



OMAC Packaging Workgroup PACK EXPO 2009 Booth Sponsorship

Once again the OMAC Packaging Workgroup (OPW) will organize and host an exhibit booth during PACK EXPO 2009 at the Las Vegas Convention Center in Las Vegas, NV, October 5-7, 2009. The OPW Booth will highlight how “**Packaging Standards Deliver More Cost Effective Solutions**” when utilizing the ISA88 Connect-and-Pack™ Standards. The OPW is soliciting:

- Technology suppliers that are interested in demonstrating the benefits of the OPW Connect-and-Pack™ Standards in packaging applications
- Machine builders and system integrator sponsors

The OPW booth will be ideally located in the Association Pavilion near the PACK EXPO registration area, in the front of the Central Hall of the Las Vegas Convention Center.

The OMAC Packaging Workgroup has developed hardware and software specifications for technology providers to build Connect-and-Pack™ demonstration units. These specifications are the same as for the demonstration units used for PACK EXPO International 2008. These demonstration units will be networked together to demonstrate the ease of integration when leveraging the ISA88 Connect-and-Pack™ standards.

Sponsorship Signup Form can be found online at www.omac.org/packexpo2009.

Demonstration Sponsor Benefits:

- The demonstration sponsors/technology suppliers participating in this demonstration will be recognized and highlighted in the promotional materials in the OPW booth and in outside marketing initiatives:
 - A minimum of two broad-area press releases
 - A minimum of two articles in industry trade magazines on the cost benefits of leveraging the Connect-and-Pack™ standards
 - A minimum of three email broadcasts to over 5,000 recipients
 - A minimum of one post-event article posted on the OMAC website
- Each demonstration sponsor will have their company logo prominently displayed on a sign near their demonstration unit in the OPW booth. The sign dimensions are 2' x 2'. Please provide a vector file type of you logo to Ashley Wylie at awylie@isa.org.
- A brochure will be printed and passed out in the OPW booth describing the integrated demo in the booth and will include the demos of each participating sponsor company. The brochure will highlight how the OPW Connect-and-Pack™ Standards can deliver cost benefits. The brochure will also list all of the participating companies and their respective booth locations at PACK EXPO 2009.
- Each sponsor can submit 2-3 marketing pieces, technical papers, or other collateral (PDF files only) to be included in the OPW booth CD.
- Each sponsor will be able to distribute their company literature in the OPW booth as long as their company has a separate booth at PACK EXPO (This is a requirement of PMMI, the PACK EXPO show organizers.).
- Each sponsor will receive a copy of the contact list of all people who visited the OPW booth and had their badge scanned in the card reader.

Machine Builder/System Integrator Sponsor Benefits:

- The Machine Builder/System Integrator Sponsors will be recognized in the promotional material in the OPW booth and in outside marketing initiatives:
 - A minimum of two broad-area press releases
 - A minimum of three email broadcasts to over 5,000 recipients
 - A minimum of one post-event article posted on the OMAC website
- Each Machine Builder/System Integrator sponsor will have their company name and logo displayed on a single banner in the OPW booth. The banner dimensions are 3'W x 6'H. Please provide a vector file type of you logo to Ashley Wylie at awylie@isa.org.
- Each sponsor will be able to distribute their company literature in the OPW booth as long as their company has a separate booth at PACK EXPO (This is a requirement of PMMI, the PACK EXPO show organizers.).
- Each sponsor will be listed in the OPW booth brochure, along with their respective booth locations at PACK EXPO 2009.
- Each sponsor will receive a copy of the contact list of all people who visited the OPW booth and had their badge scanned in the card reader.

Sponsorship Fee:

- Sponsor with a demonstration in the booth - \$1,500 for OMAC Corporate Members / \$3,000 for Non-OMAC Corporate Members
 - Signup for OMAC corporate members begins on May 1, 2009
 - Learn more about becoming an OMAC Corporate Member at www.omac.org/membership
 - Sign-up for Non-OMAC members begins on June 1, 2009
 - Space is limited and will be filled on first come, first serve basis
- Machine builder/system integrator sponsor – No charge for OMAC Corporate Members/ \$1,000 for Non-OMAC Corporate Members

Attention! There is limited space available for technology suppliers to participate in this integrated packaging-line demonstration. Please contact Dave Bauman (dbauman@omac.org) if your company is interested in participating in the demonstration in the OPW booth or if you have any questions regarding this opportunity.