



EMPACK
THE FUTURE OF PACKAGING

17-18 SEPT 2024
Flanders Expo
Ghent



Empack: a proven concept



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.

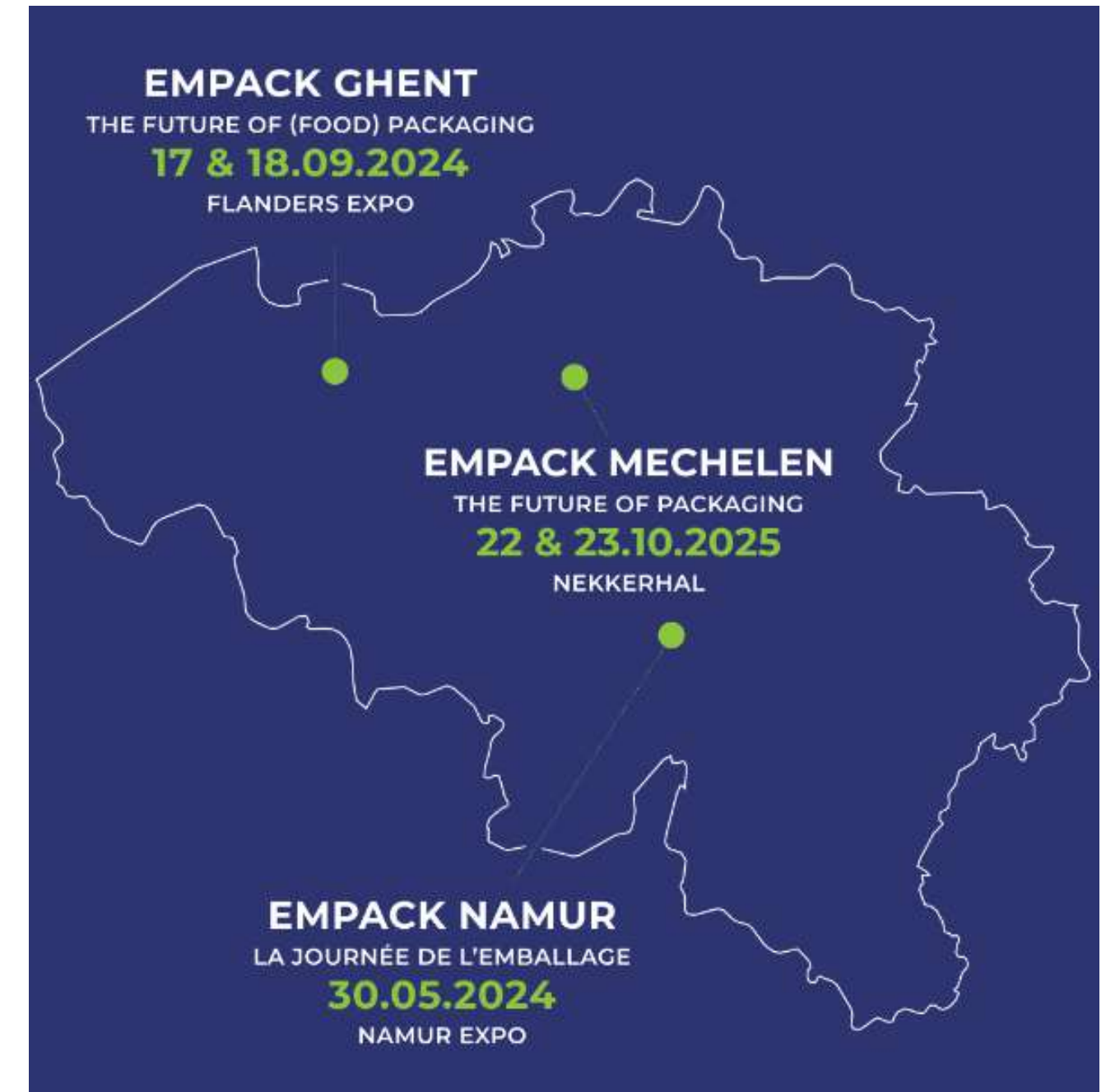
The event brings communities together to find the latest packaging solutions for their products, find new technology and materials, gain knowledge and inspiration and make new connections.

