

## JANUARY

**Ad Close:** 12/1/21  
**Materials Due:** 12/3/21

### 2022 PACKAGING FORECAST

- Executive Forecast
- Packaging Machinery Equipment

**Ad Bonus: Corporate Profiles**

**PLMA**  
January 30-February 1 • Chicago

## FEBRUARY

**Ad Close:** 1/5  
**Materials Due:** 1/7

### CONVERTERS EXPO SOUTH PREVIEW

- Converting machinery & materials
- Labeling

**Ad Bonus: Converters Expo South Booth Profiles**

**CONVERTERS EXPO SOUTH**  
February 23 • Charlotte, NC

## MARCH

**Ad Close:** 2/2  
**Materials Due:** 2/4

### PACK EXPO EAST PREVIEW

- Trends: machinery & materials

**Ad Bonus: PACK EXPO East Booth Profiles**

**PACK EXPO EAST**  
March 21-23 • Philadelphia, PA

## APRIL

**Ad Close:** 3/2  
**Materials Due:** 3/2

### CONVERTERS EXPO PREVIEW

- Solving top packaging & converting challenges

**Ad Bonus: Converters Expo Booth Profiles**

**PMMI ELC**  
April 24-29 • Marco Island, FL

**CONVERTERS EXPO**  
April 26-27 • Green Bay, WI

15 Year Anniversary

## MAY

**Ad Close:** 4/6  
**Materials Due:** 4/8

### SUSTAINABLE ADVANCES AND INNOVATIONS

- The state of sustainability
- Inks/color managing
- Films/substrates

**Ad Bonus: Corporate Profiles**  
(Topic: Sustainability)

## JUNE

**Ad Close:** 5/4  
**Materials Due:** 5/6

### GLOBAL POUCH FORUM PREVIEW

- Flexible packaging
- Bag/pouch making
- Inks/color management
- GPG case studies & profiles

**Ad Bonus: Global Pouch Forum Booth Profiles**

**GLOBAL POUCH FORUM**  
June 7-9 • Chicago, IL

## JULY

**Ad Close:** 6/8  
**Materials Due:** 6/10

### CANNABIS

- Equipment
- Child resistance closures
- Cannabis branding

## AUGUST

**Ad Close:** 7/6  
**Materials Due:** 7/8

### TOP 100 FOOD & BEVERAGE COMPANIES

- Food & beverage packaging
- Rising CPG brand
- Label Expo preview
- Labels & labeling

**Ad Bonus: Label Expo Booth Profiles**

## SEPTEMBER

**Ad Close:** 8/3  
**Materials Due:** 8/5

### PACK EXPO PREVIEW

- Preshow interviews, highlights & profiles
- Machines & materials advances

**Ad Bonus: Label Expo Booth Profiles**  
**PACK EXPO Booth Profiles**

**LABEL EXPO**  
September 13-15 • Chicago, IL

## OCTOBER

**Ad Close:** 9/7  
**Materials Due:** 9/9

### PACK EXPO SHOW ISSUE and WOMEN IN PACKAGING

- Women influencing packaging
- Exhibit highlights

**Ad Bonus: PACK EXPO Booth Profiles**

**PACK EXPO INTERNATIONAL**  
October 23-26 • Chicago, IL

## NOVEMBER

**Ad Close:** 10/5  
**Materials Due:** 10/7

### E-COMMERCE

- Beverage packaging

## DECEMBER

**Ad Close:** 11/2  
**Materials Due:** 11/4

### TOP INNOVATIONS

- Breakthrough innovations
- Top package designs of 2022

**Ad Bonus: Corporate Profiles**

**Packaging Strategies Resource Guide**

## OTHER TOPICS COVERED

### Brand Packaging:

- Package design
- New packaging

### Vertical Markets:

- Food & beverage
- Confectionery/candy
- HBA & household
- Pharma/nutraceutical
- Snack food
- Meats/poultry/seafood & meat alternative
- Dairy/non dairy
- Pet food packaging

### Machinery:

- Processing machinery
- Primary packaging
- Secondary packaging
- End of line packaging
- Automation/controls
- Converting machinery
- Coating & laminating
- Case forming/packing/sealing

### Materials:

- Labels/coatings/inks
- Adhesives/sealants/tapes
- Films/substrates
- Caps/closures/lidding
- Bio-based/recyclable/biodegradable

### Automation/Controls:

Includes controls, software, IIOT/IOT, standards, etc.

