



Exhibit Creative Brief

# Pack Expo International 2018

McCormick Place • Chicago, Illinois  
October 14 - 17



Event Information

## Expo Overview

PACK EXPO International is the main event for packaging innovation. Attendees include corporate, general, plant and project managers; engineers; production supervisors; operations and quality control; purchasers; package designers, brand managers and marketers; and logistics and supply chain management professionals. With 2500+ exhibiting suppliers of advanced packaging equipment, materials, containers, automation technologies and other supply chain solutions, the show represents more than 40 vertical industries. New in 2018, the PACKage Printing Pavilion is bringing together suppliers of the latest digital packaging solutions.

## Venue

McCormick Place  
2452, 2301 S. King Drive  
Chicago, Illinois 60616



## Show Dates & Times

Sunday, October 14	9:00 a.m. – 5:00 p.m.
Monday, October 15	9:00 a.m. – 5:00 p.m.
Tuesday, October 16	9:00 a.m. – 5:00 p.m.
Wednesday, October 16	9:00 a.m. – 3:00 p.m.

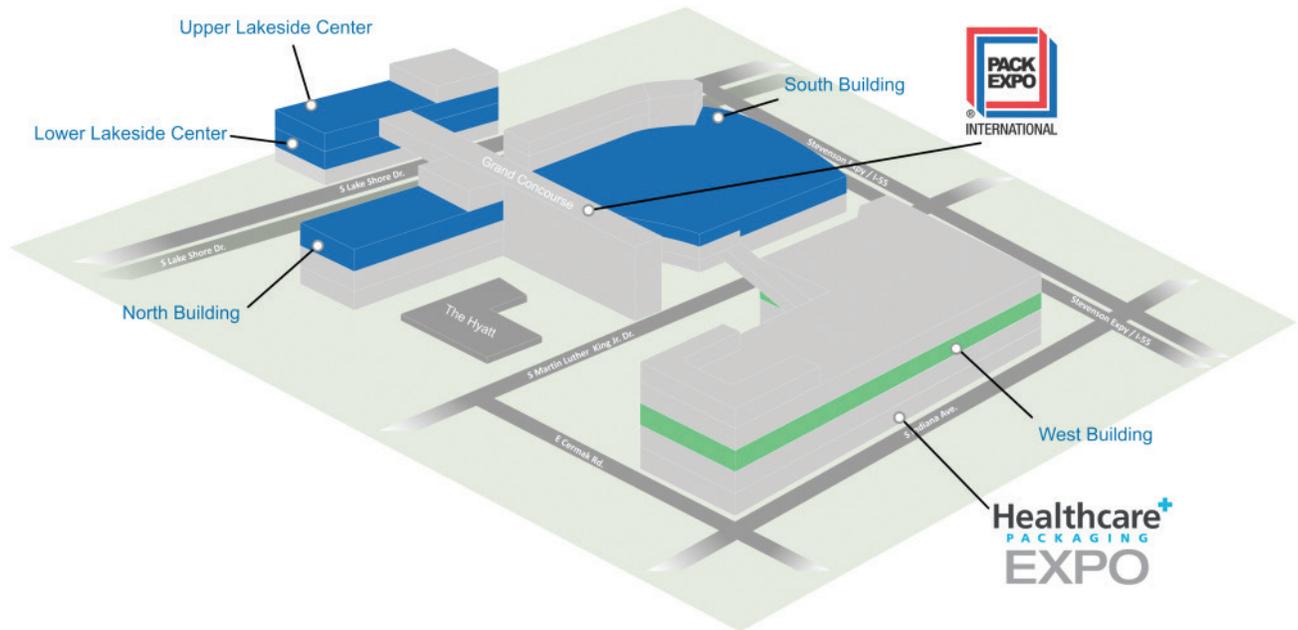
## Messaging

In process.

# Exhibit Details

## Venue Overview

WestRock's booth is located in the South Building close to the front entrance. Our Box on Demand product line's booth is situated in back of the North Building. Each booth's location, booth number and booth size is detailed on pages 6 and 7 of this document.



