

ACT NOW!
Limited Opportunities

NPE 2024 | MADE FOR YOU

The Plastics Show

May 6-10, 2024 | Orlando, Florida | Orange County Convention Center

**Official Integrated
Media Products**

NPE.org

Produced by
 **PLASTICS**
INDUSTRY ASSOCIATION

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

HOW DO YOU GET NOTICED AT A SHOW THIS BIG?



The Americas Represent
\$245B
in Annual Plastics
Trade Volume



Online Destination with
25 Million
Impressions on
NPE.org in 2018



Top Ten Exhibitors Averaged
3,150+
Leads at NPE
in 2018



55,000+
Attendees



1.2 Million
Square Feet



2,100+
Exhibitors



Thousands
Products

Drive Buyers to Your Booth With Official NPE2024 Integrated Media

Before	During	After
<ul style="list-style-type: none">• NPE.org• NPE Show Preview and eNewsletter• NPE Technology eNewsletter• NPE Show Issues• Noticias de NPE	<ul style="list-style-type: none">• NPE.org• NPE Show Directory• NPE Show Maps• NPE Show Daily• Noticias de NPE	<ul style="list-style-type: none">• NPE.org• NPE Show Directory• NPE Technology Review

PLUS Custom Sponsorship Opportunities!

NPE.org Showroom



NPE2018 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.org Showroom:

- Generates high quality sales leads
- Reaches and influences active NPE attendees
- Helps your booth stand out
- Puts your booth on attendees' short list of must-see exhibitors
- Drives traffic to your booth
- Keeps your sales message in front of NPE2024 buyers and prospects around the event

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

Closing Date:
FEB 6, 2024

Materials Due:
FEB 6, 2024

See **Page 24** for
Discount Structure

NPE.org Showroom Additional Visibility Packages	Basic Showroom	Bronze Showroom	Silver Showroom	Gold Showroom
		\$1,865	\$6,495	\$13,495
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 my NPE Showroom Leads		✓	✓	✓
Included in the Featured Exhibitors Section on NPE.org Showroom Home Page			✓	✓
Priority Placement in NPE.org Showroom Search Results				✓
Product/Technology Presentation <i>Up to 15 Minutes; Listed in the on-demand area of myNPE</i>			1	3
Technology Gallery: Product Images and/or Videos		3	6	10
Downloads or links to your collateral such as news releases, case studies, white papers, brochures, catalogs, etc.		3	6	10
Digital business cards Includes head shot, email and social links to make networking simple.		3	7	10
Display of special offers for NPE attendees including exclusive show discounts, giveaways, etc.		1	2	3

Quantities shown represent the total number received per package.

May 6–10, 2024 | Orange County Convention Center, Orlando, Florida USA

NPE2024
The Plastics Show

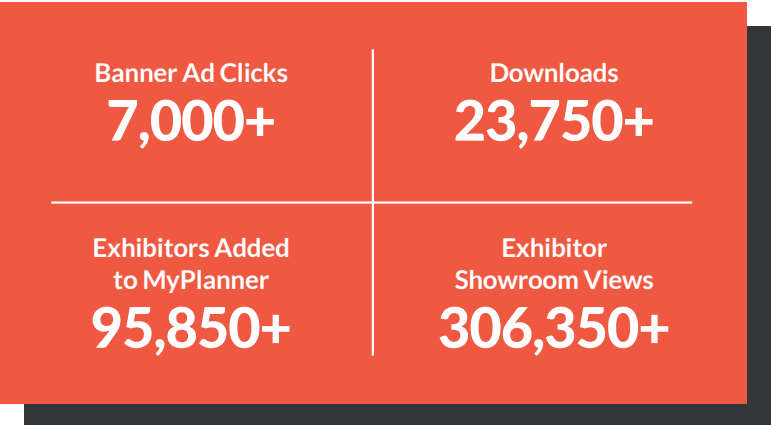
NPE Mobile App

Leverage the Power of NPE



Advertise on the Official NPE2024 Mobile App to give your company the advantage of making your brand and message top-of-mind.

When plastics industry professionals attend NPE2024, they'll rely on the convenience of the NPE2024 Mobile App.



