

LABEL SUMMIT LATIN AMERICA



GUADALAJARA
SAO PAULO

BY RAIL

17-APR-12
17-MAY-11

A COST EFFECTIVE WAY TO ADD VALUE TO YOUR LABEL BUSINESS

17-18 May, Sao Paulo

LABELSUMMIT
Latin America 2011

www.labels Summit.com

17-18 April, Guadalajara

LABELSUMMIT
Latin America 2012

www.labels Summit.com

Launched in 2004, Label Summit Latin America remains our largest conference-led event and alternates between the major markets of Mexico and Brazil.

The rapidly growing label industry in Latin America is fuelled by the increasing power of the middle class and represents exciting opportunities for label converters and suppliers.

Surveys by Labels & Labeling and Conversion magazines revealed two very clear needs among

label converters. Firstly, converters are looking for knowledge on the latest technologies and secondly, they are interested in investing in the latest high quality authentic machinery and materials. In fact, all respondents said that they will be purchasing machinery in the next two years, as many large brand owners are considering Latin America as a source for their labeling needs.

Label Summit Latin America is supported by all the key magazines and associations in the region.



THE MARKET

The Latin American label industry is complex, dynamic and fast growing. As investment into Latin America by the leading global brand manufacturers and major retail groups moves further ahead, so the demand for labels of all kinds will continue to grow rapidly. The Latin American label industry is already capable of the highest quality of printing, not only for the domestic market but also for export to other markets around the world.

Annual pressure sensitive material consumption in Latin America is growing at more than 3-4 times the rate of the United States and Europe. This presents a great opportunity for both label converters and suppliers.

These trends can only continue to grow in the future, with Latin American label converters becoming ever more global in their aspirations and markets.

Latin America is undoubtedly a region to watch – and to begin investing more time and effort in to build and support. It will become one of the key label producer markets of the future.

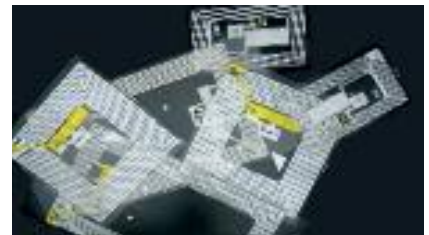
WHY EXHIBIT?

With Latin America now one of the fastest growing markets in the world, it is fast becoming one of the main hubs for the labeling industry.

- Cost effective entry into the Latin American market
- Largest and most established Label Summits
- Attended by all the top label converters, who dominate the market
- Supported by the key associations and media in the industry in the region.

WHO EXHIBITS AT THE EVENT?

- Label and narrow web printing machinery manufacturers
- Label application, overprinting & inspection equipment suppliers
- Pre-press & production technology suppliers
- Radio frequency identification suppliers
- Security solution suppliers
- Substrate & adhesive suppliers
- Industry service suppliers



“It was a great show for the Mexico market. All regions of the country were represented and covered. The attendance was strong and the location was excellent.”

Mike Wilks, Bunting Magnetics

“Label Summit Latin America was an extremely successful event. The Latin American market is showing impressive growth and converters are looking at digital technology as a way to diversify their businesses. ”

Kenneth Stack, EFI Jetrion

DELIVERING QUALITY THROUGH OUR AWARD-WINNING MARKETING CAMPAIGN

Many events claim to attract high visitor numbers. But over 30 years' experience of organizing successful international trade events has taught us that the key is to ensure they are the buyers exhibitors want to meet. want to meet. The Labelexpo award-winning marketing team will deploy all its efforts across a host of marketing channels with a single goal in mind: to deliver quality as well as quantity to your stand.

The marketing campaign is conducted in Spanish, Portuguese and English and includes:

Direct Mail

The direct mail campaign will make use of our full visitor database in Latin America, encouraging delegates to pre-register.

Email

Most of our visitors pre-register in response to an email. The email design will incorporate the creative theme of the campaign.

Advertising

The ad will be published in all the key publications and websites (including general printing and label-specific titles).