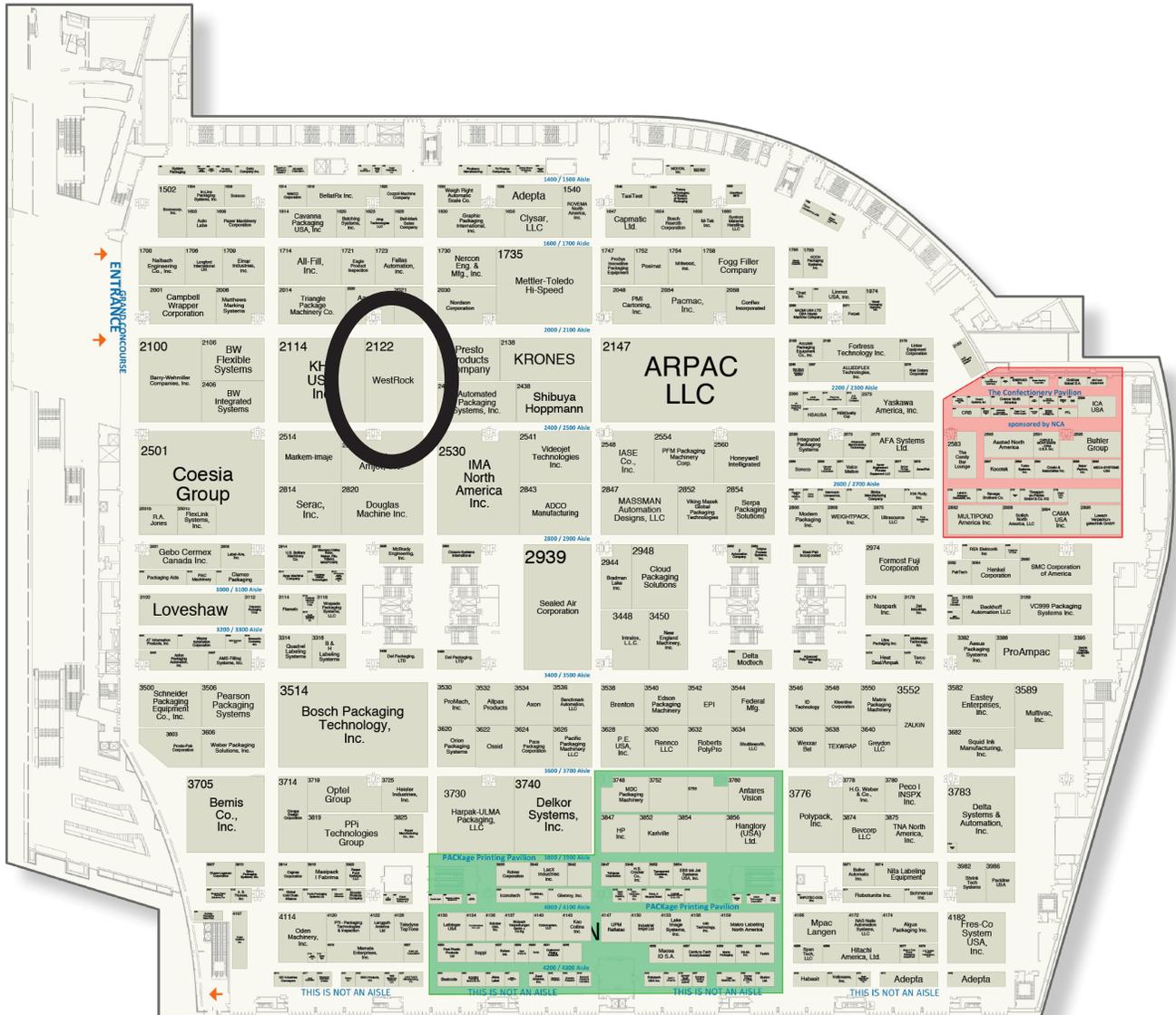
## Move-in / Move-out Schedules

Refer to accompanying PDFs.

## Important Dates

Discount deadline:	Monday, August 27
Floor plan deadline:	Monday, September 24
Advance warehouse:	Monday, August 27 - Friday, September 28
Direct shipments:	Do not deliver prior to Monday, October 8

