



Show Brief

PACK EXPO International

Chicago, Illinois • October 14–17, 2018



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

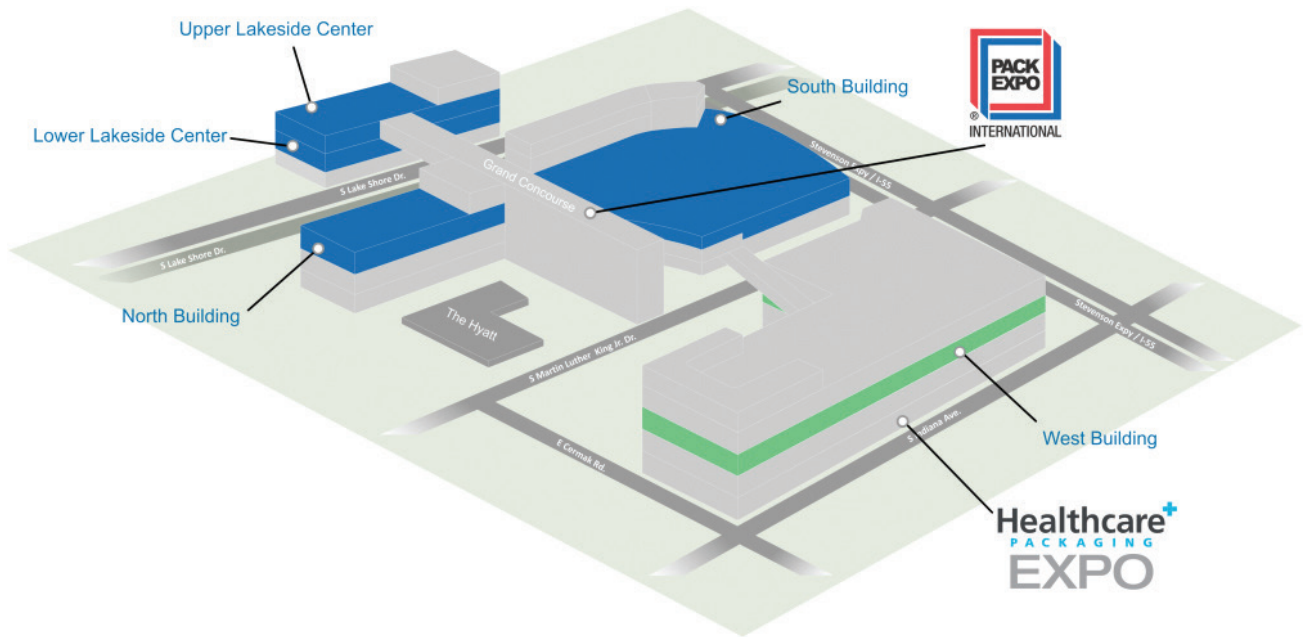


Show Dates & Times

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 17	9:00 a.m. – 3:00 p.m.

Exhibit Details

Venue Overview



WestRock

Booth number:

#S-2122 South Building

Exhibit size:

60' x 87' (5220 sq. ft.) peninsula

Machines/Structures to be featured:

- Meta® 150
 - Meta® 150
 - Meta® e
 - CE1515 Erector
 - Compack 1.4 SBS
- Meta® 8 w/Centering
Meta® 2-Piece SRP w/Centering & Meta 4 w/Centering
Meta® e
Pop-n-Shop®
Fanfold random print

Other technology to be featured:

- MultiTaction touchscreen

Box on Demand®

Booth number:

#N-4947 North Building

Exhibit size:

715 sq. ft.

