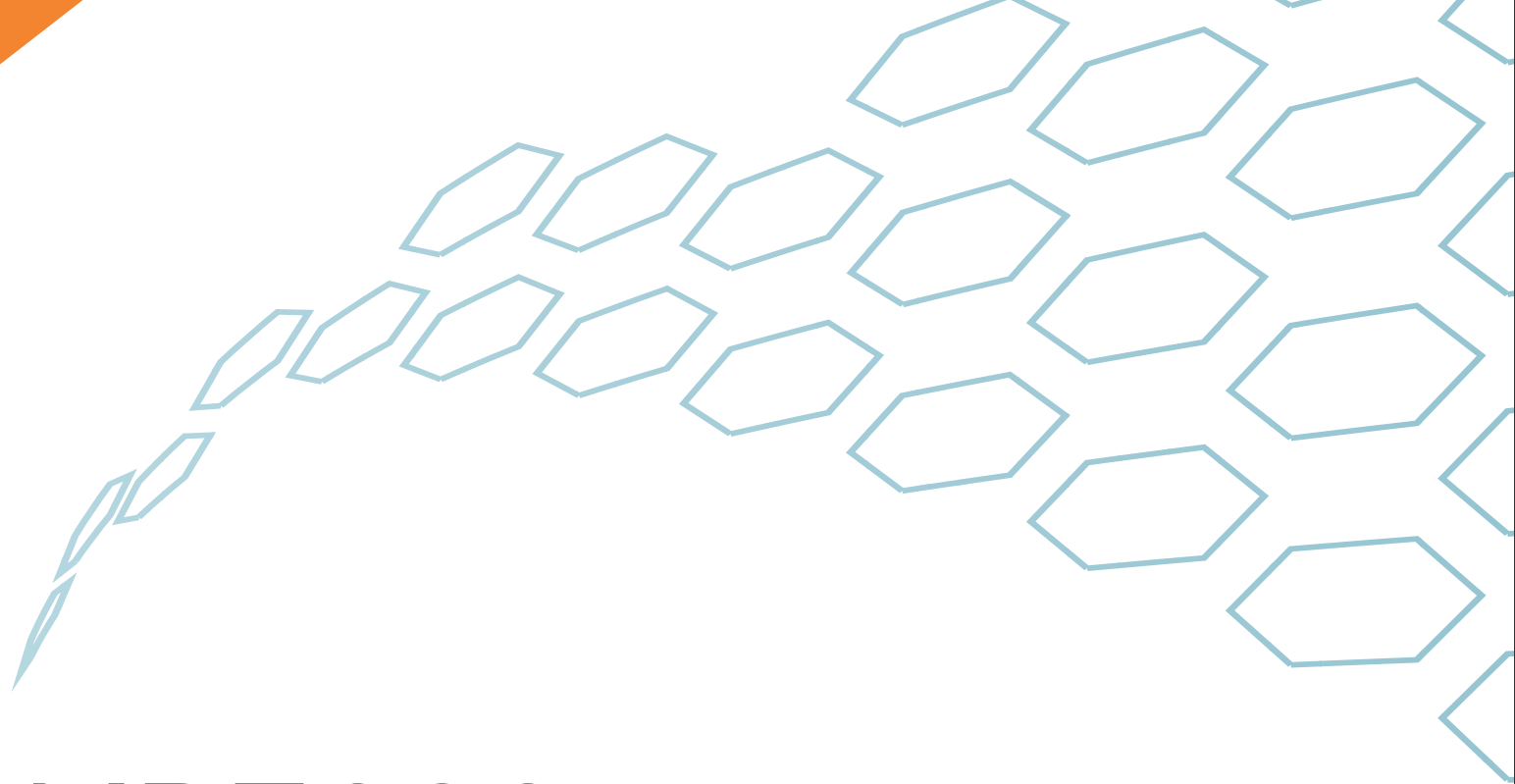


ACT NOW!
Limited Opportunities



NPE2021

The Plastics Show

Transform Your Tomorrow
Official NPE Integrated Media Products

npe.org

May 17-21, 2021 | Orlando, Florida
Orange County Convention Center

Produced by
 **PLASTICS**
INDUSTRY ASSOCIATION

Official Media Partner
 **GARDNER**
Business Media, Inc.

	2
	3
	4
	6
	8
	10
	12
	14
	16
	18
	20
	22
	24
	26
	28
	30
	32

How do you get noticed at a show this big?



The Americas represent
\$245B
in annual plastics
trade volume



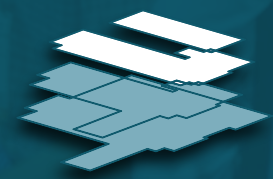
25 Million
Impressions on
NPE.org in 2018



Top ten exhibitors averaged
3,150+
leads in 2018



55,000+
Attendees



1.2 Million
Square feet of
exhibit space



2,100+
Exhibitors



Thousands
of Products
on Display

2
3
4
6
8
10
12
14
16
18
20
22
24
26
28
30
32

Official NPE2021 Integrated Media to Drive Buyers to Your Booth

Before	During	After
<ul style="list-style-type: none">• NPE+ Showroom• NPE Show Daily Preview and e-Newsletter• NPE2021 Technology e-Newsletter• NPE Show Issues• Noticias de NPE	<ul style="list-style-type: none">• NPE+ Showroom• NPE Network• NPE2021 Directory• NPE2021 Show Maps• NPE Show Daily• Noticias de NPE	<ul style="list-style-type: none">• NPE+ Showroom• NPE Network• NPE2021 Show Directory• NPE2021 Technology Review

PLUS Custom Sponsorship Opportunities!

