

EMPACK 2021

27 & 28 October 2021
Nekkerhal - Brussels North



EMPACK
THE FUTURE OF PACKAGING



The only professional packaging event in Belgium



Empack is the largest event in Belgium covering the **entire supply chain of the packaging industry**: from the creative development phase of packaging to the more technical packaging and filling process, with packaging machines and subcontractors.

The event brings communities together to find the latest packaging solutions for their products, find new technology and materials, gain knowledge and inspiration and make new connections.

“ Well organized and easily accessible show with the right stands. ”
-René Van Genderen, Tallpack-

27 & 28 OCTOBER 2021

NEKKERHAL-BRUSSELS NORTH

Ideal location:

- Central, near Brussels
- Easily accessible
- Large parking
- Great hospitality



“ Empack is very centrally located in Mechelen, which makes the show easily accessible for everyone. Thanks to Empack we have made a lot of new contacts. ”
-Christ Volckaert, Contimeta-

Face-to-face meeting for the Belgian packaging community

+150 exhibitors | + 3500 visitors | +4000m²



Packaging Innovations

Packaging Innovations zone



Packaging Innovations is a dedicated zone at Empack dedicated to innovations from the **primary** and **secondary** packaging market. Innovation is key for the packaging market due to the ever-changing consumer needs and the pressure around sustainability, digitization, e-commerce, ...

• This zone helps packaging technologists, design agencies, marketing and brand managers **discover the right packaging and packaging materials** that determine their packaging project.

- **Luxurious** zone adjacent to the catering zone at Empack
- **Pentawards exhibition** with international players
- Specific **conference program** targeting art directors, product designers, graphic designers, ...
- Extensive **networking opportunities**, including the presentation of the Belgian Packaging Awards
- Targeted **online & print marketing campaign** to specific visitor profiles

Main Visitor Groups

Functions



Technical

Operations and manufacturing managers



Business

Senior management and procurement



Marketing/ R&D

Marketing, NPD, R&D, packaging development



Empack was a positive experience for us, we received very specific requests and that's very important to us. So we will definitely be back next year!

-Kris Leye, WRH Global-



Main Visitor Groups

Top 5 industry



Food & Beverages



**Manufacturers/
Producers**



Packaging



**Distribution/
Wholesale**



**Converter/
Packaging supplier**

Exhibitor profile



MATERIALS

- packaging substrates
- protective filling material
- tapes, adhesives, glues



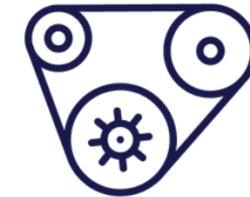
PACKAGING

- F&B packaging
- non-food consumer packaging
- industrial good/spare parts packaging
- industrial/transit packaging
- sustainable packaging
- ecommerce driven customized packaging
- smart packaging



PACKAGING SERVICES

- packaging design
- research & testing labs
- contract pack
- consulting



TECHNOLOGY

- filling machines
- form, fill and seal machines (FFS)
- cartoning machines
- palletizing machines
- labelling machines
- wrapping machines
- cleaning & sterilizing machines
- quality inspection & metal detection

Why exhibit at Empack?



Qualitative visitors

Empack connects professionals from the packaging industry. The ideal opportunity to make new contacts.



Many leads in 2 days

Collect quality leads quickly and efficiently thanks to our innovative smartbadge technology.



Increase brand awareness

See and be seen: showcase your business' complete range and stay top-of-mind.

“Empack is the only event in Belgium that brings the entire packaging industry together and we should certainly not miss that. It is important to meet both existing and new customers, but also to follow trends in the packaging industry.”

-Wouter Cougé, Bizerba-

Standformulas

All-in stand

- **Stand sizes:** 12-16m²; 17-23m²; 24-35m²; >36m²
- **White modular stand construction**, 250 cm high (including a 10 cm high aluminium frieze)
- **View size per panel:** 95.4 cm wide x 240 cm high
- **Carpet anthracite**
- **Nameplate** with the stand name and number

“ Interesting event for both knowledge expansion and network activity. ”

-Stempher B.V.-

Standformulas

All-in Plus stand

- **Stand sizes:** 24-35m²; >36m²
- **Truss structure** (400 cm high) with a rear wall as a white modular stand construction (250 cm high)
- **Storage facility** measuring 2 m x 1 m with a lockable door as a modular stand construction
- **1 spotlight of 300 W** per 10 m² (attached to the truss structure)
- **Banner** with the logo on every open side
- **6 kW power supply** including switchboard
- **Carpet anthracite**



Marketing & Communication

Media campaign

By collaborating with national and international **trade journals**, we guarantee maximum exposure. Publications in magazines of associations & federations complement this.

Sponsoring option

As exhibitor, you also have the option to sponsor our network bar, lanyards, flyers, vouchers, catering point, seminars...

Marketing campaign

Every exhibitor gets exhibitor packages with invitations for clients and prospects. As exhibitor, you can also get exposure on our social media and the Empack website. Easyfairs publishes banners in collaboration with media partners.

Content

In collaboration with our **strategic partners** we organize an extensive program to keep the knowledge of our visitors up-to-date. Renowned **speakers** and **specialists** talk about hot topics in the world of packaging.

- **Sustainability & plastics**, the #1 challenge for anyone who specifies packaging materials.
- **Consumer-driven product demand**, impact on production and packaging of the explosion in SKUs, ecommerce, shorter lead times.
- **Production optimization**, ensuring highest output for the lowest cost and at the right quality.
- **Digital transformation**, digitalization of production lines and supply chains – big data, IoT, smart packaging.
- **Economic environment**, how to make investment and business decisions in an unstable economic climate.
- **COVID 19**, about the crucial role of packaging for sanitary and hygiene challenges.

Check www.empack.be for the latest updates about the program.



Experience & networking



**Innovation
Award**



**Trends Gazellen
Awards
+ networkdrink**



**Innovation
Tour**



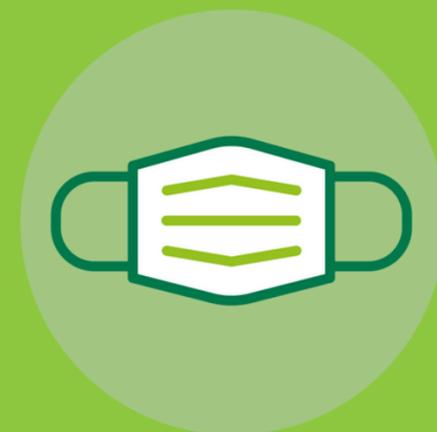
**Pentawards
exhibition**

EASY VISIT, SAFE VISIT

Our commitment to your safety

Your safety has always been one of our **top priorities**, and now more than ever. Our events and venues are doing everything to be the **cleanest** and **safest** places to meet and do business.

Take a look at all the measures at www.empack.be.



THE SHOW TEAM

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stand reservation or adaptation | sponsorships |
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promotion tools exhibitors | invitation cards |
My Easyfairs | Visit Connect App | Touch &
Collect

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show program | partnerships | media deals

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