

## Show Floor Synergy

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Toy Industry Association

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AEM

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SPI (PLASTICS)




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## TOYFAIR



- Largest toy and youth product exhibition in the Western Hemisphere
- 115 Years
- 1,000+ Exhibitors
- 13,000+ Buyers
- Serves large and small industry stakeholders




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Are You Focused on Defending Your Turf  
or Sowing Seeds for Success?



or





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### Can Your Organization Be All Things to All People?



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### Partners Can Provide a Much Needed Boost

Partners Can Add Value to Your Show:

- Audience Development
- Niche Educational Content Needs
- Support At & During Foreign Marketplace Events
- Discount Educational Opportunities



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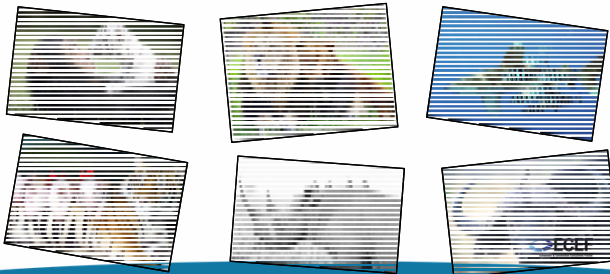
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### Sometimes Partnerships Come from Unlikely Sources



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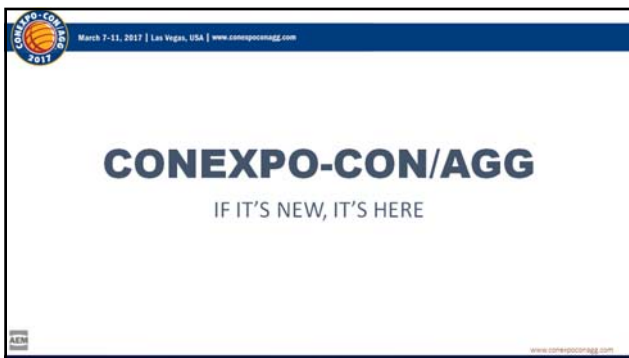
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**The International Gathering Place**

- CONEXPO-CON/AGG is the international gathering place for the construction industries, latest equipment, products, services and technologies.
- 130,000+ attendees
- 2400+ exhibitors
- 2.3 million square feet of exhibit space





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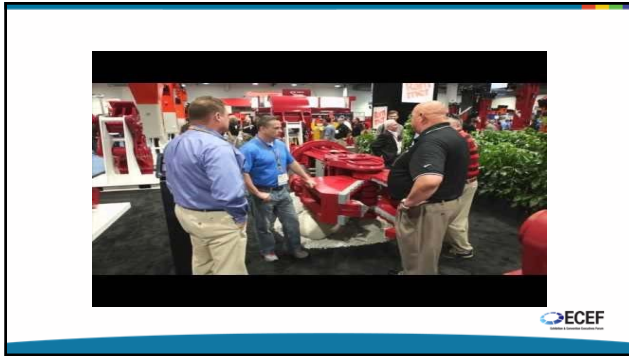
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### Stakeholders

- Every major construction industry.
- Partner with associations representing both sides
- Each group collocates an event – conference, seminar, party




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### Experience! Experience! Experience!

- Utilize timing
- Size and depth, breadth
- Demo's
- Certifications
- Parties
- Technology
- Technical Experts




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### Education

- Over 120 education sessions from 11 sister associations.
- Over 7,000 individual tickets & packages sold
- Work with the experts




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### Value of Colocations & Partnerships

Partnerships with

- 86 sister associations
- 200 publications
- 20 collocated events
- 650 industry meetings
- NASCAR




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### Exhibitor Engagement

- Internal support that helps drive traffic to booths
- 400,000 customized mailers and emails
- Media support
- Education on trade show best practices




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You make great things. *together* We make great things happen.

**“GOOD IS THE ENEMY OF GREAT” – Voltaire**

- 1.1 million net
- 20 million lbs.
- 2,000 exhibits
- 65k attendees
- 700 sessions
- 110 media partners
- Dozens of pavilions
- 100+ countries
- 100+ billion in annual purchasing budget

THE INTERNATIONAL PLASTICS SHOWCASE  
March 22-27, 2015 | Orange County Convention Center | Orlando, FL, USA

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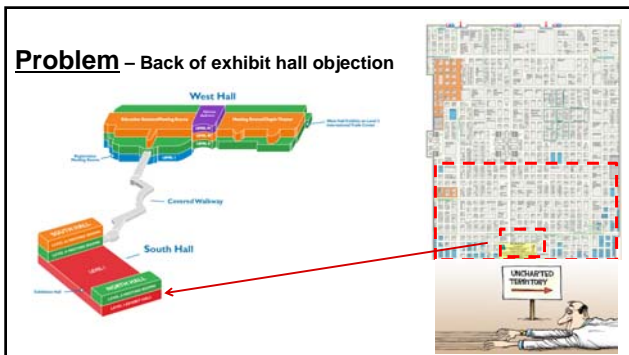
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SPI's Mission Statement – adds “the pursuit of zero waste”



- Design/Layout
- Partners
- Materials
- Marketing/Creative
- **WOW Factor**

SCAD – Freeman – Exhibitors – Product Suppliers – MDG – Sessions

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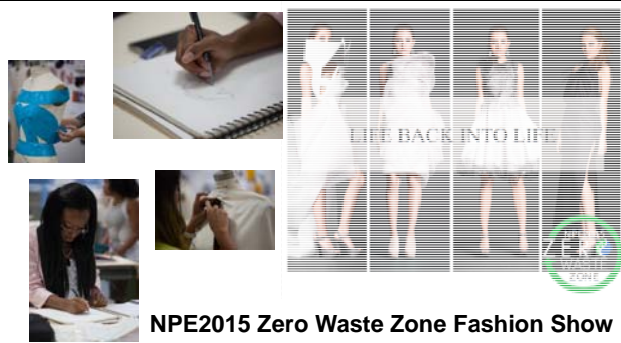
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NPE2015 Zero Waste Zone Fashion Show

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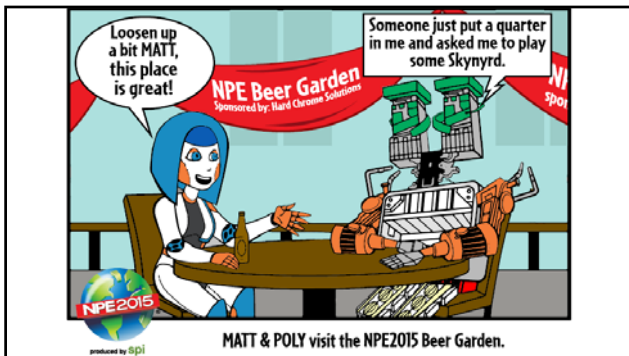
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