	2
	3
	4
	6
	8
	10
	12
	14
	16
	18
	20
	22
	24
	26
	28
	30
	32

NPE+ Showroom

2018 NPE Map Your Show
Attendee Usage Statistics

742,159

Showroom visits
January 2018–March 2019

273,484

Companies added to agendas
January 2018–March 2019

116,729

Leads generated
for exhibitors

Ensure a visit to your booth is part of
attendees' plans!

Your Expanded NPE+ Showroom will:

- Generate high quality sales leads
- Reach and influence active NPE Attendees
- Help your booth stand out
- Get on attendees' short list of must-see exhibitors
- Drive traffic to your booth
- Keep your sales message in front of NPE2021 buyers and prospects around the event



For maximum benefit, upgrade your showroom
no later than 3 months from show date.

See **Page 28** For
Discount Structure

2

3

4

6

8

10

12

14

16

18

20

22

24

26

28

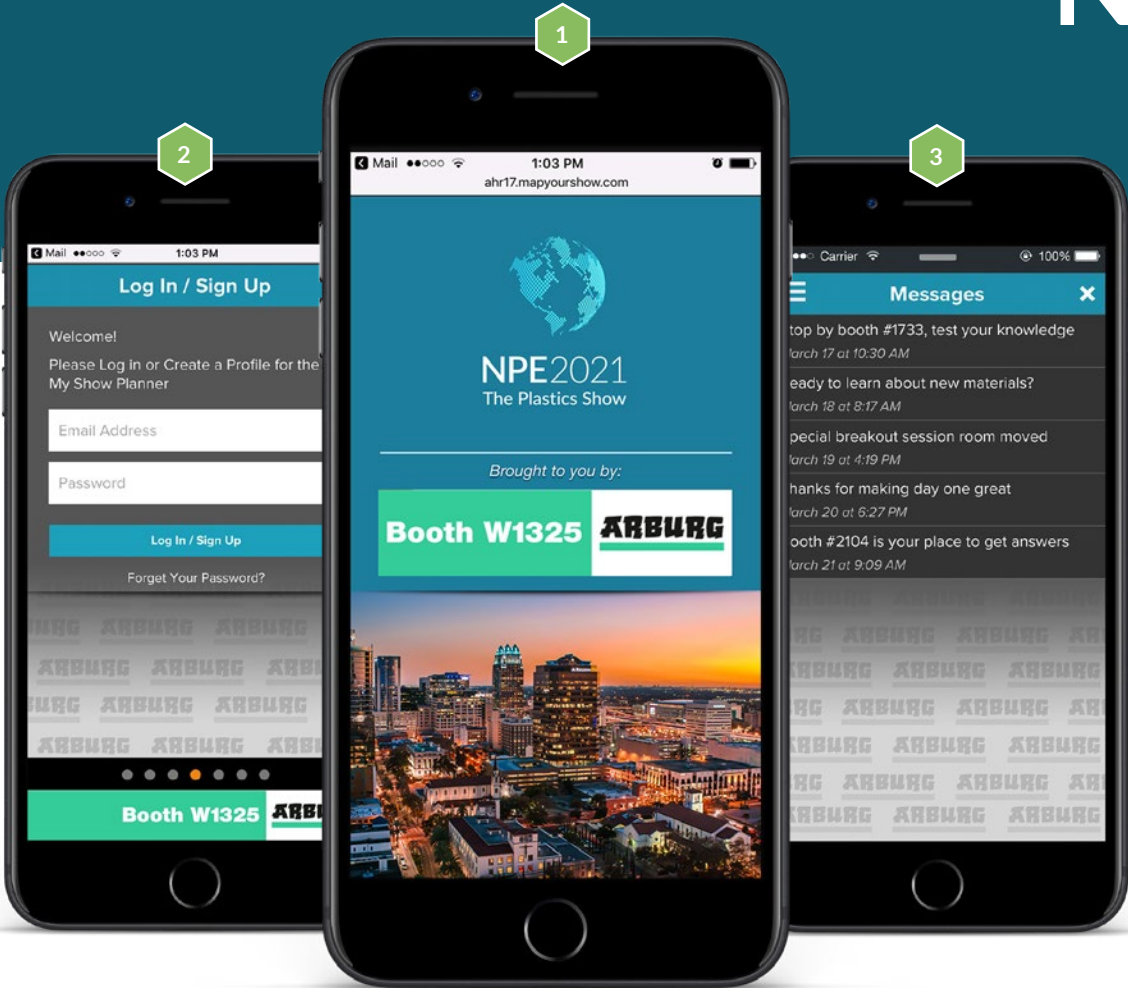
30

32

NPE+ Showroom Additional Visibility Packages	Non-Member Participation Bundle	PLASTICS* Member Participation Bundle	Bronze Showroom	Silver Showroom	Gold Showroom	Platinum Showroom
			\$1,865	\$6,495	\$13,495	\$17,995
Company Brand Image/Logo	✓	✓	✓	✓	✓	✓
Company Name, Booth Number, Address, Phone, URL and Social Media Links	✓	✓	✓	✓	✓	✓
Company Description in Showroom: 50 Word Limit	✓	✓	✓	✓	✓	✓
Extended Company Description: (Limit 2000 Characters) <i>Note: Subject to Editorial Review</i>			✓	✓	✓	✓
Display of Product Categories in Showroom	✓	✓	✓	✓	✓	✓
Access to opt-in myNPE Showroom Leads		✓	✓	✓	✓	✓
Included in the Featured Exhibitors Section on NPE+ Showroom Home Page				✓	✓	✓
Priority Placement in NPE+ Showroom Search Results					✓	✓
NPE+ Showroom Retargeting Program						✓
Live Product/Service/Technology Demo/Presentation <i>Up to 15 Minutes; Listed on the Upcoming Events Track on NPE+ Showroom</i>						2
Technology Gallery: Product Images and/or Videos		1	3	6	10	12
Downloads or links to your collateral such as news releases, case studies, white papers, brochures, catalogs, etc.			3	6	10	12
Digital business cards, with live chat functionality. Includes headshot, email and social links to make networking simple.	1	1	4	7	10	12
Display of special offers for NPE attendees including exclusive show discounts, giveaways, etc.			1	2	3	4
À La Carte Pricing						
Live Product/Service/Technology Demo/Presentation <i>Up to 15 Minutes; Listed on the Upcoming Events Track on NPE+ Showroom</i>			\$5,000	\$4,000	\$2,000	\$1,750

