

# Meet the world's best private label manufacturers



**Amsterdam | 22-23 May 2012**

Presented by the Private Label Manufacturers Association - International Council

# Meet the world's best



Private label is a global phenomenon but there is one place where you can meet the world's best private label manufacturers. It is PLMA's "World of Private Label" where suppliers from more than 70 countries exhibit their products.



Private label is a specialized business, too. It requires experience and knowledge. Suppliers need to know how to work with retailers, how to meet production deadlines, and how to be low-cost producers.



Make your plans now to visit PLMA's "World of Private Label". The show is held in Amsterdam's RAI Exhibition Centre, situated near Schiphol International Airport. The show will present more than 3,800 exhibit stands and spans all of RAI's 11 halls. The show floor, therefore, is divided into separate halls for food and non-food products to help visitors use their time efficiently.

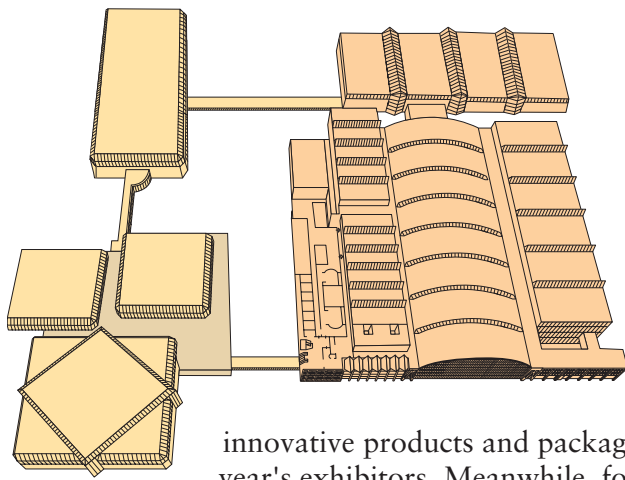
The Europa complex offers the largest selection of snacks, food, beverages while the Holland complex features health and beauty and household products. The show also presents more than 40 national pavilions promoting products of their countries.

As a visitor, you receive PLMA's online Show Preview approximately 30 days before the show with complete product category information. You can even set up appointments prior to the show by using PLMA's exclusive Matchmaker service. Once at the show, visitors can use their smartphones and access PLMA's Show Floor Navigator to find



# Amsterdam | RAI Exhibition

# private label manufacturers



exhibitors and products, or they can plan their day with PLMA's Official Catalogue, which lists exhibitors by product category and by country.

But PLMA's "World of Private Label" is more than just the show floor. There is PLMA's Idea Supermarket with more than 60 displays of products and packaging from retailers around the world. There is also PLMA's New Product Expo with



innovative products and packaging from more than 150 of this year's exhibitors. Meanwhile, for the latest market research about private label trends, PLMA's pre-show seminar programme offers insight and data from leading consultancies and industry speakers.

For many visitors, PLMA's annual event is the best opportunity of the year to make contacts and build their private label business. Some retailers use the show to bring managers and staff from many countries for corporate strategy sessions while others invite their best suppliers for long-term planning meetings.

There is no show quite like PLMA's "World of Private Label". If you have been involved in private label for many years, then you know how valuable the show is for you and your company. If you are new to private label, then PLMA's "World of Private Label" offers you an intensive education in just two days.

Want to meet the world's best private label manufacturers? Come to Amsterdam this May. Contact PLMA today.



# Centre | 22-23 May 2012

## SHOW ORGANISERS

PLMA's "World of Private Label" International Trade Show is organised by the Private Label Manufacturers Association which represents more than 3200 member companies around the globe. With offices in Amsterdam and New York, PLMA is the largest association of its kind devoted exclusively to the promotion of private label.



For year-round reference, visitors also receive a digital file with full exhibitor profiles including company name, address, telephone and fax number, e-mail, website, product lines and contact persons.

## SHOW FLOOR NAVIGATOR

During show days, visitors with smartphones can access PLMA's Show Floor Navigator to locate exhibitors by company name, product category and country.



## PLMA IDEA SUPERMARKET®

PLMA's Idea Supermarket presents the latest private label programmes of retailers around the world. Idea Supermarket is open during show hours on Tuesday, 22 May and Wednesday, 23 May.

## SHOW LOCATION

The show is held at the RAI Exhibition Centre in Amsterdam, considered one of the most convenient exhibit venues in the world today. It is located only 15 minutes from Schiphol International Airport and can be easily reached by taxi, train, automobile and public transport.

## TRADE SHOW SCHEDULE

- |                       |               |
|-----------------------|---------------|
| ■ Monday, 21 May      |               |
| Pre-Show Seminars     | 14.00 - 16.00 |
| ■ Tuesday, 22 May     |               |
| Trade Show Floor Open | 09.00 - 18.30 |
| ■ Wednesday, 23 May   |               |
| Trade Show Floor Open | 09.00 - 16.30 |

## SHOW PREVIEW AND PLMA MATCHMAKER™

Visitors can view category-by-category listings of exhibitors online approximately 30 days prior to the show to help them find products and identify exhibitors that they want to visit. PLMA's exclusive Matchmaker online service can be used to arrange appointments prior to the commencement of the show.

## OFFICIAL CATALOGUE

Registered visitors to the show receive a copy of the Official Catalogue, which gives a category-by-category and country-by-country listing of all exhibitors.

## PLMA NEW PRODUCT EXPO

New Product Expo, which is located in the Idea Supermarket, displays innovative products and packaging from more than 150 of this year's exhibitors.

## PRE-SHOW SEMINARS

PLMA's annual pre-show seminar programme will be presented in the Forum Centre at the RAI Exhibition Centre on Monday, 21 May from 14.00 – 16.00. Admission is complimentary to all show registrants.

## EXPRESS CHECK-IN

The show offers Express Check-In for those who register before 2 May. Multilingual personnel are available to assist registrants.

## ACCESSIBILITY

RAI Exhibition Centre is wheelchair and handicapped accessible. Children under the age of 16 are not allowed on the show floor. No pets are permitted at any time.



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