### Services:

Contract packaging

### Multimedia:

Includes editorially-driven podcasts, webinars, videos

Client responsible for supplying all materials for advertiser opportunities.

Contact us today for more information

**PACKAGING STRATEGIES**

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Updated: 06/21/2022

| MONTH & AD CLOSE           | PS EXCLUSIVES   | MACHINERY                 | MATERIALS             | INDUSTRIES OR VERTICAL MARKET      | SUSTAINABILITY                       | PLANT TOURS, WEBINARS & PODCASTS                               |
|----------------------------|---|---------------------------|-----------------------|------------------------------------|--------------------------------------|--|
| <b>January</b><br>11/30/22 | 2023 Industry Forecast  | Palletizing               | Rigid Containers      | Beer/Wine/Spirits                  | Corporate Initiatives                | <b>Podcast:</b> Industry Forecast Roundtable                   |
| <b>February</b><br>1/4/23  | Converter's Expo South<br>Feb. 22 • Charlotte, SC<br><i>Show Preview &amp; Booth Profiles</i> | Case Forming              | Labels                | Confectionary/Candy                | Material Advances                    | <b>Podcast:</b> The Future of Sustainability                   |
| <b>March</b><br>2/1/23     | Workforce & Labor & Services  | Robotics                  | Adhesives & Sealants  | Restaurant/Take Out Supplies       | Recycling                            | <b>Webinar:</b> Recruiting & Retaining Top Talent              |
| <b>April</b><br>3/1/23     | Converter's Expo<br>April 12-13 • Green Bay<br><i>Show Preview &amp; Booth Profiles</i>       | Converting                | Inks                  | Pet Food                           | Circular Economy                     | Plant Tour Spotlight   |
| <b>May</b><br>4/5/23       | Product & Plant Safety  | End of Line Packaging     | Aluminum              | HBA                                | New Technology                       | <b>Webinar:</b> Insurance & Protecting Assets                  |
| <b>June</b><br>5/3/23      | Global Pouch Forum<br>June 6-8 • Chicago<br><i>Show Preview &amp; Booth Profiles</i>          | Form-Fill-Seal            | Flexible Films        | Snacks/Cereals                     | Alternative Materials and Approaches | <b>Video:</b> Top Pouches                                      |
| <b>July</b><br>6/7/23      | Supply Chain  | Automation/Controls       | Caps & Closures       | Produce                            | Product Design                       | <b>Podcast:</b> Solving Supply Chain Issues                    |
| <b>August</b><br>7/5/23    | Top 100 Food & Beverage Brands  | Primary Packaging         | Paperboard/Corrugated | Meat/Poultry/Seafood               | Equipment                            | <b>Podcast:</b> CPG Landscape 2023 & Beyond                    |
| <b>September</b><br>8/2/23 | PACK EXPO Las Vegas<br>Sept 11-13<br><i>Show Preview &amp; Booth Profiles</i>                 | Secondary Packaging       | Digital Printing      | Household                          | Manufacturing Practices              | <b>Podcast:</b> Contract Packaging                             |
| <b>October</b><br>9/6/23   | Top Women in Packaging  | Processing                | HDPE/PET              | Plant-Based                        | Cost Saving Techniques               | <b>Podcast:</b> A Conversation with the Top Women in Packaging |
| <b>November</b><br>10/4/23 | Private Label   | Track/Trace/Serialization | Temperature Control   | Pharmaceutical & Medical Packaging | Policies & Regulations               | <b>Podcast:</b> Creating Impactful Holiday Packaging           |
| <b>December</b><br>11/1/23 | Holiday & Limited Edition Packaging   | Cartoning                 | Foils                 | E-commerce                         | Top Sustainable CPG Packaging        | <b>Video:</b> Best of 2023                                     |

Contact us today for more information



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