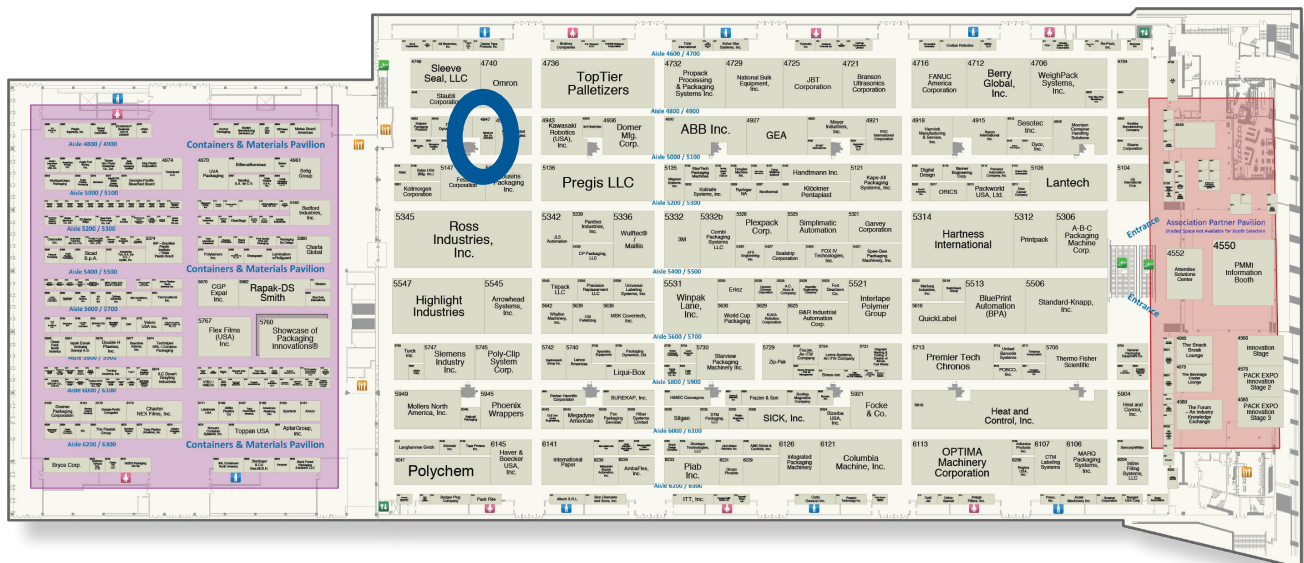
Machines/Structures to be featured:

- Compack EVO 2.5 Inline SBS
 - Matrix Dimensioning System
- Fanfold random print