NPE2024 Mobile App Advertising Rates and Specifications*

<div style="text-align: center; background-color: yellow; border: 1px solid black; width: 30px; margin: 0 auto; padding: 2px;">1</div> <div style="text-align: center; background-color: #f44336; color: white; padding: 10px;"> <p>Exclusive Overall Sponsorship</p> <p>\$22,500 net</p> <p>Availability: 1</p> </div>	<div style="text-align: center; background-color: yellow; border: 1px solid black; width: 30px; margin: 0 auto; padding: 2px;">2</div> <div style="text-align: center; background-color: #f44336; color: white; padding: 10px;"> <p>Mobile App Banner</p> <p>\$4,200 net</p> <p>Availability: 8</p> </div>	<div style="text-align: center; background-color: yellow; border: 1px solid black; width: 30px; margin: 0 auto; padding: 2px;">3</div> <div style="text-align: center; background-color: #f44336; color: white; padding: 10px;"> <p>Mobile Notification</p> <p>\$3,000 net/notification</p> <p>Availability: Choose one morning, or one afternoon notification based on availability</p> </div>
<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 NPE2024 	<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.**

NPE Technology eNewsletter

Showcase Your Best Technology
in the Weeks Leading Up to NPE



35,000+
Distribution

Unparalleled access to the inboxes of top plastics professionals from:

- NPE2024 Master List (including visitors from past shows)
- Gardner Business Media, Inc. select names curated from:
 - ▶ *Plastics Technology*
 - ▶ *MoldMaking Technology*
 - ▶ *Plastics Technology Mexico*
 - ▶ *Additive Manufacturing*
 - ▶ *CompositesWorld*
- Information accessible to NPE.org Showroom site visitors until November 1, 2024

- 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.

Closing Date:
Feb. 13, 2024

Materials Due:
Feb. 20, 2024

See **Page 24** for
Discount Structure

NPE2024 Technology eNewsletter Advertising Packages

Limited Availability:
20 Sponsorships per issue

\$16,000
12 Editions

\$2,700
A la Carte / per Edition

NPE2024 eNewsletter Schedule

Before NPE2024

February 27, 2024

Closing: February 13, 2024
Materials: February 20, 2024

April 2, 2024

Closing: March 19, 2024
Materials: March 26, 2024

March 5, 2024

Closing: February 20, 2024
Materials: February 27, 2024

April 9, 2024

Closing: March 26, 2024
Materials: April 2, 2024

March 12, 2024

Closing: February 27, 2024
Materials: March 5, 2024

April 16, 2024

Closing: April 2, 2024
Materials: April 9, 2024

March 19, 2024

Closing: March 5, 2024
Materials: March 12, 2024

April 23, 2024

Closing: April 9, 2024
Materials: April 16, 2024

March 26, 2024

Closing: March 12, 2024
Materials: March 19, 2024

April 30, 2024

Closing: April 16, 2024
Materials: April 23, 2024

After NPE2024

May 14, 2024

Closing: April 30, 2024
Materials: May 7, 2024

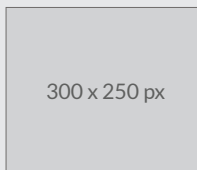
May 21, 2024

Closing: May 7, 2024
Materials: May 14, 2024

NPE2024 eNewsletter Ad Specifications

Video/Technology Solution Ad

Size: 300 x 250 px @ 144 dpi
File Format: JPG | PNG
Title: 50 Characters
Body Copy: 200 Characters



Noticias de NPE en Español

Reach Prospective Spanish-speaking
NPE2024 Attendees Before the Show



22,000+
Distribution

Your Spanish language 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 NPE2024, the NPE2024 Spanish Language eNewsletter will target Spanish-speaking audiences before and during the show.

Closing Date:
Apr. 2, 2024

Materials Due:
Apr. 9, 2024

See Page 24 for
Discount Structure

Advertising Offerings

Distribution

Emailed to 20,000 Latin American plastics professionals from past NPE Attendee lists and current *Plastics Technology México* subscribers.

