In a time that calls for more effective marketing strategies, Packaging That Sells® will detail how and why packaging is fast-becoming a brand marketer’s most-favored marketing tool. We’re bringing together retail executives and consumer packaged goods marketers, along with their package design and development teams, to offer real-world examples of the powerful influence packaging has on consumer buying decisions. Packaging That Sells® brings the disciplines together in a way no other event does: We bridge package design with brand strategy, the ‘sweet spot’ every marketer is trying to target.

> AUDIENCE/ATTENDEES: Packaging professionals in the following industries: food, beverage, cosmetics, personal care, electronics, retail, other consumer packaged goods, and more! Target audience is approximately 300-600 people.

> PAST ATTENDEES INCLUDE:
- Dow Chemical Company
- Estee Lauder
- General Mills
- Gillette Co.
- Hewlett Packard
- Johnson & Johnson
- Kellogg
- Kraft Foods
- Nestle
- Pepsi-Cola Company
- Procter & Gamble
- Revlon Inc.
- Sony Electronics
- Walt Disney Company

> WHO ATTENDS:
- Brand Owners
- Creative Directors/Art Directors
- Retailers
- Graphic Artists/Designers
- Brand Marketers/Brand Managers
- Market/Consumer Researchers
- Innovation Managers
- Brand Consultancies
- Product/Category Managers
- Package Design Firms
- Package Designers and Developers
- Packaging Suppliers

> DESIGN GALLERY: A hands-on session featuring award-winning and innovative packaging by material type. Attendees will be able to view, inspect and judge more than 60 innovative packages from a broad range of product categories.

> CONTENT: A look at the marketing impact of packaging and will include, but is not limited to, case studies on innovative and winning package design. Speakers will include well-respected consumer packaged goods brand marketers and other marketing executives, packaging designers, brand consultancies and consumer research gurus.

> FORMAT: An intimate two-day seminar style conference.

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