WestRock - South Building

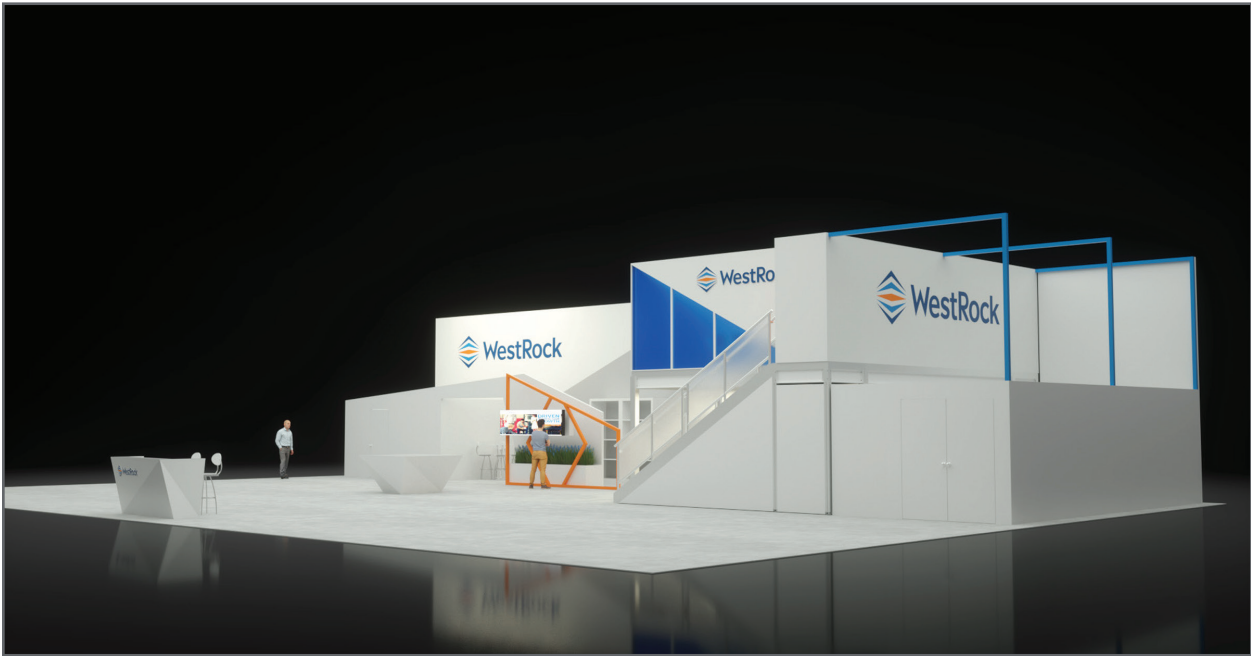


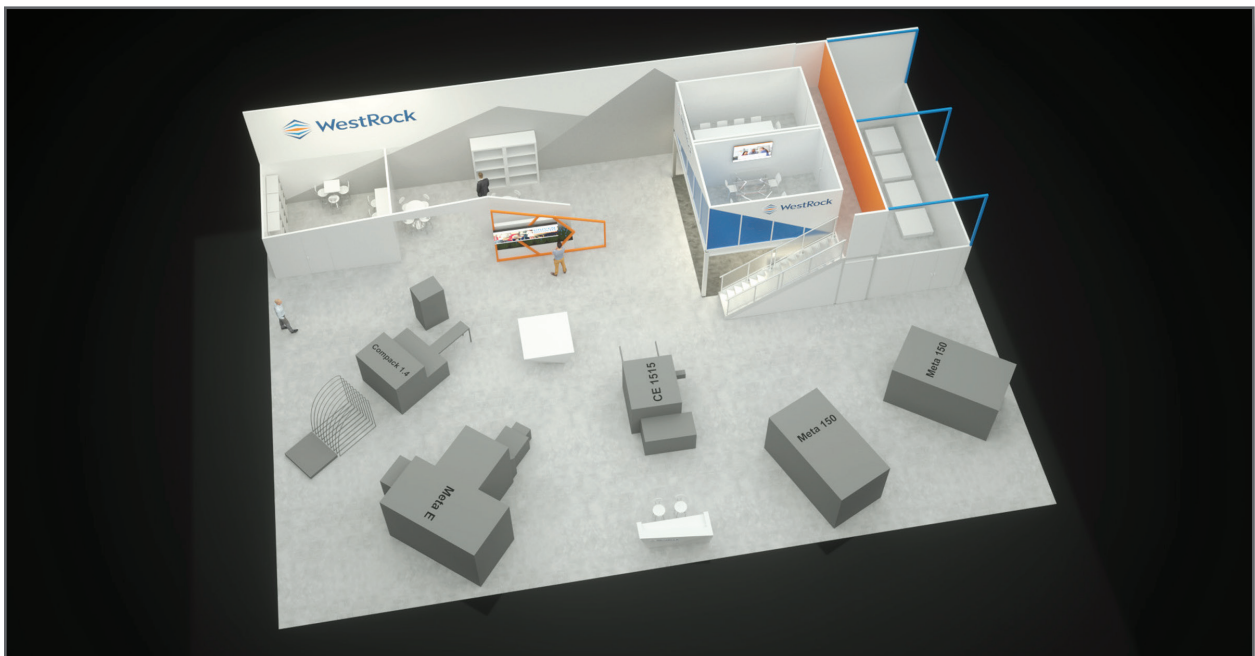
Box on Demand - North Building



Booth Renderings

WestRock

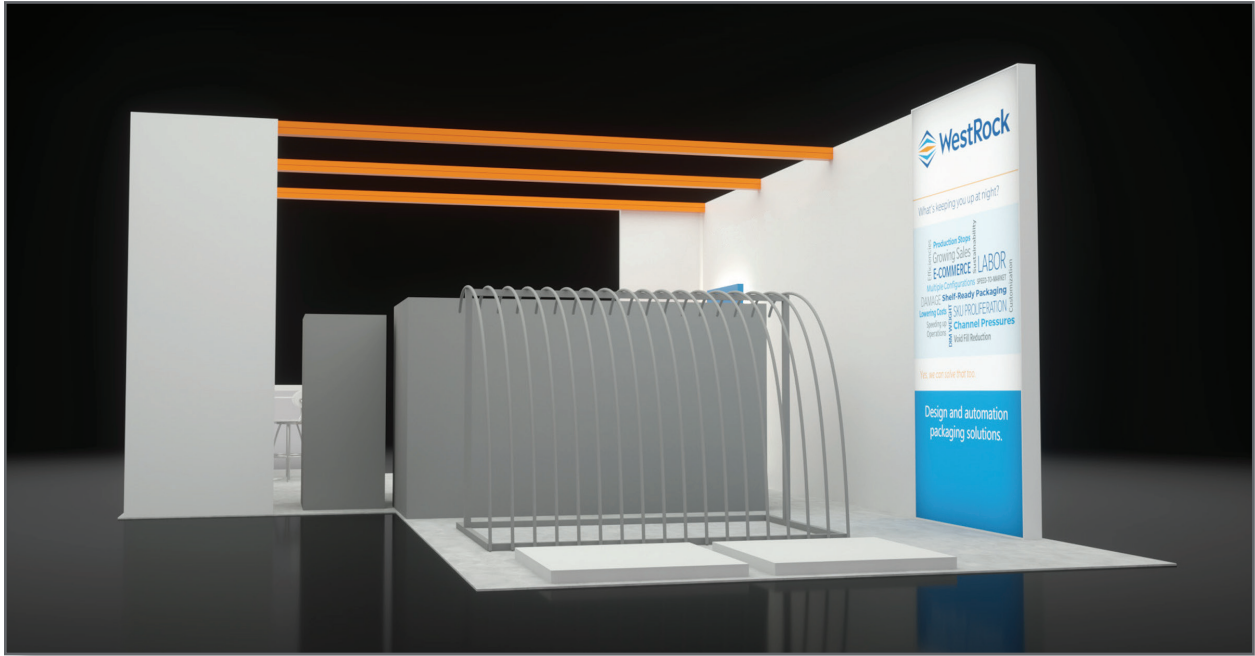




Booth Renderings

Box on Demand





Advertising & Promotional Marketing

Messaging

What's keeping you up at night?

Yes, we can solve that too.

Rationale:

WestRock's Automated Packaging Systems has added and expanded automation solution capabilities through design / machinery (Box on Demand, OEM partnerships) and field representation. With the numerous evolving pressures effecting manufacturing's End of Line and distribution channels, now is the time to reposition the overall messaging with a Sales Excellence (Outside-In) mindset. Many of the attendees are in selling scenario #2 - they "know the problem, but not the solution" and are looking for help. Using the Business Intelligence approach, we can engage this audience with questions about the challenges they face...and since many are not aware of our overall capabilities (automation) we can 'inform' them with the tag line that alludes to the How? of the possible solution and call to action.

Example:

(Headline)

Need to reduce your e-commerce shipping costs?

Yes, we can solve that, too!

(Ad copy)

WestRock's Automated Packaging Systems can deliver a customized packaging solution to reduce the dimensional factor in the DIM weight calculation to lower your e-commerce shipping costs. Come talk to us at Pack Expo 2018 #S-2122.

Other sample questions:

SKU proliferation giving you a headache?

Yes, we can solve that, too!

Challenged by competing SRP specifications?

Yes, we can solve that, too!

Shipping odd sized items?

Yes, we can solve that, too!