1 Los Desafíos en Materiales
 Descubre Soluciones
 Más de 6000 productos
 Soluciones técnicas
 Proveedores de clase mundial
 May 6-10, 2024 | Orlando, Florida | NPE.org

2 Noticias de NPE
 Tecnología Aplicada
 Qué Buscar en Moldeo por Inyección
 Encuentre en exhibición en la NPE2024, mejoras en la velocidad y la calidad del moldeo por inyección, el control del proceso y la disminución en tiempos de paro. [Lea más](#)

3 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

2024 Distribution Dates

- Tuesday, April 16, 2024
- Tuesday, April 23, 2024
- Tuesday, April 30, 2024
- Monday, May 6, 2024
- Tuesday, May 7, 2024
- Wednesday, May 8, 2024
- Thursday, May 9, 2024
- Friday, May 10, 2024

Specifications

1 Leaderboard Ad	
Size	600 x 160 px @ 144 dpi
File Format	JPG PNG
2 Video / Technology Solutions Ad	
Size	300 x 250 px @ 144 dpi
File Format	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 Format	JPG PNG

1

Leaderboard Ad

\$1,900
(Per Issue)

▶ **Limited Availability**
1 Advertiser per edition

2

Video / Technology Solutions Ad

\$6,900
(All Issues)

▶ **Limited Availability**
16 Advertisers per edition

3

Button Ad

\$3,800
(All Issues)

▶ **Limited Availability**
4 Advertisers per edition

Show Preview

Raise Your Brand’s Profile and Gain Unique Preshow Access with a Magazine and eNewsletter Bundled Sponsorship



The NPE Show Daily Preview Magazine

- Created by the NPE Show Management and *Plastics Technology* editors
- A tool that explains why NPE2024 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 eNewsletter

- 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 NPE2024
- One BIG ISSUE subject featured per distribution day, offering highlights from the NPE Show Preview Magazine.

Closing Date:
Jan. 25, 2024

Materials Due:
Feb. 1, 2024

See Page 24 for
Discount Structure

Show Preview Bundled Sponsorship

\$14,000 | 12 Available

Drive prime NPE prospects and attendees to plan a visit to your booth.

FOR ONE PRICE, you can reach key decision makers with your message before the show in both print and email.

Prime plastics industry prospects value the NPE experience and look to these two Show Preview products ahead of the event for technical information and show logistics as they plan their NPE visit.

NPE Show Daily Preview Magazine

Full Page, Four Color Ad

Distribution

NPE2024 Show Daily Preview Magazine: 40,000+

Packaged and mailed to **40,000+** *Plastics Technology* and *MoldMaking Technology* print magazines.

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

NPE Show Daily Preview eNewsletter

Exclusive Sponsorship of 1 of 12 weekly newsletters, beginning 2/9 and ending 4/26

Distribution

NPE2024 Show Preview eNewsletter: 39,000+

Distribution includes PLASTICS/NPE subscriber lists plus relevant Gardner Business Media subscriber lists.

