

EXHIBITOR PROSPECTUS

INF FLEX 2024

KANSAS CITY, MO
MAY 6-7

**INFOFLEX, THE MOST COMPREHENSIVE
PACKAGE PRINTING
EVENT IN NORTH AMERICA**



infoflex.flexography.org



FTA's annual FORUM & INFOFLEX is the largest and most comprehensive gathering of its kind in North America, the only event with a show floor of 1,500 attendees that includes the entire supply chain of brand owners/CPCs, printer/converters, trade shops and suppliers.

Now in its fifth decade, attendees come to INFOFLEX every year to discover innovative workflow solutions for flexographic, hybrid and digital printing technologies for flexible packaging, tag and label, folding carton, corrugated display and packaging, premedia and more.

As an INFOFLEX 2024 exhibitor, you have the opportunity to demonstrate to an audience of decision makers and end users that your business has the solutions to solve production problems while improving their print quality, consistency and workflow issues.

93%
of attendees spent 7 or more hours on the show floor

71%
of attendees saw new products and services that were of interest to them

93%
of attendees found value in attending INFOFLEX

BUILD YOUR SPONSORSHIP AND ADVERTISING PACKAGE

For information on how to extend your visibility by spotlighting your company, brand and products with a customized sponsorship and advertising package to fit your budget and marketing goals, visit forum.flexography.org

Reasons to Exhibit

EXPOSURE:

Reach 1,500 package printing professionals in one location.

DEDICATED TIME:

With 11 hours solely focused on INFOFLEX and networking—and with no overlapping conference activities—attendees will be concentrated on the INFOFLEX show floor, speaking with exhibitors, sitting in on Innovation Central presentations, experiencing live and interactive demonstrations and other activities.

NETWORKING:

Meet and connect with your target audience by taking advantage of opportunities to network before and after INFOFLEX:

- » The FFTA Scholarship Golf Outing (Saturday, May 4)
- » Monday Evening Social (Monday, May 6)
- » Complimentary Tuesday lunch (Tuesday, May 7)

PROFESSIONAL DEVELOPMENT:

INFOFLEX is only half of the FORUM & INFOFLEX experience. Exhibitors can attend FORUM's educational sessions to learn about current challenges facing their customers and become more knowledgeable about the industry.



What INFOFLEX 2023 Exhibitors Are Saying:

- “Great to connect with industry professionals and network as well as meeting with customers & prospects.”
- “Potential to interact with customers.”

Who Are Our Attendees?

WHAT THEY SEEK:

Job Management Software

Slitters & Rewinders

Premedia

Testing & Measuring Equipment

Inks & Coating

Plate Making and Mounting

Hybrid Printing Presses

Digital Printing Presses

Flexographic Printing Presses

Inline Converting

Press Accessories

Color Management and Control

Doctor Blades

Curing & Drying Equipment

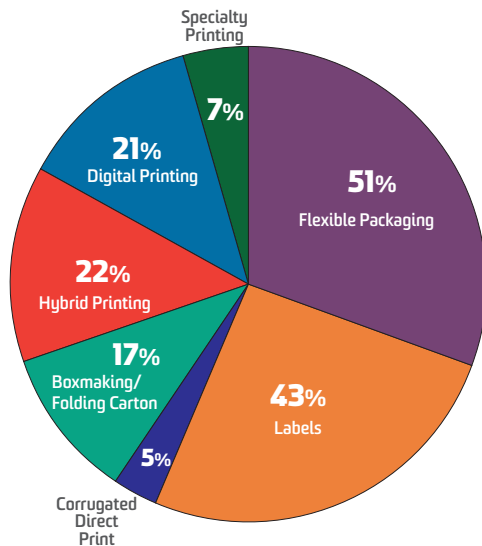
Anilox Rolls, Sleeves & Cleaners

Finishing Equipment

Web Inspection Equipment

Substrates

PRINCIPLE CONVERTING BUSINESS:



Percentages total more than 100% given that significant numbers of FTA member plants print multi-applications

MEET ATTENDEES BY JOB TITLE:

Operations/Production/Quality

Sales

Engineering

CEO/Senior Manager/GM/Plant Manager

Package Design/Brand Management

Supply Chain Management

Other

What Happens on the INFOFLEX Show Floor



Exhibitor Demonstrations



New Exhibitor Program



Innovation Central



FTA's 65-Year History on Display



Excellence in Flexography Awards Gallery



Brand Owners/CPC Social



Nonstop Networking



Professional Development

What INFOFLEX 2023 Attendees Are Saying:



I was able to meet the companies that my company deals with.