This messaging approach supports our sales methodology and Play to Win differentiation strategy. It is versatile, communicating the 'challenge' and 'resource' to solve their challenges.

Print & Digital Advertising

Ad Campaign:

What's keeping you up at night?

Efficiencies **Production Stops** Sustainability
Growing Sales
E-COMMERCE LABOR
 Multiple Configurations SPEED-TO-MARKET Customization
DAMAGE Shelf-Ready Packaging
Lowering Costs SKU PROLIFERATION
 Speeding up Operations **Channel Pressures**
DIM WEIGHT Void Fill Reduction


Yes, we can solve that too.

WestRock's Automated Packaging Systems performance matches our equipment with our innovative corrugated designs to provide an optimized solution that works with your processes, speeds up your operations, and lowers your costs regardless of production scale. From a single case erector to a fully integrated line design, we have the expertise to propose efficiencies that can positively impact your bottom line.

Come talk to us at **PACK EXPO International, booth #S-2122.**
 Or call us at 407.843.1300 to find out more.

westrock.com/aps 

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Reduce damage. Eliminate void fill. Lower shipping costs.

Looking for an e-commerce solution?
Yes, we can solve that too.

WestRock's Automated Packaging Systems offers a variety of e-commerce packaging solutions designed to lower your shipping costs. Let us help you decrease DIM weight with right-sized boxes that protect your product while eliminating costly void fill that consumes valuable storage space. Our e-commerce solutions are flexible, scalable and 100% recyclable.

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Ship. Promote. Shop.


Challenged by competing SRP specifications?
Yes, we can solve that too.