Specifications

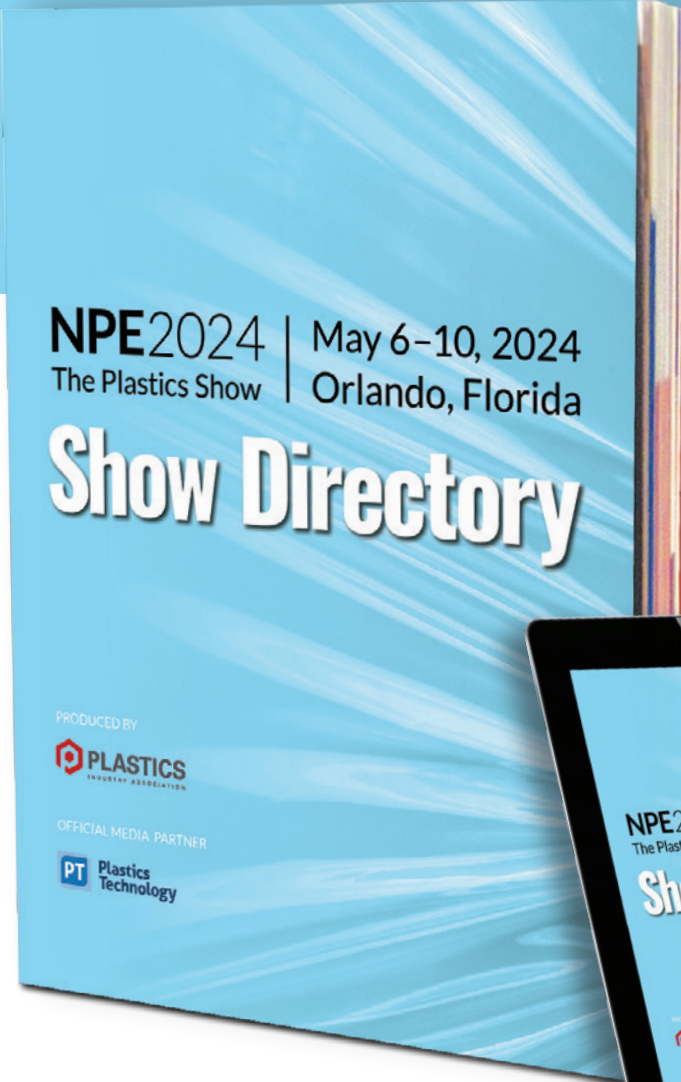
Leaderboard Banner

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.

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 and innovation on display at the show
- An essential tool for show visitors
- Outstanding desk resource used year-round
- Bonus Digital Distribution:
 - ▶ A link to the digital edition of the NPE2024 Show Directory will be sent right before the show with the NPE2024 Technology eNewsletter
 - ▶ Links to the digital edition will also be available on NPE.org and PTONline.com

Closing Date:
 Mar. 6, 2024

Materials Due:
 Mar. 20, 2024

See **Page 24** for
 Discount Structure

Directory Advertising Rates* and Specs

Increasing your footprint in the NPE2024 Directory will generate sales year round!

The premier tool used by visitors to research their purchases!



Print Rates (Color)	
2-Page Spread	\$12,995
Full Page	\$7,995
Half Page Horizontal	\$6,295
Cover Rates (Color)	
Back Cover	\$9,870
Inside Front Cover	\$8,795
Inside Back Cover	\$7,395
Specifications	
2-Page Spread	
Trim	14" W x 10" H
Bleed	.25" All sides
Live	6" W x 9" H (on each side of spread)
Full Page	
Trim	7.0" W x 10.0" H
Bleed	.25" All sides
Live	6" W x 9" H
Half Page Horizontal	
Trim	5.875" W x 4.1875" H
Bleed	No Bleed

*Rates are gross.

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

Official NPE Show Daily

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



NPE2024-centric design

- The Show Daily is created by NPE2024, for NPE2024, featuring prominent show and PLASTICS logos on the front page, with NPE2024 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*, and *CompositesWorld*, 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. 13, 2024

Materials Due:
Mar. 27, 2024

See Page 24 for
Discount Structure

NPE2024 Show Daily Advertising Rates* and Specs

Distribution

5 Issues

+ the new Show Daily Review Digital Edition

- Gardner will distribute 5 print issues of the NPE2024 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 onsite, following OCCG guidelines

Advertising Rates (Color)

2-Page Spread	\$27,020
Full Page	\$14,110
Island	\$10,710
Half Page	\$8,500
Quarter Page	\$6,500
Sixth Page	\$6,060
Eighth Page	\$5,275

Premium Ads (Color)

Front Cover Banner	\$19,100
Back Cover	\$17,350
Inside Back Cover	\$18,150

On Display Ads (Color)

\$1,300	
3 ads available per column.	
Trim	3" W x 3" H

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



A WARNING ABOUT "Plastics Industry News"

A publication titled "Plastics Industry News" has called exhibitors claiming to be the Show Daily for NPE2024. They promise distribution at the show, in the hotels and at the shuttle stops. **Plastics Industry News IS NOT THE OFFICIAL SHOW DAILY for NPE2024, and is NOT an NPE-approved publication.** The company is not sanctioned by PLASTICS to distribute at NPE shuttle stops, nor to distribute their publication at NPE hotels. They are misrepresenting their onsite show distribution, and Source Group Publishing is not an official NPE vendor.

*Rates are net.

May 6-10, 2024 | Orange County Convention Center, Orlando, Florida USA

NPE2024
The Plastics Show

NPE Maps



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

Promote your brand in the NPE2024 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, products and location in the NPE2024 Show Maps and on the NPE.org floor plan to help potential customers find you.



1 Back Cover Ad

\$7,500

Dimensions: 3.6875" w x 8.5" h
Bleed: .25" on all sides

2 Business Card Ad

\$4,825

Dimensions: 3.375" w x 1.5" h
Bleed: No Bleed

Good Morning NPE eNewsletter

An exclusive chance to put your brand
in front of the NPE2024 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 eNewsletter delivers high reader engagement with the NPE2024 audience. Your 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:
Dec. 1, 2023

Materials Due:
Apr. 18, 2024

See Page 24 for
Discount Structure

Distribution

**FIVE
Issues**

Distributed to 39,000+ Readers!