NPE Mobile App

Leverage the Power of NPE



Advertise on the Official NPE2021 Show App to give your company the advantage of making your brand and message top-of-mind.

When plastics industry professionals attend NPE2021, they'll rely on the convenience of the NPE2021 Mobile App.

Banner Ad Clicks
7,000+

Downloads
23,750+

Exhibitors Added to MyPlanner
95,850+

Exhibitor Showroom Views
306,350+

NPE2021 Mobile App Advertising Rates and Specifications*		
1	2	3
Exclusive Overall Sponsorship	Mobile App Banner	Mobile Notification
\$20,000 net Availability: 1	\$3,700 net Availability: 8	\$2,500 net/notification Availability: Choose one morning, or one afternoon notification based on availability
<ul style="list-style-type: none"> Branding on Splash/Loading Screen 2 Rotating Banners on main navigation page <p>Linking: Banners link to your mobile listing for lead capture</p> <p>Size: 1080 w x 169 h pixels, sized to fit various screen sizes</p> <p>File format: static GIF JPG file</p> <ul style="list-style-type: none"> 1 Mobile Notification Promotion as Mobile App Sponsor on digital marketing and signage at NPE2021 	<ul style="list-style-type: none"> Rotating Banner on main navigation page <p>Linking: Banners link to your mobile listing for lead capture</p> <p>Size: 1080 w x 169 h, sized to fit various screen sizes</p> <p>File format: static GIF JPG file</p>	<ul style="list-style-type: none"> Message consists of a subject, short description and full-length message <p>Subject: 20 characters</p> <p>Push Notification: 60 characters</p> <p>Full-Length Message: Unlimited (recommend clear and concise message)</p>

*PLEASE NOTE: NPE Premier Discounts do not apply to NPE Mobile App products.

NPE2021 Technology e-Newsletter

Showcase Your Best Technology
in the Weeks Leading Up to NPE



39,000+
Distribution

- Surround your technology- focused ad with expert content developed by the editors of *Plastics Technology* magazine.
- Highlight new and exciting technologies that will be in your booth.

Unparalleled access to
the inboxes of top plastics
professionals from:

- NPE2021 Master List (including visitors from past shows)
- Gardner Business Media, Inc. select names curated from:
 - *Plastics Technology*
 - *MoldMaking Technology*
 - *Plastics Technology Mexico*
 - *Additive Manufacturing*
 - *AutoBeat*
 - *CompositesWorld*
- Information accessible to NPE+ Showroom site visitors until December 1, 2021

Closing Date:
Feb. 9, 2021

Materials Due:
Feb. 23, 2021

See **Page 28** For
Discount Structure

2

3

4

6

8

10

12

14

16

18

20

22

24

26

28

30

32

NPE2021 Technology e-Newsletter
Advertising Packages

Limited Availability:
20 Sponsorships per issue

\$16,850
12 Editions

\$2,800
A la Carte / per Edition

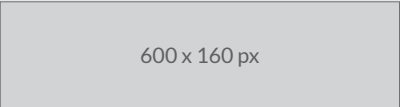
NPE2021 e-Newsletter Schedule

Before NPE2021	
March 9, 2021 Closing: February 9, 2021 Materials: February 23, 2021	April 13, 2021 Closing: March 16, 2021 Materials: March 30, 2021
March 16, 2021 Closing: February 16, 2021 Materials: March 2, 2021	April 20, 2021 Closing: March 23, 2021 Materials: April 6, 2021
March 23, 2021 Closing: February 23, 2021 Materials: March 9, 2021	April 27, 2021 Closing: March 30, 2021 Materials: April 13, 2021
March 30, 2021 Closing: March 2, 2021 Materials: March 16, 2021	May 4, 2021 Closing: April 6, 2021 Materials: April 20, 2021
April 6, 2021 Closing: March 9, 2021 Materials: March 23, 2021	May 11, 2021 Closing: April 13, 2021 Materials: April 27, 2021
After NPE2021	
May 25, 2021 Closing: April 27, 2021 Materials: May 11, 2021	June 1, 2021 Closing: May 4, 2021 Materials: May 18, 2021

NPE2021 e-Newsletter Ad Specifications

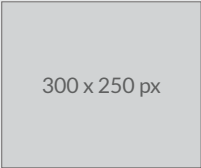
Leaderboard Banner

Size: 600 x 160 px @ 144 dpi
File Type: JPG | PNG



Video/Technology Solution Ad

Size: 300 x 250 px @ 144 dpi
File Type: JPG | PNG
Title: 50 Characters
Body Copy: 200 Characters
CTA: 30 Characters Max



Noticias de NPE en Español

Reach Prospective Spanish Speaking
NPE2021 Attendees Before The Show



30,000+
Distribution

Your ads in the Bundled Sponsorship
are an effective way to reach key
professionals in this strong and
growing plastics processing market!

