

GREEN PARK @ Labelexpo Europe 2009

For the very first time at our flagship show - Labelexpo Europe - we are dedicating an area of the show floor to the latest in green and sustainable labels and packaging - **GREEN PARK**.

THE LATEST IN GREEN MATERIALS FOR LABELS & PACKAGING

The **GREEN PARK** is a showcase area on the show floor that will highlight your green products and services in glass cabinets, where visitors will be able to comfortably view the latest green initiatives within the labels and packaging industry.

WHAT IS @ GREEN PARK?

Visitors will be able to see eco-films, where there have been cases of a switch from petroleum based plastic film to corn-based film, the latest recyclable and biodegradable synthetic fibers and adhesives as ecological alternatives to current label substrates (complying with ISO 14855 for example) and innovations in environmentally-friendly inks, amongst other green initiatives.



WHY SHOULD I BE @ GREEN PARK?

GREEN PARK also aims to highlight how revolutionary advancements in making eco-friendly products and materials will improve not only the environmental footprint of printers/converters, but also their bottom lines. Label printers and converters globally are coming under increasing pressure to improve their environmental performance and 'green' credentials. This is your chance to present what is on offer - real economical AND ecological alternatives that can make the difference to your customers.

Showcase what your company is doing to improve the environment. Display your products to more than 25,000 visitors to Labelexpo Europe 2009. From only €550 you can have your own section of a display unit to highlight the initiatives your company has taken to make the environment a better place for us all.

The **GREEN PARK** is a 220 m² area located in a bustling part of Hall 7, next to the café and by the entrance to the Press Office and Auditorium 500 (where the seminars and press conferences are held).



WHAT IS INCLUDED?

Package 1: €550 + VAT

- A shelf within a glass display case measuring 500mm (w) x 500mm (d) x 350mm (h) to exhibit your green product or service
- A sign with your company name, logo, and stand number within the display
- Your company listed on our dedicated **GREEN PARK** webpage on the Labelexpo Europe 2009 website
- An 80 word description of your green product, your company name, logo and contact details in a special **GREEN PARK** section within the Labelexpo Europe 2009 show guide
- Eligibility for "The Green Award" to be presented at the Global Label Industry Awards 2009. Products showcased will be judged on their green merits by a specially selected panel of industry experts within the labels and packaging industry - www.labelawards.com

Package 2: €950 + VAT

- A video presentation of your company's green initiatives (product/ service demonstration) up to 3 minutes long; including everything in Package 1

Package 3: €1,950 + VAT

- Everything in Package 2, including the video featured on Labels TV for a year. http://www.labelsandlabeling.com/label_tv/all/category/all/84/
- The video is also available to view from the home page of www.labelexpo-europe.com
- Press release in "Green section" of the news on Labels and Labeling website <http://www.labelsandlabeling.com/news/news/Green/category/GRE/88/>

Note: The normal price for a year featured video on Labels TV is usually **€2500**

For more information, please contact Raymen Grewal on **+44 20 8846 2726** or email rgrewal@labelexpo.com.

Alternatively, fill in your details and send the fax back form below:

PLEASE SIGN AND FAX THIS SHEET BACK TO +44 20 8846 2801

- Yes! I would like Package 1 at €550.00 + 21% Belgian VAT (refundable)
- Yes! I would like Package 2 at €950.00 + 21% Belgian VAT (refundable)
- Yes! I would like Package 3 at €1,950.00 + 21% Belgian VAT (refundable)

Company Name: _____

Company Address: _____

Contact Details: _____ (Phone)

_____ (Fax)

_____ (Email)

Website Address: _____

Signature: _____

Position: _____

Name: _____

Date: _____

- Exhibitors will be invoiced 100% upon signing.
- The Organizers are not liable for any damage to exhibits within the GREEN PARK area, all exhibits are to be installed and removed by the Exhibitor.