- Distributed early each morning of the show, Monday, May 6 - Friday, May 10, 2024
- Distribution includes Plastics Industry Association/NPE subscriber lists PLUS relevant Gardner Business Media subscriber lists
- eNewsletter will be promoted in social media including LinkedIn, Facebook and Twitter

Rates

EXCLUSIVE SPONSORSHIP

\$28,000

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

Must Commit By December 1, 2023

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.

33,800+
professionals across
the plastics industry

NPE2024 Show Issues

Produced by Gardner Business Media

The Media that Buyers Use to Specify Vendors Before the Show

Advertise in the NPE2024 show issues of these key Gardner Business Media, Inc. brands, along with your NPE2024 Show Products, to maximize your reach and earn big discounts on your advertising and promotional package!



Plastics Technology



MoldMaking
Technology

18,100+

professionals involved
in mold manufacturing
and tooling



CompositesWorld

34,000+

professionals involved
in the global
composites market



Plastics
Technology Mexico

15,400+

plastics processors
in the growing market
in Mexico



Additive
Manufacturing

20,000+

professionals in fast-
growing additive
manufacturing markets

Closing Date:
Mar. 1, 2024

Materials Due:
Mar. 8, 2024

See **Page 24** for
Discount Structure

High Visibility Advertising

Stand out from the crowd with high-impact advertising options!

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.



Cover Tip



Tip-in Postcard



Heavy Stock Insert



Custom Publication

Onsite Marketing Opportunities

Work with your NPE marketing team for onsite opportunities attendees can't miss!

- Event-wide digital signage advertising
- Event-wide, online, and onsite registration sponsorships
- Website banner advertising
- Banners, column wraps, stair and escalator graphics



For more information:

- Visit [NPE.org/sponsorships](https://www.npe.org/sponsorships)
- Contact Susan Celli at: +508-989-6236 | scelli@plasticsindustry.org
- Connect with more NPE Sales Staff at: sponsor@npe.org

NPE2024 Promotional Packages and Discounts

Cost-effective media plans designed to maximize your NPE2024 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 list price total of NPE2024 and *Plastics Technology* print and digital products and specified *MoldMaking Technology* products.