Written by the editors of *Plastics Technology México*
expressly for NPE2021, the NPE2021 Spanish Language
e-Newsletter will target Spanish speaking audiences
before and during the show.

Closing Date:
Feb. 9, 2021

Materials Due:
Feb. 23, 2021

See **Page 28** For
Discount Structure

	2
	3
	4
	6
	8
	10
	12
	14
	16
	18
	20
	22
	24
	26
	28
	30
	32

Advertising Offerings

Distribution

Emailed to 30,000 Latin American plastics professionals from past NPE Attendee Lists and current *Plastics Technology México* Subscribers.

1

PT

Plastics Technology MEXICO

¡Suscríbese gratis hoy mismo!

May 17–21, 2021 | Orlando, Florida | NPE.org

Plastics Technology MEXICO

Plastics Technology MEXICO

Plastics Technology MEXICO

Plastics Technology MEXICO

NPE2021

The Plastics Show

Noticias de NPE

TECNOLOGÍA APLICADA

Qué Buscar en Moldeo por Inyección

Encuentre en exhibición en la NPE2021, mejoras en la velocidad y la calidad del moldeo por inyección, el control del proceso y la disminución en tiempos de paro. [Lea más](#)

Pallmann Industrias—El Camino al Polvo

Contenido Patrocinado

Visite a Pallmann Industrias en el stand donde demostraremos nuestra más reciente tecnología para lograr polvos finos bajo condiciones ambiente. Pallmann Industrias, NPE West hall, Nivel 2, Expo Hall – W963. [Lea más](#)

PALLMANN

amn

RiverdaleGlobal

ENGEL

2021 Distribution Dates

Tuesday, April 27, 2021
Tuesday, May 4, 2021
Tuesday, May 11, 2021
Monday, May 17, 2021
Tuesday, May 18, 2021
Wednesday, May 19, 2021
Thursday, May 20, 2021
Friday, May 21, 2021

Specifications

1 Leaderboard Ad	
Size	600 x 160 px @ 144 dpi
File Type	JPG PNG
2 Video / Technology Solutions Ad	
Size	300 x 250 px @ 144 dpi
File Type	JPG PNG
Title	50 Characters Max
Body Copy	200 Characters Max
CTA	30 Characters Max
3 Button Ad	
Size	120 x 100 px @ 144 dpi
File Type	JPG PNG

1 Leaderboard Ad

\$2,000
(Per Issue)

Limited Availability
1 Advertiser per edition

2 Video / Technology Solutions Ad

\$7,200
(All Issues)

Limited Availability
16 Advertisers per edition

3 Button Ad

\$4,000
(All Issues)

Limited Availability
4 Advertisers per edition

NPE Show Daily Preview

Raise Your Brand's Profile and Gain Unique Preshow Access with a Magazine and e-Newsletter Bundled Sponsorship



The NPE Show Daily Preview Magazine is:

- Created by the NPE Show Management and *Plastics Technology* editors
- A tool that explains why NPE2021 is a MUST ATTEND event for the plastics industry
- Shared with a broad audience
- Covers the nuts and bolts of attending the show
- Where NPE attendees read features covering the BIG issues they are facing today
- Insight into the high-level players, technology and concepts buyers will see at the show

The NPE Show Preview e-Newsletter:

- Engages attendees and prospects from 12 weeks before the show, up to opening day
- Designed to share with prospective attendees all the mechanics of attending the show, as well as generate excitement around the show related to special events, conferences and other special features of NPE2021
- One BIG ISSUE subject featured per distribution day, offering highlights from the NPE Show Preview Magazine.