The opportunity to see what is happening in the market and new ideas coming.



Meeting suppliers all under one roof.

How Can You Participate?

INFOFLEX 2024 BOOTH COST (through December 31, 2023)

10' X 10': **\$3,800**

Each additional 10' X 10': **\$3,650**

Non-member rate: **\$7,600**

INFOFLEX 2024 BOOTH COST (starting January 1, 2024)

10' X 10': **\$3,950**

Each additional 10' X 10': **\$3,800**

Non-member rate: **\$7,900**

INFOFLEX SHOW HOURS

MONDAY, MAY 6: 1:30- 6:00 PM

Monday Evening Social: 6:00-7:30 pm

TUESDAY, MAY 7: 1:30-6:00 PM

Brand Owners/CPC Social: 3:30-5:30 pm

[EXHIBITORS LIST](#)

[FLOOR PLAN](#)

WHAT IS INCLUDED IN MY BOOTH PACKAGE?

Each 10' x 10' turnkey booth package includes:

- » One FORUM & INFOFLEX 2024 registration to attend all FORUM technical presentations, network at INFOFLEX and access other activities
- » Two INFOFLEX 2024 registrations to attend INFOFLEX and networking activities
- » 11 hours of networking time spread across two days
- » One complimentary FTA member printer/converter registration to attend all FORUM technical presentations, network at INFOFLEX and access other activities
- » Dedicated exhibitor web page on INFOFLEX 2024 event website
- » Customized exhibitor marketing package
- » Comprehensive and expanded exhibitor listing (to appear on INFOFLEX 2024 event website, in FLEXO Magazine's April 2024 issue, in the FORUM & INFOFLEX Event App and promoted by FTA social media accounts)
- » First-Time Exhibitors: Receive a special exhibitor package as a first-time exhibitor

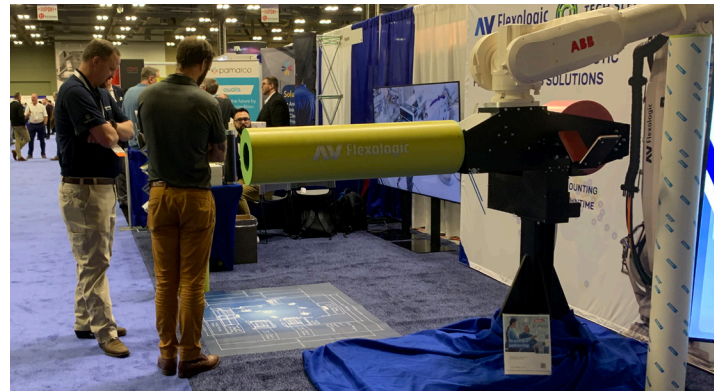
(See below for details)

New Exhibitors Program

FTA believes that when you decide to exhibit your company will not be disappointed, that is why we have established a New Exhibitor Program. The program increases your visibility, recognition and offers special features to make your exhibitor experience a successful one.

WHAT IS INCLUDED IN THE NEW EXHIBITORS PROGRAM?

- » Complimentary 1/2 page 4-color ad in FLEXO Magazine's INFOFLEX April show issue
- » Opportunity to be highlighted on INFOFLEX social media.
- » Recognized with "New" in your booth profile in the onsite Program Guide, event app and INFOFLEX 2024 exhibitor list
- » Two dedicated eblasts with company name and booth information geared towards New Exhibitors
- » "First-Time Exhibitor" plaque to display in your booth during the show
- » Complimentary expo passes for customers



For more information, questions, or a customized package contact:

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infoflex.flexography.org

Information is from INFOFLEX 2023 attendee and exhibitor survey