Website

The website is a very important part of the marketing campaign, since all pre-show registration is done online. This will contain all key summit information and statistics; including exhibitor list and the conference program. The website takes delegates directly to the online registration system.

Media/Associations

We are proud to work with some of Latin America's leading trade associations, publications, media companies and other organizations serving the printing sector. These partnerships underline our joint commitment to the industry and its future prosperity.



WHO ATTENDS THE EVENT?

- Label printers/converters
- Flexible packaging printers/converters
- Folding carton printers/converters
- Packaging printers/converters
- General printers/converters
- Brand owners
- Label designers
- Industry suppliers

THE FACTS:

82%

OF DELEGATES ARE AT
MANAGER LEVEL AND
ABOVE

92%

OF DELEGATES ARE
INVOLVED IN THE
PURCHASING DECISION

17

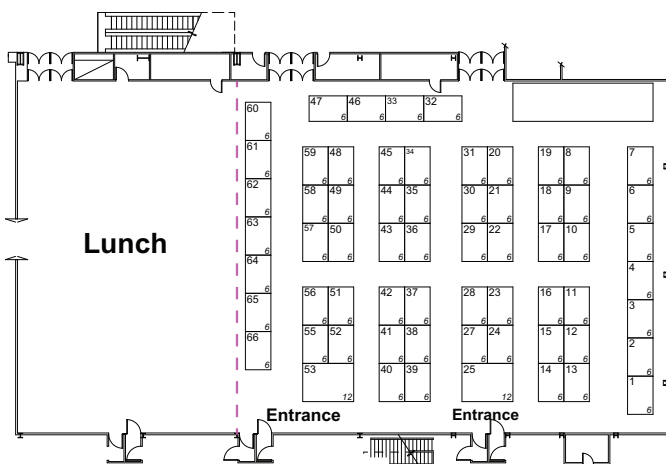
NUMBER OF COUNTRIES
DELEGATES CAME FROM

532

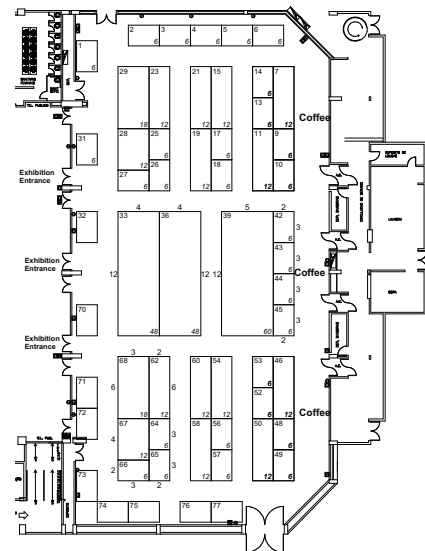
NUMBER OF DELEGATES

HALL LAYOUT:

Guadalajara



Sao Paulo



“We would like to congratulate the organizers of Label Summit Latin America for an exciting and insightful event. The exhibition floor was constantly active. We look forward to working with the numerous contacts made as a result of the exhibition.”

James Ford, Color Resolutions International

“This was Novamelt's first year at Label Summit Latin America and we will definitely come back again. The delegates to our booth were decision makers who were hungry to find technical solutions to their label manufacturing challenges.”

Barbora Lanova, Novamelt - Jowat LLC

ABOUT THE ORGANIZERS:

Label Summit Latin America, part of the Labelexpo Global Series, is organized by Tarsus Group, the international media company with a portfolio of exhibitions, conferences, publications and online media that span across Europe, the Americas, Asia and the Middle East.

Through established and constructive relationships with industry associations, media and suppliers, Labelexpo Global Series has a proven understanding of and commitment to the label

industry and, as such, possesses an impressive track record in trade events in the label printing industry, including a global portfolio of successful events, such as:

- Labelexpo Europe
- Labelexpo Americas
- Labelexpo Asia
- Labelexpo India
- South China Label Show

Label Summit Latin America draws the entire label industry together for two days of marketplace interaction, education and networking

Contact us today to discuss how your business can benefit!

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