# South Building (WestRock)



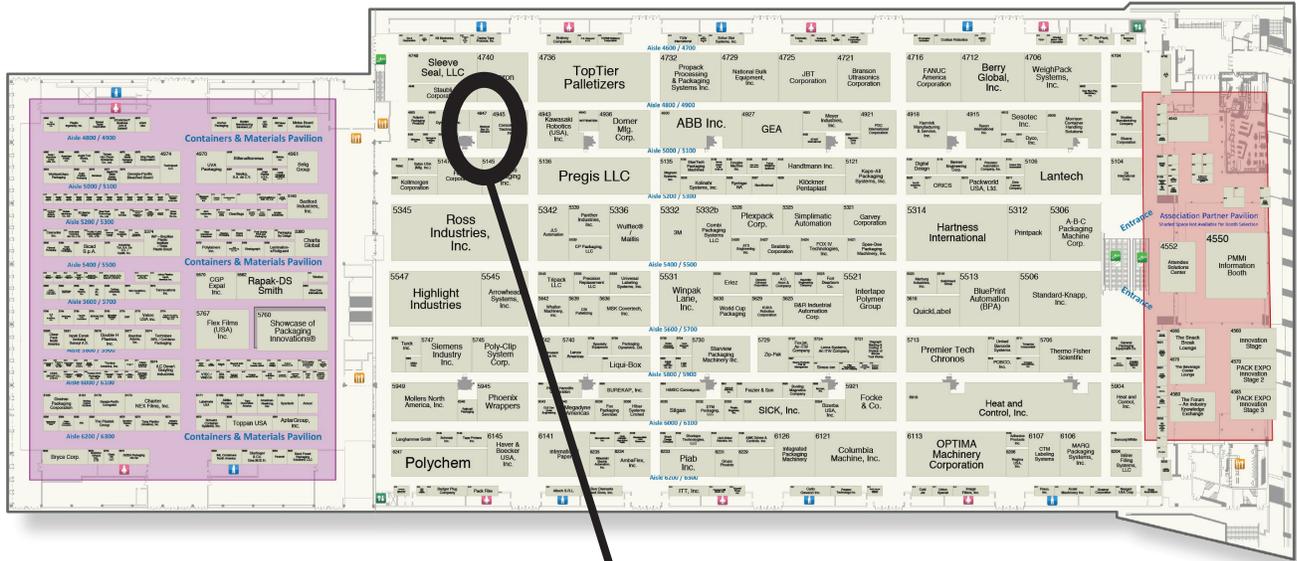
## Exhibit Size

60' x 87' pennisula

## Booth Number

#2122

# North Building (Box on Demand)

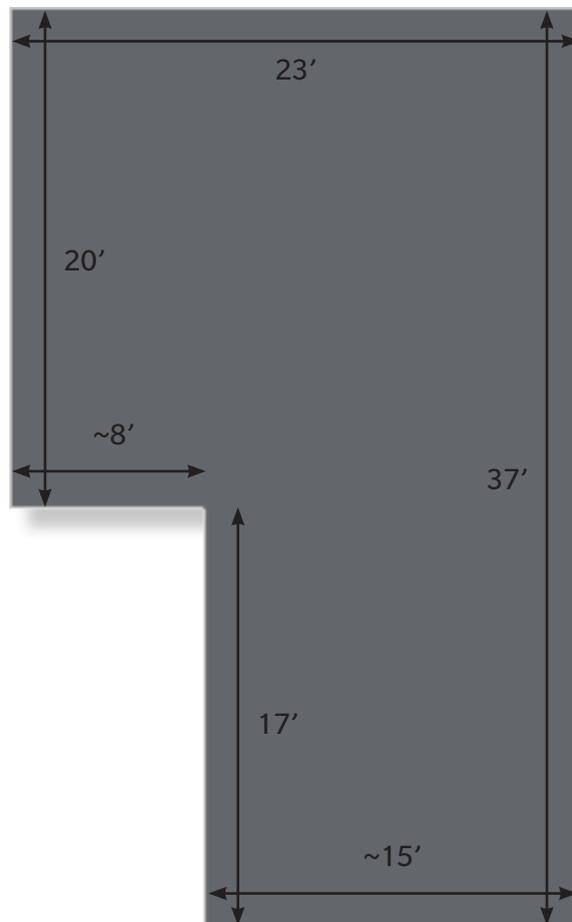


## Exhibit Size

715 sq. ft.

## Booth Number

#4947



# Booth Requirements

# WestRock

## Components

Front counter:

- With lock and 3 sets of keys
- Electrical access
- Shelving

Display area on the *lower level* of booth to showcase product:

- ~100 sq. ft. of space
- Graphic(s) and gondolas to simulate a retail environment
- Proximity to the machines but not easily accessible from the aisles

Meeting space on the *upper deck*:

- 2 conference rooms with tables and chairs
  - smaller conference room to accommodate 4-6 people
  - larger conference area to accommodate 8-10 people
- LED monitor in each
- Electrical for laptops in both
- Optional waiting area (if space allows - can be utilized for another graphic messaging opportunity)

Storage:

- With lock and 3 sets of keys
- Capacity to accommodate machine blanks (4-pallet footprint) and ancillary tools

Staff area:

- ~50 sq. ft. of space separate from storage
- Refrigerator
- Table or counter large enough to accommodate laptops with 2-4 chairs or stools
- Electrical for laptops and recharging phones
- Rack or hooks for hanging coats and backpacks /laptop bags to keep them off the floor

Other requirements:

- AV solution for delivering machine/equipment videos and for providing literature content (MultiTaction?)
- Space for graphics and messaging opportunities
- Double padding for the carpet
- Host/Hostess

## Machines to be featured

- Meta 2-Piece Joiner (new machine)
- Meta e
- Meta 150
- BOD machine (Compact 1.4 - same machine displayed at MODEX)

# Box on Demand

## Components

Front counter:

- With lock and 2 sets of keys
- Electrical access
- Shelving

Display area to showcase product

Meeting space with table and chairs to accommodate 4-6 people

- LED monitor
- Electrical for laptops

Storage:

- With lock and 2 sets of keys
- Capacity to accommodate machine blanks (4-pallet footprint) and ancillary tools
- Refrigerator (optional)

Other requirements:

- LED screen for delivering machine/equipment videos
- Space for graphics and messaging opportunities
- Double padding for the carpet

## Machines to be featured

- BOD machine (Compact EVO 2.5)
- Meta LS

# Budget & Schedule of Deliverables

# Budget

Booth rental, graphics, and show services not to exceed [REDACTED]

# Proposed Schedule of Deliverables

- Creative brief 6/4
- Final machine list, CAD files, electrical and air requirements 6/8
- Exhibit concepts 7/12
- Design modifications 7/13 - 7/30
- Final design and layout approval 7/31
- Graphics specs 8/10
- Final art files for booth graphics 9/10