



LISTEN TO THE BUZZ

21-22 MAY 2019
AMSTERDAM



LISTEN TO



Welcome to PLMA's 2019 International Trade Show

There are many trade shows that you can visit. But how do you evaluate which one to go to? By the number of exhibit stands? By the stories in trade magazines? Truthfully, none of them tell you very much. Or you can do what trade show professionals do: you listen to the buzz. That's the sound you hear when you are on the show floor. It's the sound of visitors meeting exhibitors. It is the sound of a thousand conversations going on all at once. It is the sound of a good trade show.

21-22 MAY 2019
AMSTERDAM

Here's a show that has that sound

PLMA's annual "World of Private Label" International Trade Show is the place where retailers and manufacturers go to see the latest private label products and get new ideas for marketing and merchandising. Buyers and visitors come to the show from more than a 120 countries. They represent supermarkets, hypermarkets, discounters, drugstores, wholesalers, importers and exporters. They come from Europe, North America, Asia, Africa, Australia and South America.



THE BUZZ

For more than 30 years, PLMA's annual "World of Private Label" International Trade Show has helped retailers, wholesalers and visitors of all kinds navigate their way through the private label business.

Conveniently located at the RAI Exhibition Centre in Amsterdam, the show occupies all 15 halls of the venue. The show floor is divided into food and non-food halls in order to help visitors find the exhibitors and products that they want to see:

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

Show hours are concentrated into two days of show floor time so visitors can minimise time away from the office. To maximise productivity, special services help visitors plan their schedule before and at the show.

- PLMA's online Show Preview is available to registered visitors 30 days before the show to help identify new exhibitors and new products in advance. PLMA's exclusive Matchmaker appointment system can be used to arrange meetings with exhibitors.
- PLMA's New Product Expo displays new product and packaging ideas submitted by this year's exhibitors.
- PLMA's online Show Navigator contains all exhibitor details and is available to all attendees on a dedicated Wi-Fi network during both show days.

PLMA's "World of Private Label" makes sourcing easier

- PLMA's Official Catalogue gives complete listings of all exhibitors, products and contact information for follow-up after the show.



The show is organised for efficiency

More than a show

Salute to Excellence Awards, which give recognition to retailers for innovation in their private label products and packaging. PLMA's annual event is the industry's crossroads. For visitors, it is a way to meet experienced professionals and to make contacts that will be important all year long. It is unique.

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

Don't miss this unique opportunity. Bring the entire team.

Few events can have as much impact on your company as visiting PLMA's annual "World of Private Label". Don't just visit the show, though. Use it as a working session with colleagues in your company. Yes, 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.

To register, visit www.plmainternational.com or request your registration link directly from www.plma.nl/2019.

For more information, contact PLMA International Council at +31 20 575 3032 or email visitorinfo@plma.nl.



The private label event of the year

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 4,400 member companies around the

globe. With offices in New York and Amsterdam, PLMA is devoted exclusively to the promotion of private label. Today, it provides services to manufacturers and retailers in more than 70 countries.

LOCATION AND SCHEDULE

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 train, metro and automobile.

Monday, 20 May 14.00 - 16.00

Pre-Show Seminars and Salute to Excellence Awards

Tuesday, 21 May 09.00 - 18.30

Trade Show Floor Open

Wednesday, 22 May 09.00 - 16.30

Trade Show Floor Open

VISITOR SERVICES

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, interactive floor plans and general show information. PLMA's exclusive Matchmaker service can be used to arrange appointments prior to the event.



LISTEN TO THE BUZZ
21-22 MAY 2019 • AMSTERDAM



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

Private Label Manufacturers Association
International Council • Strawinskylaan 1873, 1077 XX Amsterdam, The Netherlands
Telephone: +31 20 575 3032 E-mail: info@plma.nl www.plmainternational.com