Closing Date:
Jan. 29, 2021

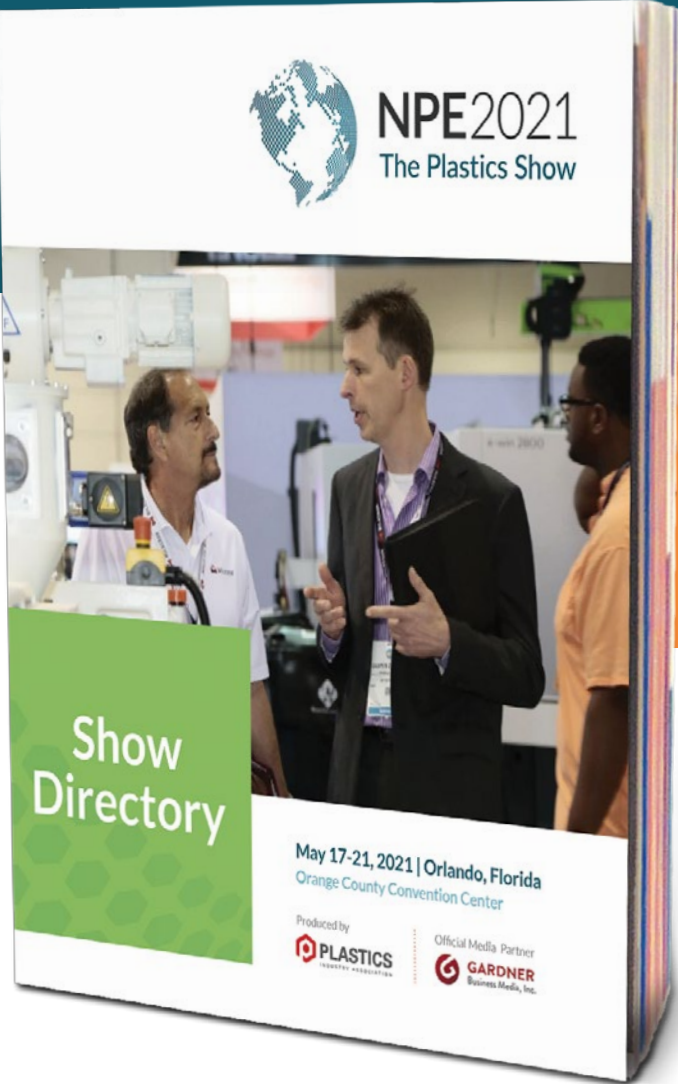
Materials Due:
Feb. 5, 2021

See **Page 28** For
Discount Structure

2
3
4
6
8
10
12
14
16
18
20
22
24
26
28
30
32

Bundled Sponsorship Opportunities	
NPE Show Daily Preview Magazine Full Page, Four Color Ad	NPE Show Daily Preview e-Newsletter Exclusive Sponsorship of 1 of 12 weekly newsletters, beginning 2/12 and ending 4/30
FOR ONE PRICE , you can share your marketing message through both Preview products—accessing NPE show prospects and attendees, and compelling them to visit your booth.	
<div> <div>\$14,500</div> <div>(Gross Rate) 12 Available</div> </div>	
Distribution	
Your advertising message in both email and print reaches decision makers in the plastics processing industry who value the NPE experience and who look to these products for technical information and show logistics as they plan their NPE visit.	
NPE2021 Show Daily Preview Magazine: 40,000+ Packaged and mailed to 40,000+ <i>Plastics Technology</i> and <i>MoldMaking Technology</i> print magazines.	NPE2021 Show Preview e-Newsletter: 39,000+ Distribution includes PLASTICS/NPE subscriber lists plus relevant Gardner subscriber lists.
Specifications	
Full Page Ads Trim: 10.25" W x 13.75" H Live: 9.5" W x 13" H Bleed: 10.75" W x 14.25" H	Leaderboard Banner 600 pixels x 160 pixels Technology Solutions Ad Single static image 300 x 250 pixels combined with 50 words of live text (including headline). Headline and last line can link to sponsor URLs.

2021 Show Directory



Available to
55,000+
at Registration Areas,
Show Entrances and the
Plastics Technology Booth



**Bonus Digital
Distribution!**

Be Noticed in the Resource Attendees Use (And Keep) To Research Suppliers

- Carefully constructed to help buyers navigate the show
- Comprehensive directory of the technology & innovation on display at the show
- An essential tool to visitors at the show
- Outstanding desk resource used year-round
- Bonus Digital Distribution
 - A link to the digital edition of the NPE2021 Show Directory will be sent right before the show with the NPE2021 Technology e-Newsletter
 - Links to the digital edition will also be available on NPE.org and in *Plastics Technology's* NPE2021 Zone (PTonline.com/Zones/NPE2021).

Directory Advertising Rates and Specs

Increasing your footprint in the NPE2021 Directory will generate sales year round!

The premier tool used by visitors to research their purchases!



View the 2021 show directory online today!
directory.npe.org

Print Rates		
2-Page Spread	4 Color	\$14,600
Full Page	4 Color	\$8,985
Full Page	2 Color	\$7,845
Full Page	BW	\$6,740
Half Page Horizontal	4 Color	\$7,075
Half Page Horizontal	2 Color	\$5,935
Half Page Horizontal	BW	\$4,830

Cover Rates		
Back Cover	CMYK	\$11,095
Inside Front Cover	CMYK	\$9,885
Inside Back Cover	CMYK	\$8,295

Specifications	
2-Page Spread	
Trim	10.625" x 7.625"
Bleed	10.875" x 8.125"
Full Page	
Trim	5.3125" x 7.625"
Bleed	5.8125" x 8.125"
Half Page Horizontal	
4.50" x 3.1875"	

*Rates are gross.
Please contact your sales representative for inserts, premium positions and other available custom options.

	2
	3
	4
	6
	8
	10
	12
	14
	16
	18
	20
	22
	24
	26
	28
	30
	32

NPE Official Show Daily

Designed for Technology-Focused Attendees:
the Perfect Marketing Media to Showcase Your Booth



NPE2021-centric design

- The Show Daily is created by NPE2021, for NPE2021, featuring prominent show and PLASTICS logos on the front page, with NPE2021 branding on every page.

Many voices, deep perspective

- The Show Daily has a technology-focused content emphasis. With contributing writers from *Plastics Technology*, *Plastics Technology Mexico*, *MoldMaking Technology*, *Additive Manufacturing*, *CompositesWorld*, and *AutoBeat*, Gardner Business Media has the largest editorial staff serving the plastics industry and is dedicated to working closely with NPE and the Plastics Industry Association (PLASTICS).

Expert Content

- A robust folio will feature LIVE content wrapping around multiple technology showcases. It shows great thought-leadership dominance.

Closing Date:
Mar. 18, 2021

Materials Due:
Apr. 2, 2021

See **Page 28** For
Discount Structure

2
3
4
6
8
10
12
14
16
18
20
22
24
26
28
30
32

NPE2021 Show Daily Advertising Rates and Specs

Distribution

5 Issues
+ the new Show Daily Review Digital Edition

- Gardner will distribute 5 print issues of the NPE2021 Show Daily, **PLUS** the new Show Daily Review Digital Edition. This special edition is a recap of all product technology highlighted in the 5 print issues, delivered to a large global audience immediately after the event
- Key walking-distance hotel lobbies will feature NPE-branded bin distribution
- Key shuttle stops will feature NPE-branded bins
- Distribution at hall entrances and on-site, following OCCC guidelines

Advertising Rates			
	4 Color	2 Color	BW
2-Page Spread	\$28,435	--	--
Full Page	\$14,850	\$13,750	\$12,485
Island Ad	\$11,275	\$10,175	\$8,910
Half Page.	\$8,910	\$7,810	\$6,545
Quarter Page	\$6,820	\$5,720	\$4,455
Sixth Page	\$6,380	\$5,280	\$4,015
Eighth Page	\$5,555	\$4,445	\$3,190

Premium Ads	
Front Cover Banner	\$20,100
Back Cover	\$19,305
Inside Front Cover	\$18,150

NPE2021 Exhibitor Showcase	
\$1,300 (Gross Rate)	
4 ads per column. All ads are 4 color.	
Trim	3.125" W x 3.25" H

Rates are net.

