



LIFE IS
GOOD
IN PRIVATE LABEL

ONLINE | 1-4 December 2020

WELCOME TO PLMA



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Manufacturer or retailer, life in private label is good. Also in 2020. Private label market share in Europe is nearly 40% or more in eight countries and consumer acceptance of retailer brands has never been higher. Yes, competition is fierce but the opportunities for new products and new business remain extraordinary. The current global situation has not changed any of that.

In 2020, one thing did change dramatically: The crisis has made it impossible for manufacturers and retailers to meet at PLMA's annual "World of Private Label" in Amsterdam. PLMA is filling the gap by launching the Online "World of Private Label", to allow for manufacturers and retailers to continue business growth. Not in Amsterdam, but in the cloud, the show will be accessible from anywhere. All you need is a good internet connection and a computer with webcam and speakers, by now standard equipment for every company.



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The online show is organised by categories

In order to keep the Online "World of Private Label" efficient for exhibitors and buyers, there are designated product category show days. Each category will be open for two full days, according to the schedule below:

Tuesday, 1 December

- Health & Beauty Products
- Household Products
- Housewares and Other Non-Food Products

Wednesday, 2 December

- Health & Beauty Products
- Household Products
- Housewares and Other Non-Food Products
- Shelf Stable Food & Beverages
- Pet Products

Thursday, 3 December

- Shelf Stable Food & Beverages
- Pet Products
- Fresh, Refrigerated & Frozen Products
- Trade & Service Suppliers (Ingredients, Packaging etc.)

Friday, 4 December

- Fresh, Refrigerated & Frozen Products
- Trade & Service Suppliers (Ingredients, Packaging etc.)

Who exhibits?

Continuing the global footprint of the in-person show, exhibitors in the Online "World of Private Label" will come from all over the world. There are large multi-national corporations and small and medium-size companies. For big companies, the show opens the door to the private label side of retailing. For SME's, the show gives industry-wide exposure and instant credibility.

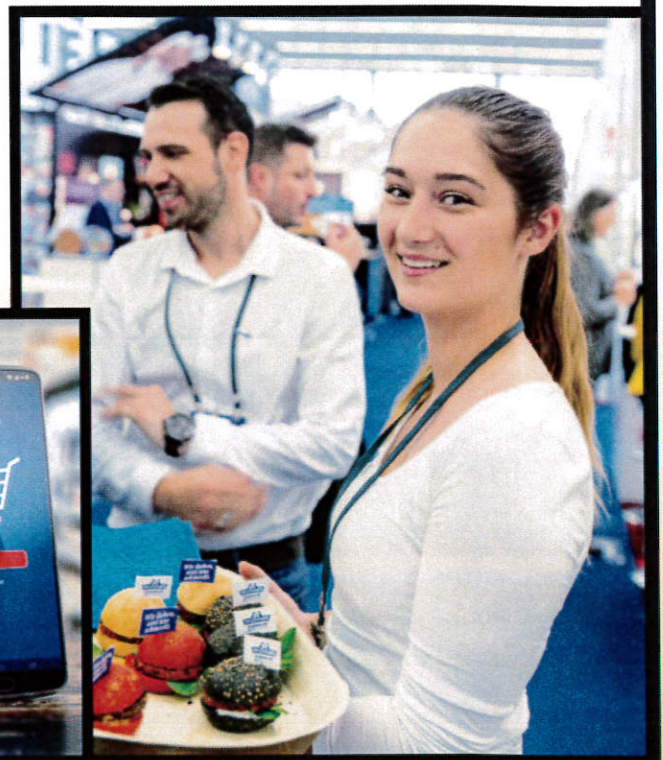
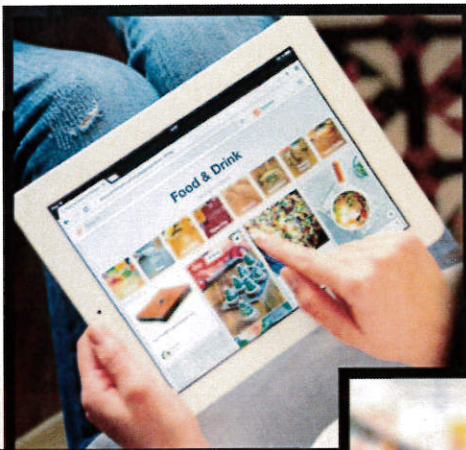
Who visits?

The Online "World of Private Label" will provide thousands of buyers from all of the major supermarkets, hypermarkets, discounters, drugstores and wholesalers the opportunity to expand their contacts with private label manufacturers that can supply them with more and new products for their private label offerings.

Don't miss this opportunity to build your private label business

Nothing beats exhibiting in PLMA's annual in-person "World of Private Label" International Trade Show in Amsterdam. There is a reason that more than 90% of exhibitors renew their exhibit space each year and that the show has a long waiting list. But in this special year which requires a special solution... PLMA's Online "World of Private Label" is the next best thing to exhibiting in Amsterdam!

To reserve your online stand, contact PLMA International Council today: Go to www.plma.nl/exhibitoronline, send an email to exhibitoronline@plma.nl or call +31 20 575 3032.



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Facts for Exhibitors



SHOW ORGANISERS

PLMA's Online "World of Private Label" is organised by the Private Label Manufacturers Association. It is the only organisation of its kind, representing more than 4,500 member companies around the globe. PLMA presented its first show in the United States in 1980 and its first show in Europe in 1986. Today, PLMA provides services to member manufacturers in more than 75 countries.

BUYERS LIST

The Online "World of Private Label" will feature a list of registered retail and wholesale companies as of one week prior to the show. The list includes contact details for every company for follow-up by exhibitors.

ONLINE STAND PACKAGE

The Online "World of Private Label" offers PLMA's member manufacturers a variety of options to promote themselves and their products, during the event as well as afterwards.

The online exhibit rate covers the following:

- Company listing including company name, full address, website, e-mail, phone number and two exhibitor contacts;
- One-on-one video conversation functionality allowing buyers to connect with exhibitor contacts during show days, including call-back and file transfer possibilities;

- Online stand customisation by uploading of company logo, product pictures, video links, product catalogues, company information and promotional copy;
- Two full show days within the exhibitor's main product category;
- Continued exposure after the event. All online stands in PLMA's Online "World of Private Label" will remain accessible to registered retailers and visitors until mid-April 2021.

EXHIBIT RATE

Participation in the Online "World of Private Label" is open to PLMA members only. The online exhibit rate amounts to Euro 750 and is subject to reversed VAT. Companies wishing to exhibit in the Online "World of Private Label" may become members of PLMA International Council at annual membership dues of €1.500.

More information on membership may be found at www.plmainternational.com/membership.

To exhibit, companies must complete the application to exhibit and return it to PLMA International Council.

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Private Label Manufacturers Association

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