WestRock's Automated Packaging Systems' innovative shelf- and retail-ready packaging solutions enable in-house automation for mass customization that reduces the need for out-of-house repackaging. Replenish products easier, increase product availability, and improve shopper satisfaction with one and two-piece designs that deliver superior shipping container performance while maximizing your brand message at the point of sale.

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A custom box. The right size. Every time.

Shipping odd-sized items?
Yes, we can solve that too.

Variable packaging is the new normal. That's why WestRock's Automated Packaging Systems offers Box on Demand so you can make any box, sized right, every time – on site and on demand. Take control over your shipping costs with technology engineered for today's dynamic packing environment. If it varies, it fits.

Come talk to us at **PACK EXPO International, booth #N-4947.**
 Or call us at 269.964.7181 to find out more.

westrock.com/aps • boxondemand.com  

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List of trade publications on [page 14](#).

Trade Publications

Canadian Packaging

- Full page in July/August 2018 issue - Annual Buyer's Guide
- Full page in September 2018 issue
- Lead tracking e-blast October 8, 2018

FDMC Magazine

- October 2018 - monthly showcase lead gen newsletter
- October 2018 leadership issue - 1/2 pg horizontal

Packaging Strategies

- PACK EXPO Planner - September 2018
 - Full Page Ad
 - Full page company/exhibitor profile
- September 2018
 - Full Page Ad
 - Value-added 1/6 page product profile
- October 2018
 - Full Page Ad
 - Value-added 1/2 page company profile
- Exclusive product e-blast - October 2, 2018

Packaging World

- Full page ad in September 2018 issue
- End of Line Strategies Newsletter (exclusive sponsor)
- Audience Network
- Online Display Ads
- Video Pre-roll
- LinkedIn Sponsored Post
- Spotlight on PACK EXPO Newsletter - October 10, 2018

PMMI

- PACK EXPO Show Daily
 - Full page ad
 - Editorial with image
- Gold Package Listing on packexpointernational.com (View WestRock's online profile [here](#).)

Sponsorships

Tower Ad:

What's keeping you up at night?

Efficiencies **Production Stops** Sustainability
 Growing Sales
E-COMMERCE LABOR
 Multiple Configurations SPEED-TO-MARKET
 DAMAGE **Shelf-Ready Packaging** Customization
Lowering Costs DIM WEIGHT SKU PROLIFERATION
 Speeding up Operations **Channel Pressures**
 Void Fill Reduction

Yes, we can solve that too.

Packaging design and automation solutions.
Come talk to us in Booth # S-2122.

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Escalator Branding (South Hall):

SKU proliferation? Shipping costs? Yes, we can solve that too.

WestRock What's keeping you up at night? Labor? SKU proliferation? Shipping costs? Yes, we can solve that too.

Packaging design and automation solutions. Booths S-2122 and N-4947

Yes, we can solve that too.

WestRock What's keeping you up at night? Labor? SKU proliferation? Shipping costs? Yes, we can solve that too.

Packaging design and automation solutions. Booths S-2122 and N-4947

What's keeping you up at night? Labor? SKU proliferation? Shipping costs? Yes, we can solve that too.

WestRock What's keeping you up at night? Labor? SKU proliferation? Shipping costs? Yes, we can solve that too.

Packaging design and automation solutions. Booths S-2122 and N-4947

What's keeping you up at night? Labor? SKU proliferation? Shipping costs? Yes, we can solve that too.

WestRock What's keeping you up at night? Labor? SKU proliferation? Shipping costs? Yes, we can solve that too.

Packaging design and automation solutions. Booths S-2122 and N-4947

Show Guide (Tabbed Divider Ad):

What's keeping you up at night?

Efficiencies **Production Stops** Sustainability
 Growing Sales
E-COMMERCE LABOR
 Multiple Configurations SPEED-TO-MARKET
 DAMAGE **Shelf-Ready Packaging** Customization
Lowering Costs DIM WEIGHT SKU PROLIFERATION
 Speeding up Operations **Channel Pressures**
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Packaging design and automation solutions.
 Come talk to us in booths #S-2122 and #N-4947.

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(enlarged to show detail)

McCormick Place Video Wall / Shuttle Buses:
Click on the image to play.



Online Pre-roll:
Click on the image to play.



Email Campaign

Subject:

What's keeping you up at night?

Subject:

Looking for an e-commerce solution?

Preheader:

Yes, we can solve that, too.

From: WestRock <corrugatedmarketing@westrock.com>
Subject: What's keeping you up at night?
Preheader:
Reply: corrugatedmarketing@westrock.com

What's keeping you up at night?



