PRIVATE LABEL IS PEOPLE

MEET THE RIGHT PEOPLE A M S T E R D A M 24 - 25 May 2016





PRIVATE LABEL THE PEOPLE WHO MAKE IT

It takes the right people

to succeed in private label. Retailers who understand the importance of their own brands. Manufacturers who have experience and can work efficiently with retail customers. Finding the right people, however, is the key to success. That's why PLMA's annual "World of Private Label" International Trade Show was created. To help buyers meet suppliers. To help retailers build their own brands.

PLMA's 2016 "World of Private Label" is your opportunity to maximise your private label business. Buyers and visitors come to the show from more than 110 countries and represent supermarkets, hypermarkets, discounters, drugstores, wholesalers, importers and exporters. They come from Europe, Asia, Africa, Australia, the U.S., Canada and South America. Some come to find products for low-cost basics. Others want premium private label. They are looking for the latest innovations in products and packaging.

Exhibitors come from all over the world, too. There are large multi-national corporations as well as small-and-medium size companies. There are also over 60 national and regional pavilions promoting their countries and spotlighting the products they make. It is the greatest presentation of private label manufacturers in the world.



The right place is important, too

PLMA's 2016 "World of Private Label" International Trade Show is held at the RAI Exhibition Centre in Amsterdam. Located near Schiphol International Airport, it is one of Europe's most convenient venues for trade fairs and easy to reach by intercity train or automobile. Offering state-ofthe-art facilities, RAI has been home to PLMA's annual show for more than 20 years.

The show is divided into food and non-food to help you find the exhibitors and products that you want to see.

- Europa Complex presents food, snacks and beverages.
- Holland Complex presents household and health and beauty products.

In addition to exhibit space, the show offers special services to help you plan your visit in advance.

- PLMA's online Show Preview allows identifying new products prior to the show. Retailers can arrange meetings with exhibitors using PLMA's exclusive Matchmaker appointment system.
- PLMA's New Product Expo displays new product ideas submitted by this year's exhibitors.
- After the show, you can consult the Official Catalogue for complete listings of all exhibitors, products and contact information.

IS PEOPLE THE PEOPLE WHO SELL IT

More than the show floor

PLMA's "World of Private Label" offers more than a show floor of exhibitors. PLMA's pre-show seminars provide the latest market research. There is also the Idea Supermarket, with displays of private label products and packaging from retailers around the world. The show also hosts the International Salute to Excellence Awards, which give recognition to retailers for innovation in their private label products and packaging.

Bring the entire team

Want to get the most out of this year's show? Bring your entire team! PLMA's "World of Private Label" is perfect for building a team approach to your company's private label business. Product development, marketing, merchandising, operations and senior management can all work together with exhibitors to develop product and category strategies, and PLMA can help you with that.

The right time

Private label has never been stronger. According to Nielsen, market share for private label now exceeds 40% in 6 countries in Europe and is over 30% in 6 more countries. Retailers are developing new categories and innovating new ideas in traditional categories. Consumers are enthusiastic about private label, too. More than 50% tried private label in a new category where they only bought A-brands before and more than 90% reported that they felt that the private label was as good as the A-brand. One out of four consumers said that they expect to buy more private label in the year ahead.

Meet the right people

Few events can have as much impact on your company as visiting PLMA's "World of Private Label". More than 95% of retailers come back every year. To register, contact PLMA International Council

now. Telephone +31 20 575 3032 or e-mail visitorinfo@plma.nl. For more details, visit www.plmainternational.com.







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Show Organiser

PLMA's annual "World of Private Label" International Trade Show is organised by the Private Label Manufacturers Association. It is the only organisation of its kind, representing more than 3,500 member companies around the globe. With offices in New York and Amsterdam, PLMA is the largest association of its kind, devoted exclusively to the promotion of private label.

Location

PLMA's "World of Private Label" is held at the RAI Exhibition Centre in Amsterdam, located only 15 minutes from Schiphol International Airport and easily reached by intercity trains and automobile.

Trade Show Schedule

Monday, 23 May

Pre-Show Seminars and	
Salute to Excellence Awards	14.00 - 16.00
Tuesday, 24 May	
Trade Show Floor Open	09.00 - 18.30
Wednesday, 25 May	
Trade Show Floor Open	09.00 - 16.30

Online Show Preview

Pre-registered visitors receive access to PLMA's online Show Preview approximately 30 days before the show. The Show Preview provides category-by-category listings of exhibitors. PLMA's exclusive Matchmaker service can be used to arrange appointments prior to the show.

Official Catalogue

The Official Trade Show Catalogue and digital exhibitor profiles on thumb drives will be available at the show. The profiles include company name, address, telephone and fax number, e-mail, website, product lines and two exhibitor personnel contacts. Product descriptions are published in English, French and German.

Pre-Show Seminars

PLMA offers special pre-show seminars on Monday,23 May in the Forumzaal of the RAI Exhibition Centre.

Idea Supermarket & New Product Expo

New this year, PLMA's Idea Supermarket and New Product Expo will be located in the RAI Elicium, conveniently situated between the Europa Complex and Holland Complex. Both are open during show hours.

Accessibility

The RAI Exhibition Centre is wheelchair and disabled accessible. Persons under the age of 16 are not allowed on the show floor. No pets are permitted at any time.

Registration

Visitor registration is available online for maximum convenience of all attendees. Upon confirmation of registration, visitors receive a personal E-voucher with which they can use PLMA's Scan & Go Express Admission and thus get quick access to the show floor.

For more information about the show, contact PLMA today. Telephone +31 20 5753032, e-mail visitorinfo@plma.nl or go to www.plmainternational.com.