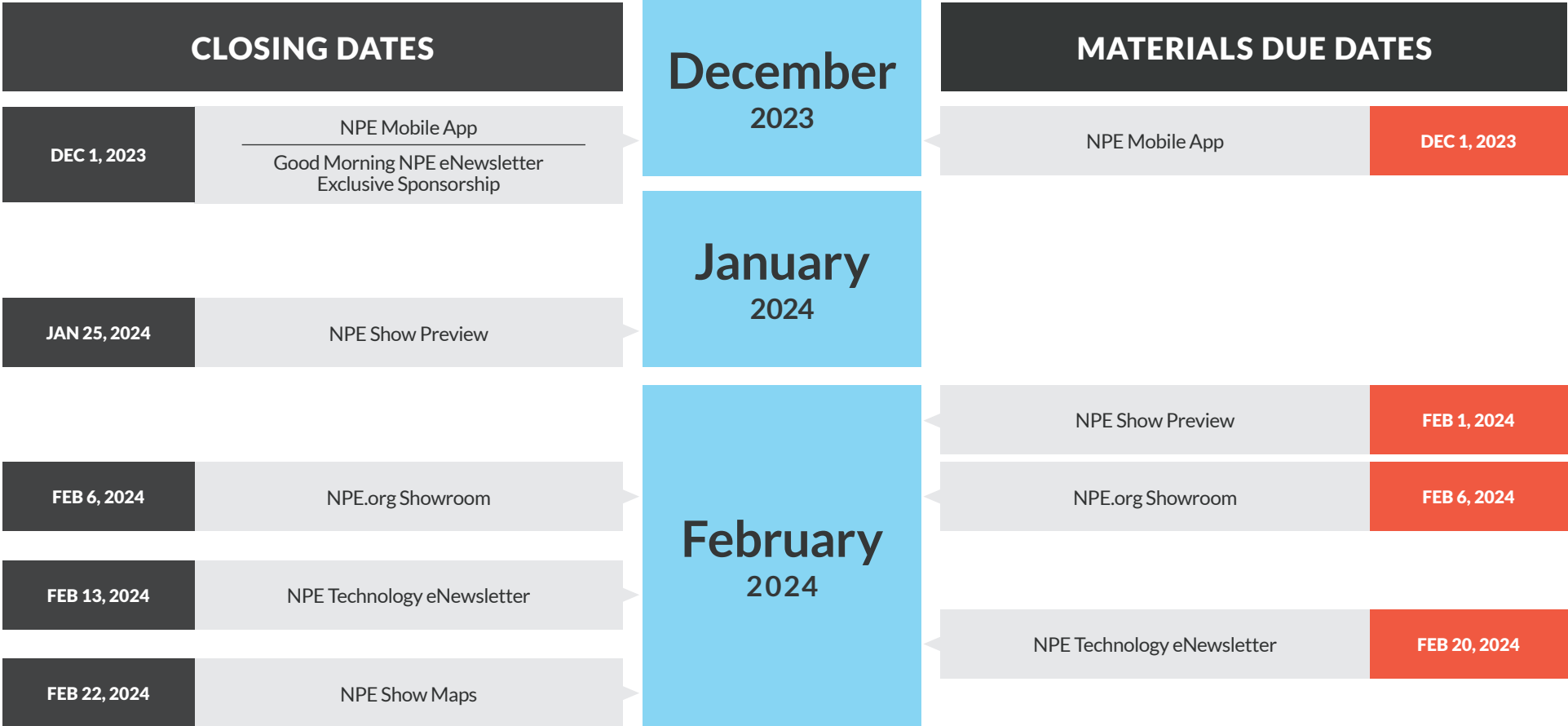
NPE2024 Advertising Packages

<p>Package 1 \$36,882</p>	<ul style="list-style-type: none"> • Show Directory Full Page Ad • Show Daily Full Page Ad • Gold Showroom on NPE.org Showroom • NPE2024 Show Maps Section Logo Ad 	<p>You Save \$4,042</p>
<p>Package 2 \$27,022</p>	<ul style="list-style-type: none"> • Show Directory Full Page Ad • Show Daily Island Ad • Silver Showroom on NPE.org Showroom • NPE2024 Show Maps Section Logo Ad 	<p>You Save \$3,002</p>
<p>Package 3 \$19,161</p>	<ul style="list-style-type: none"> • Show Directory Half Page Ad • Show Daily Half Page Ad • Silver Showroom on NPE.org Showroom 	<p>You Save \$2,129</p>
<p>Package 4 \$11,511</p>	<ul style="list-style-type: none"> • Show Directory Half Page Ad • Silver Showroom on NPE.org Showroom 	<p>You Save \$1,279</p>
<p>Package 5 \$7,344</p>	<ul style="list-style-type: none"> • Show Directory Half Page Ad • Bronze Showroom on NPE.org Showroom 	<p>You Save \$816</p>

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

Important Planning Dates

Savvy NPE exhibitors prepare and plan!



MAR 1, 2024	April Gardner Show Issues
MAR 6, 2024	NPE Show Directory
MAR 13, 2024	NPE Show Daily

March 2024

NPE Show Maps	MAR 7, 2024
April Gardner Show Issues	MAR 8, 2024
NPE Show Directory	MAR 20, 2024
NPE Show Daily	MAR 27, 2024

APR 2, 2024	Noticias de NPE
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April 2024

Noticias de NPE	APR 9, 2024
Good Morning NPE eNewsletter Exclusive Sponsorship	APR 18, 2024

“
 The ‘Made For You’ theme and the 7 Technology Zones perfectly encapsulate what makes NPE2024 such an exciting showcase of the plastics industry. We’re developing a series of programs that connect exhibitors, attendees, and buyers in specific sectors...enabling them to maximize their time at the trade show and build relationships with like-minded NPE participants from across the supply chain.

Glenn Anderson
 PLASTICS Chief Operating Officer

May 2024

NPE2024

The Plastics Show

MADE FOR YOU

MAY 6-10, 2024

Learn More at NPE.org

Contacts

NPE2024 | MADE FOR YOU
The Plastics Show

NPE.org

Gardner Plastics Media Group



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PTOnline.com



moldmakingtechnology.com

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