Production Stops
Growing Sales
E-COMMERCE
Multiple Configurations
DAMAGE
Lowering Costs
Speeding up Operations
Efficiencies
Sustainability
LABOR
SPEED-TO-MARKET
Shelf-Ready Packaging
SKU PROLIFERATION
Channel Pressures
Void Fill Reduction
Customization
DIM WEIGHT

Yes, we can solve that too.

Packaging design and automation solutions.
Come talk to us at **PACK EXPO International, booth #S-2122.**

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For free registration* go to packexpointernational.com/register. Enter the comp code below during the registration process and *the fee will be waived prior to checkout.*

COMP CODE: 68N31

*Complimentary registration is valid for online pre-registration only; not valid on-site. Expires October 13, 2018. Complimentary registration is intended for use by end-user, retailer and contract packager registrants. Non-exhibiting suppliers and distributors are required to pay standard attendance fees. A non-exhibiting supplier is defined as anyone who sells packaging/processing/converting equipment and/or anyone who's primary product is packaging containers or materials, supplies, automation, or other services. A distributor is defined as a professional who resells packaging/processing/converting equipment/supplies.

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corrugatedmarketing@westrock.com | [Update Profile](#) | [About our service provider](#)
Sent by corrugatedmarketing@westrock.com in collaboration with


Try it free today

From: WestRock <corrugatedmarketing@westrock.com>
Subject: Looking for an e-commerce solution?
Preheader: Yes, we can solve that, too.
Reply: corrugatedmarketing@westrock.com





Reduce damage. Eliminate void fill. Lower shipping costs.

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Try it free today

Subject:
Challenged by competing SRP specifications?

Preheader:
Yes, we can solve that, too.

From: WestRock <corrugatedmarketing@westrock.com>
Subject: Challenged by competing SRP specifications?
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Sent by corrugatedmarketing@westrock.com in collaboration with



Try it free today

Subject:
Looking for an e-commerce solution?

Preheader:
Yes, we can solve that, too.

From: WestRock <corrugatedmarketing@westrock.com>
Subject: Shipping odd-sized items?
Preheader: Yes, we can solve that too.
Reply: corrugatedmarketing@westrock.com



A custom box. The right size. Every time.

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Come talk to us at PACK EXPO International, booth #N-4947.

For free registration* go to: packexpointernational.com/register. Enter the comp code below during the registration process and the fee will be waived prior to checkout.

COMP CODE: 64W36

westrock.com/aps
boxondemand.com

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corrugatedmarketing@westrock.com | [Update Profile](#) | [About our service provider](#)
Sent by corrugatedmarketing@westrock.com in collaboration with



Try it free today

Digital Postcard Invite



Social Media

In development in collaboration with Corporate Communications

Giveaways

- Flute Cards
- Lip Balm



Collateral

Show-specific tri-fold brochure in development. Other materials available digitally with emailing and tracking capabilities via the MultiTaction touchscreen.

Booth Staff Information

Badges

Booth staff have been registered for the show.

Complimentary Passes

Complimentary registration is available to WestRock and Box on Demand customers and guests via a comp passcode. The code is valid for end user, retailer and contract packager registration types. It does not work for non-exhibiting suppliers, distributors, or WestRock employees.

Customers can register as an attendee here.

WestRock comp code: **68N31**
Expiration date: October 13, 2018.

Box on Demand comp code: **64W36**

In-Booth Customer Meetings

To schedule in-booth customer meetings, contact [REDACTED] with the email subject: PMMI 2018 Meeting Request. An opportunity plan should accompany your request.

There are two conference rooms in the WestRock booth. The larger room will accommodate 10; the smaller room accommodates 6. Both will be located on the mezzanine. Note that there will no longer be open seating in the retail area as in the past. All conference rooms will have presentation capabilities. Please keep meetings to one hour if possible.

WestRock employees not working the show should refrain from hanging out in the booth.

Dress Attire

Booth personnel will be required to wear branded shirts and “Dockers” style pants or better.

- Sunday = Blue Pearl
- Monday = Black
- Tuesday = Mediterranean Blue
- Wednesday = White

Hotel Accommodations

Hilton Chicago
720 S. Michigan Ave.
Chicago, IL 60605

Andreina is hosting an upcoming webinar to brief booth staff on the show. Info forthcoming.