Empack portfolio Belgium

The editions of Empack in 2024 and 2025 will again provide a full market coverage in Belgium:

- 30 May 2024 we go to Namur Expo for the second edition of "Empack Namur, la journée de l'emballage".
- 17 & 18 September 2024 Empack takes place in Flanders Expo in Ghent with a focus on F&B and e-commerce. In co-location with Transport & Logistics and Logistic & Industrial Build.
- 22 & 23 October 2025 we go again to the Nekkerhal-Brussels North in Mechelen with a central Packaging Innovations zone.

“ At Empack Ghent you can already see tomorrow's innovations. ”
-Luc, exhibitor-



Empack Ghent



Why Ghent?

- Alternation of the Empack show between Mechelen and Ghent to **enforce the strong brand** in Flanders
- Different **focus** of the show
 - Mechelen: focus on **Packaging Innovations** (brand & design)
 - Ghent: focus on **Food & Beverage** and **E-commerce** (in combination with Transport & Logistics and Logistic & Industrial Build)
- Geographical analysis shows **new potential** on visitors and exhibitor side
 - in East & West Flanders
 - Hainaut and North France will also be targeted

Venue Ghent

17 & 18 September 2024
Flanders Expo, Hall 1

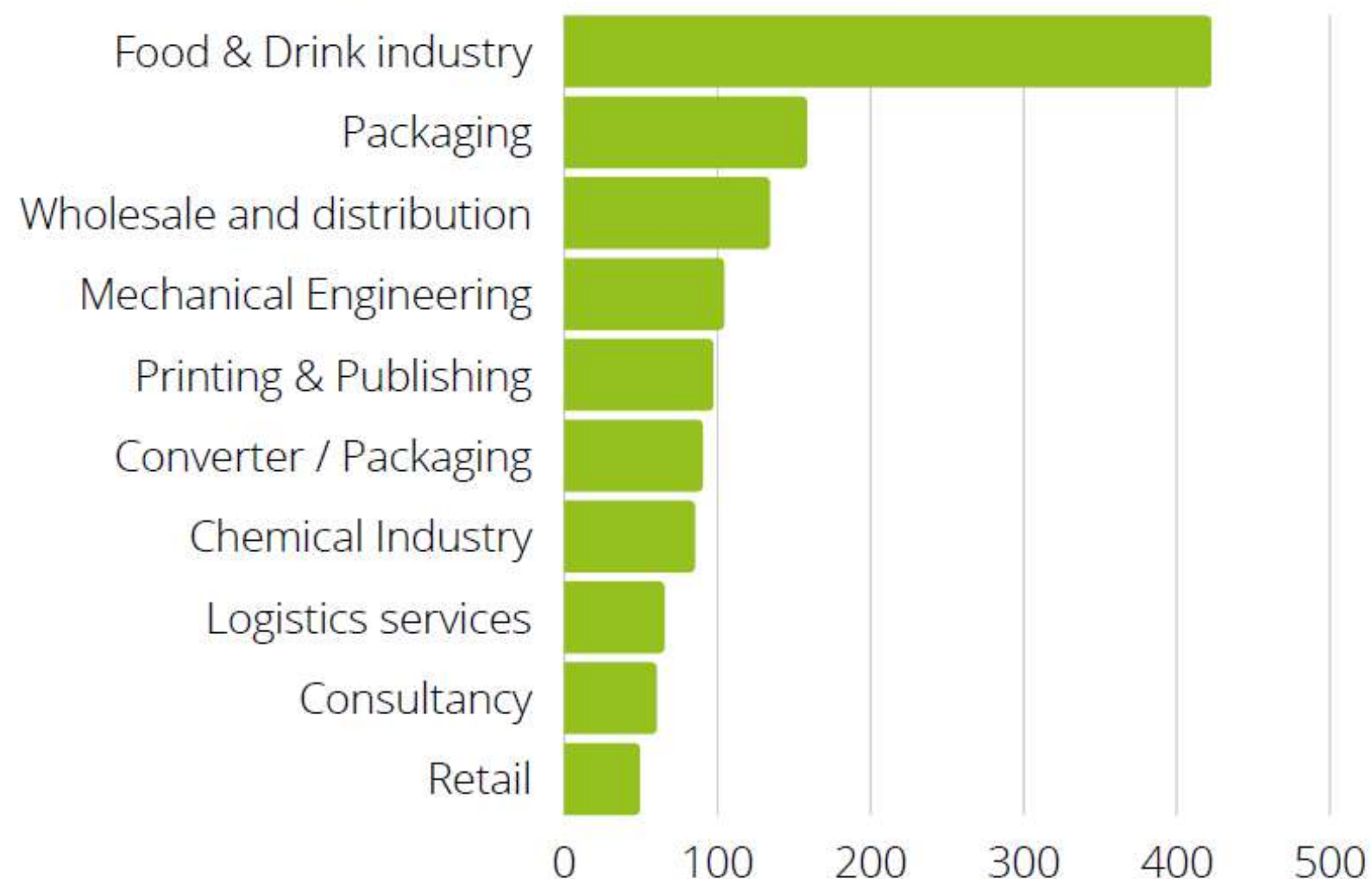
Ideal location:

- Belgium's second largest event location
- Central location
- Easily accessible
- Large parking
- Great hospitality

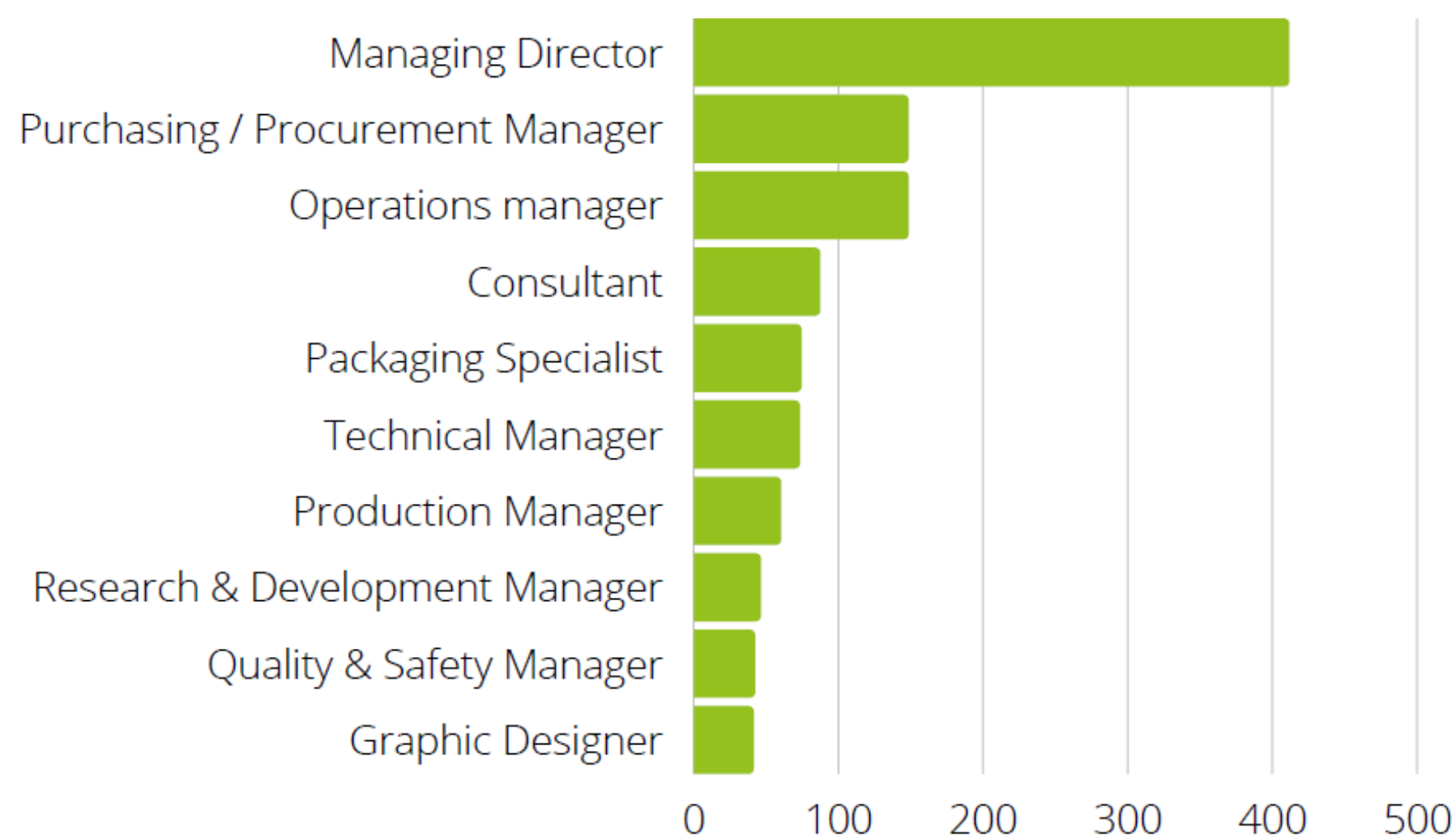




Top 10 Industry



Top 10 Functions



Interesting show to learn about the latest trends and developments every year.

-Roy, visitor-



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



SERVICES

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



TECHNOLOGY

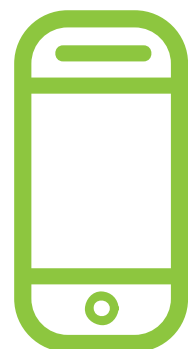
- filling machines
- form, fill and seal machines (FFS)
- cartoning machines
- palletizing machines
- labelling machines
- wrapping machines
- cleaning & sterilizing machines
- quality inspection & metal detection

Why exhibit?



Qualitative visitors

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



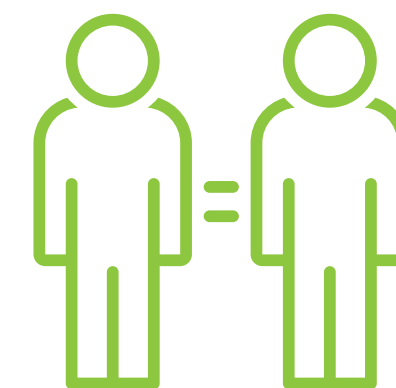
Many leads in 2 days

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.



3 shows at 1 place

The show is organised simultaneously with Transport & Logistics and Logistic & Industrial Build. It is the meeting place for the **entire supply chain**: from packaging & filling to logistics & transport.



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, exhibitor-



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. Empack publishes also banners and sends newsletters in collaboration with media partners.

Sponsoring option

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

Marketing campaign