Specifications	
2-Page Spread	
Bleed	21" W x 14.25" H
Trim	20.5" W x 13.75" H
Live	9.75" W x 13.25" H (each page)
Full Page	
Bleed	10.75" W x 14.25" H
Trim	10.25" W x 13.75" H
Live	29.75" W x 13.25" H
Island Ad	
Trim	6.25" W x 9" H
Half Page Ad	
Horizontal	9.5" W x 5.875" H
Vertical	4.625" W x 12" H
Quarter Page Ad	
Horizontal	9.5" W x 2.875" H
Vertical	4.625" W x 5.875" H
Sixth Page Ad	
Trim	3.25"W x 6.8125" H
Eighth Page Ad	
Trim	2.1875" W x 5.875" H

WARNING

"Plastics Industry News"

IS NOT THE OFFICIAL SHOW DAILY for NPE2021

A publication titled "Plastics Industry News" has called exhibitors claiming to be the Show Daily for NPE2021. They promise distribution at the show, in the hotels and at the shuttle stops. **THIS IS NOT THE OFFICIAL SHOW DAILY for NPE2021, and is NOT an NPE-approved publication.** The company is not sanctioned by PLASTICS to distribute at NPE shuttle stops, or to distribute their publication at hotels. They are misrepresenting their on-site show distribution, and Source Group Publishing is not an official NPE vendor.

	2
	3
	4
	6
	8
	10
	12
	14
	16
	18
	20
	22
	24
	26
	28
	30
	32

New for
2021!



NPE2021 Show Maps



Available to
55,000+
at Registration Areas
and Show Entrances

Promote your brand in the new NPE2021 Show Maps

- Magazine Style Publication
- Orange County Convention Center Campus Maps
- Show Programming
- Exhibitor Quick Finder
- Segmented Hall Plans with Ads and Exhibitor Logos (additional charge)

Highlight Your Booth

Showcase your company or product and your location in the NPE2021 Show Maps to help potential customers find you.

Map Section Logo Ads Include: Company Logo, Website, hall and booth number.



Back Cover Ad

\$11,095

Includes 1 Floor Plan Logo

Specifications

Trim	7.875" x 10.5"
Bleed	8.375" x 11"

1 Map Border Ad Package

\$7,310

Includes 2 1/3 Page Vertical Ads

Specifications

Size	2.125" x 8"
------	-------------

2 Map Section Logo Ad

\$2,000

Availability

12 Per Map Section

Includes 1 Section Logo Ad

Specifications

Size	1.625" x 1"
------	-------------

2
3
4
6
8
10
12
14
16
18
20
22
24
26
28
30
32

Good Morning NPE e-Newsletter

An exclusive chance to put your brand in front of the NPE2021 audience first thing, each day of the show



Unparalleled access to the inboxes of top plastics professionals:

Sent early every morning during the show, this daily e-Newsletter delivers high reader engagement with the NPE2021 audience. Your ad message will be in front of thousands of NPE attendees as they plan their day at the show!

Use this opportunity to highlight the technology you have on display at the show to draw more motivated visitors to your booth!

Closing Date:
Mar. 5, 2021

Materials Due:
Apr. 23, 2021

See **Page 28** For
Discount Structure

2
3
4
6
8
10
12
14
16
18
20
22
24
26
28
30
32

Distribution

**FIVE
Issues**

Distributed to 39,000+ Readers!

- Distributed early each morning of the show, Monday, May 17 – Friday, May 21, 2021
- Distribution includes Plastics Industry Association/NPE subscriber lists PLUS relevant Gardner Business Media subscriber lists
- e-Newsletter will be promoted in social media including LinkedIn, Facebook and Twitter

Rates (All rates are gross)

EXCLUSIVE SPONSORSHIP

\$28,000

All 5 Editions | 1 Exclusive Sponsor
Act now to lock in your exclusive spot!

Must Commit By December 1, 2020

Specifications

Leaderboard Banner 600 pixels x 160 pixels

Technology Solution Ad Single static image 300 x 250 pixels combined with 40 words of live text (including headline).
Ad will be linked to the URL of your choosing.

The NPE Network

TV programming broadcast to attendees in the NPE Network Studio offers a broad reach of your advertising messaging to key NPE attendees!

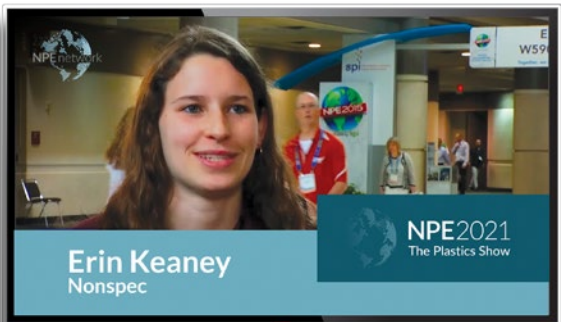


Studio Production

NPE is teaming up with Gardner Business Media and CNTV to produce the NPE Network on site at the Orange County Convention Center LIVE during the Show.

