

## **PACK & GIFT 2009 - 2<sup>nd</sup> edition**

**3 & 4 June 2009 at Paris - Porte de Versailles**

- **A convincing original and effective concept!**
- **Placing sustainability and responsibility at the heart of the event**
- **A wide range of markets concerned**

Based on the success of its launch in June 2008, Pack & Gift is organising the second event for the industry on 3 & 4 June 2009 at Porte de Versailles, hall 5.1, just like last year. This hall is clear, visible and accessible from the moment visitors first step foot in the exhibition area.

How can a standard product be transformed into a special event-based offer? This approach has been definitively adopted by the Brands and is now a dominant trend on the different markets.

In addition to radically boosting sales, this transformation enables Brands to enhance their appeal to consumers, and extend and reinforce customer relations.

Pack & Gift aims to go with the flow of this substantial overhaul.

This event, with its unique positioning, brings together the competences specifically required by Brand "Special offer" managers: specialist design agencies, and manufacturers of packaging, of promotional items and of made-to-measure packaging.

These special event-based offers may be both necessary and effective, however they also demand careful attention: creativity, differentiation, surprise, but also consistency and image are all key elements in the strategies and intentions of all Brands. This is why these themes are also integrated at the event: workshops, round tables and the solutions proposed by exhibitors will all provide food for thought.

Conferences and exhibitions focusing on eco-design will particularly enable actors to report on recent developments and anticipate the key priorities of sustainable development, which are now shared by all actors.

Participants will exhibit their sustainable development products in a dedicated area. This area will be hands-on and educational and display front-running solutions.

Without the slightest doubt, one of the keys to the success of the previous edition of the event was the wide range of markets which use special event-based offers. All of these markets indicated their interest in the event, carefully positioned on the right date for the preparation of year-end offers: perfumery, cosmetics, drinks & alcohol, food, leisure, mass electronics, writing implements, fashion, etc.

Requirements vary ranging from the mass market to luxury niches, but the methods applied vary little.

Pack & Gift 2009 will aim to extend its target public and ensure even greater effectiveness.

*IDICE organises trade fairs and professional events: Luxe Pack Monaco, Luxe Pack New York, Luxe Pack Shanghai, Pack&Gift, FIP and Go Plast.*

*IDICE is part of the ETAI group, one of the main professional information groups in France, with 700 employees in France and abroad, and a turnover of 120 million euros.*

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The logo for Pack & Gift features the words "Pack" and "Gift" in a bold, black, sans-serif font. A small, stylized pink and white graphic element, resembling a gift box or a decorative ampersand, is positioned between the two words.