Visibility on the website and on social media, invitations for customers and prospects, promotional material... Easyfairs offers a wide range of marketing tools for every exhibitor.



Content program

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.

Interested in a partnership? Contact us!

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

*partnerships ongoing





Thanks to our collaboration with different schools, we have a vibrant zone on the show floor where they present their courses, research and services in packaging (design).

Thanks to this zone and the graduation projects they show, visitors get a complete overview of their offer.

Interested in a partnership? Contact us!

*partnerships ongoing



Experience



Pack Studio



Ecommerce tour



Awards



Sustainability Track



Demos & workshops

Networking



Networking Hub



Afterwork drink



Sponsored Networkbar



THE SHOW TEAM

Sara Kennis

Sales Executive

+32 3 280 53 55

sara.kennis@easyfairs.com



stand reservation or adaptation | sponsorships |
EasyGo | Onsite Promo Packs

Brix Hatia

Community Activator

+32 3 280 53 34

brix.hatia@easyfairs.com



promotion tools exhibitors | invitation cards |
My Easyfairs | Visit Connect | Touch & Collect

Karen Rammeloo

Community Builder

+32 3 280 53 63

karen.rammeloo@easyfairs.com



show program | partnerships | media deals

Nadine Francus

Group Event Director

+32 3 280 53 28

nadine.francus@easyfairs.com



show program | partnerships | media
deals