- NPE Network Live will be broadcast from the studio located in the West Hall lobby
- Content will include interviews with industry leaders, attendees, exhibitors and/or paying sponsors.
- Up to **20 minutes** of combined daily video content during the 5 days of the show, May 17-21, 2021, will be produced live and broadcast in a television news style format. Customized daily video will include:
 - A polished **5-7 minute daily News Headlines report** featuring elements of NPE2021
 - **Three in-depth, one-on-one interviews** perfect for providing a platform for industry leaders association executives, thought leaders or innovators
 - **Five testimonial sound bites** (per day) from attendees/exhibitors

**Title Sponsor
and Advertorial
Sponsor Messaging
played throughout
broadcasts!**



NPE Network Sponsorship Opportunities



Other Opportunities

The CNTV crews are available to produce videos in your facility. Talk with your Gardner Representative to explore pre-produced videos in your facility that you can use in your booth and beyond!

Title Sponsorships

~~\$75,000~~

SOLD!

Sponsored Video

\$10,000*
(net)

Limited to 19 Sponsors

CNTV's Sponsored Video Program is an opportunity that gives exhibitors the chance to demonstrate new products or services. CNTV crews will create a 2-3 minute video for participating exhibitors. The video is distributed as a part of the NPE Network, and given to the exhibitor for their own marketing use. The videos can be filmed, edited and delivered on site, or they can be taped in advance from our digital set.

*Includes production fee.

One-to-One Leadership Interviews

\$4,000
(net)

Limited to 5 per day (1 per hour)

Showcase your thought-leadership on a specific topic with a studio-quality video interview. Work directly with the CNTV team to create memorable video content that will air on the NPE Network during the show and can be used long after the show concludes.

2

3

4

6

8

10

12

14

16

18

20

22

24

26

28

30

32

High-Impact Products

Cover
Tip



Stand out with special treatment through official NPE media supplements!

Work with our team to create exhibitor-driven booth distribution media, or collaborate with us on anything you can dream up to help you stand out.

Contact your sales representative to learn more.



Tip-in Postcard

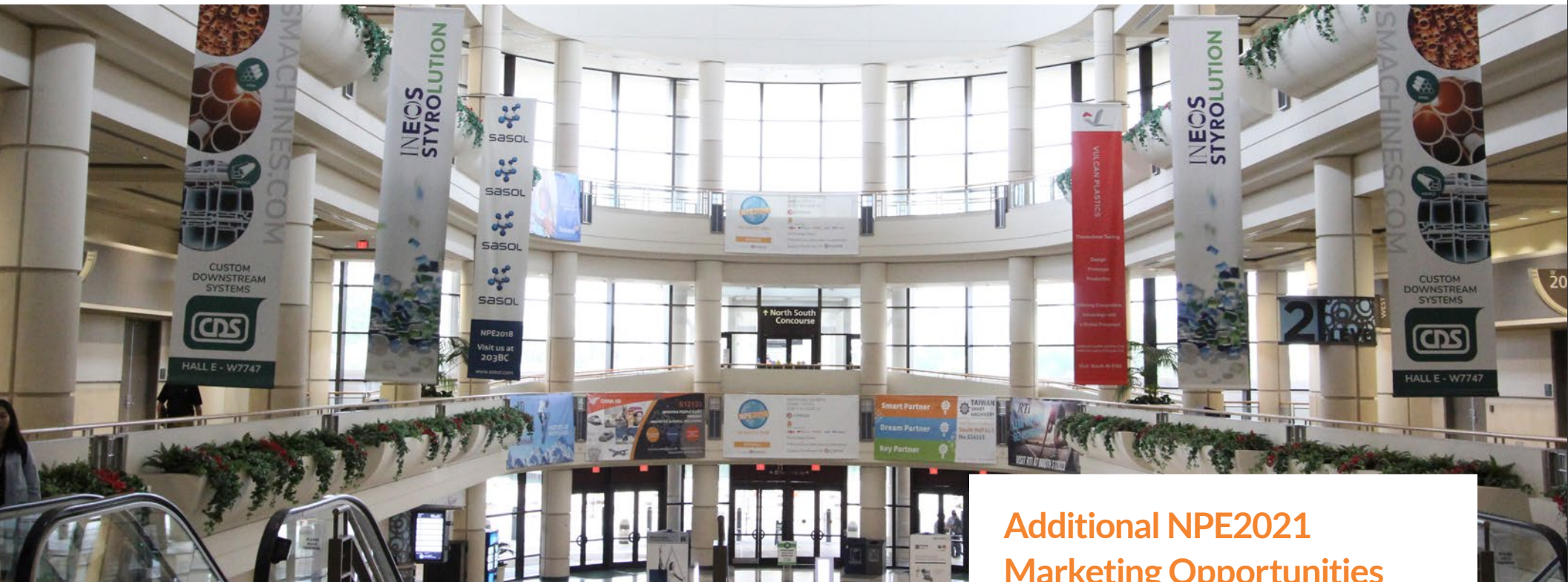


Heavy Stock Insert



Custom Publication

2
3
4
6
8
10
12
14
16
18
20
22
24
26
28
30
32



Additional NPE2021 Marketing Opportunities

The NPE team has many opportunities to work with you on on-site sponsorships designed to catch the eye of attendees, including:

- Event-wide digital signage advertising
- Event-wide, online, & on-site registration sponsorships
- Website banner advertising
- Banners, column wraps, stair & escalator graphics

For more information on additional opportunities, please visit NPE.org/sponsorships or connect with NPE Sales Staff directly at +1.703.259.6132 or sponsor@npe.org.



NPE2021 Show Issues

Produced by Gardner Business Media



33,900+
Plastics Technology
Subscribers



The Media that Buyers Use to Specify Vendors Before the Show

Advertise in the NPE2021 show issues of these key Gardner Business Media, Inc. brands, along with your NPE2021 Show Products, to maximize your reach and earn big discounts on your advertising and promotional package!

