "World of Private Label USA" Pavilions. They are shell scheme stand packages devoted exclusively to PLMA International Council members. Pavilions rates are:

1 - Unit	(3m x 3m)	@ US \$4,600
2 - Units	(6m x 3m)	@ US \$7,500
3 - Units	(9m x 3m)	@ US \$10,700

*Stand includes laminated separation walls, shelves, display counter, round conference table and chairs, carpet, wastebasket, fascia, and daily stand vacuuming. Pavilion signage is also included.

PLMA Global
Opt-in now for your virtual stand in this online worldwide event taking place in January 2022. Early bird rate is \$850 prior to 18 June. \$1,250 regular rate.

Companies that are unable to participate in PLMA 2021, may participate in PLMA Global. The digital-only stand fee is \$1,650.



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Σημειώστε ότι:

- ❖ Τα περίπτερα **δεν μπορούν** να μοιραστούν ανάμεσα σε δύο ή περισσότερους εκθέτες.
- ❖ Τα προαναφερθέντα κόστη είναι **οι επίσημες τιμές της έκθεσης** και τιμολογούνται απ' ευθείας από την διοργανώτρια εταιρεία, δίχως να υπόκεινται σε ΦΠΑ 24%,
- ❖ Συνυπολογίζετε και το **Coordination & Support Fee** ύψους 695€ συν ΦΠΑ 24% ήτοι 861,80€ για περίπτερα 9τμ και 895€ + ΦΠΑ 24%, ήτοι 1109,80€ για περίπτερα 18-27τμ, που θα τιμολογήσει η GREAT GREEK EXPORTS AND TRADE.

Συμμετοχή των εκθετών που δεν είναι μέλη της Private Label Manufacturers Association (Ένωση Μεταποιητών Ιδιωτικής Ετικέτας) που διοργανώνει τις εκθέσεις World of Private Label παγκοσμίως, επιβαρύνεται με **την ετήσια συνδρομή μέλους των 1.500 ευρώ**.

Η ετήσια συνδρομή, πέραν της συμμετοχής στην έκθεση, εξασφαλίζει την πρόσβαση σε δημοσιεύσεις και έρευνες για την αγορά της ιδιωτικής ετικέτας καθώς και τη δυνατότητα συμμετοχής σε σεμινάρια και συνέδρια που διοργανώνει η PLMA ανά τον κόσμο.

Όσες εταιρείες είναι ήδη μέλη της PLMA και έχουν ανανεώσει την ετήσια συνδρομή τους, δεν θα έχουν πρόσθετη επιβάρυνση των 1.500 ευρώ.



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Επικοινωνήστε μαζί μας για πληροφορίες και αιτήσεις συμμετοχής
info@greatexhibitions.gr και τηλ. 2107755080



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