Closing Date:
Apr. 1, 2021

Materials Due:
Apr. 5, 2021

See **Page 28** For
Discount Structure

2

3

4

6

8

10

12

14

16

18

20

22

24

26

28

30

32



MoldMaking
TECHNOLOGY



CW
CompositesWorld



AUTO
BEAT



PT Plastics
Technology
MÉXICO



AM ADDITIVE
MANUFACTURING

18,000+
professionals
involved in mold
manufacturing and
tooling

33,000+
professionals
involved in the global
composites market

37,000+
professionals
involved in
automotive design
and manufacturing

17,000+
plastics processors
in the growing
market in Mexico

20,000+
professionals in the
fast-growing industrial
additive manufacturing
markets

For more Information, please contact Ryan Delahanty, Publisher, at rdelahanty@PTonline.com.

NPE2021 Promotional Packages and Discounts

Cost-effective media plans designed to maximize your NPE2021 sales!



Premier Discount Program	
Total Spend	Discount
\$5,000-\$9,999	5%
\$10,000-\$24,999	10%
\$25,000-\$39,999	15%
\$40,000-\$64,999	20%
\$65,000-\$99,999	25%
\$100,000+	30%

Apply the spend discount toward the combined gross total of NPE2021 and *Plastics Technology* print and digital products and specified *MoldMaking Technology* products.

NPE2021 Advertising Packages		
Package 1 \$21,070	<ul style="list-style-type: none"> • Full Page, 4 Color NPE Show Directory Ad • Gold Showroom on NPE+ Showroom • NPE2021 Show Maps Section Logo Ad <i>Map Border Ad Package Sponsors, add \$6,579</i>	You Save \$2,340
Package 2 \$15,354	<ul style="list-style-type: none"> • Full Page, 4 Color NPE Show Directory Ad • Silver Showroom on NPE+ Showroom • NPE2021 Show Maps Section Logo Ad <i>Map Border Ad Package Sponsors, add \$6,579</i>	You Save \$1,706
Package 3 \$11,835	<ul style="list-style-type: none"> • Half Page, 4 Color NPE Show Directory Ad • Silver Showroom on NPE+ Showroom 	You Save \$1,315
Package 4 \$7,895	<ul style="list-style-type: none"> • Half Page, 4 Color NPE Show Directory Ad • Bronze Showroom on NPE+ Showroom 	You Save \$875

2
3
4
6
8
10
12
14
16
18
20
22
24
26
28
30
32

IMPORTANT: Past advertisers and sponsors have the right of first refusal.

Important Planning Dates

Savvy NPE exhibitors prepare and plan!

CLOSING DATES		Now Through January 2021	MATERIALS DUE DATES	
JAN 21, 2021	NPE+ Showroom			
JAN 21, 2021	NPE+ Showroom Website & Mobile App			
JAN 29, 2021	NPE2021 Show Daily Preview			
FEB 1, 2021	March Gardner Show Issues	February 2021	NPE+ Showroom	FEB 4, 2021
			NPE+ Showroom Website & Mobile App	FEB 4, 2021
FEB 9, 2021	NPE2021 Technology e-Newsletter		NPE2021 Show Daily Preview	FEB 5, 2021
FEB 25, 2021	NPE2021 Show Maps		March Gardner Show Issues	FEB 8, 2021
			NPE2021 Technology e-Newsletter	FEB 23, 2021

2
3
4
6
8
10
12
14
16
18
20
22
24
26
28
30
32

MAR 1, 2021	April Gardner Show Issues
MAR 5, 2021	Good Morning NPE e-Newsletter
MAR 18, 2021	NPE2021 Show Directory
MAR 18, 2021	NPE2021 Show Daily

March 2021

April Gardner Show Issues	MAR 8, 2021
NPE2021 Show Map	MAR 11, 2021



Our companies and our industry are made up of people from all demographics, regions and backgrounds. The more we can interact with each other, the more we get to know each other, the more time we spend face-to-face, the more likely we are to create the kinds of connections that drive success for ourselves, our companies and for our industry.

— David Honeycutt, Avient™

April 2021

NPE2021 Show Directory	APR 1, 2021
NPE2021 Show Daily	APR 2, 2021
Good Morning NPE Newsletter	APR 23, 2021

May 2021



NPE2021

The Plastics Show

MAY 17-21, 2021

Learn more at [NPE.org](https://www.npe.org).

	2
	3
	4
	6
	8
	10
	12
	14
	16
	18
	20
	22
	24
	26
	28
	30
	32

Contacts

For more information, please contact:
Ryan Delahanty, Publisher
RDelahanty@PTonline.com

Eastern Midwest, Southeast & Canada
Jackie Dalzell
513-338-2185
jdalzell@PTonline.com

Northeastern USA
Lou Guarracino
215-327-9248
loug@PTonline.com

Midwest
Dale Jackman
630-345-3469
djackman@PTonline.com

Becky Taggart, Advertising Production Manager
btaggart@gardnerweb.com

West Coast
Michael Schwartz
818-865-8881
mschwartz@PTonline.com

Madeline Kline
513-527-8950
madeline@gardnerweb.com

International
Ryan Delahanty
630-345-3465
rdelahanty@PTonline.com



NPE2021
The Plastics Show

6915 Valley Avenue
Cincinnati, OH 45244-3029 U.S.A.
513-527-8800 | 800-950-8020
Fax: 513-527-8801
npe.org



	2
	3
	4
	6
	8
	10
	12
	14
	16
	18
	20
	22
	24
	26
	28
	30
	32