

# Pack & Gift

**PACK & GIFT 2012, the best place to find creative inspiration,  
continues to evolve**

Press release  
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**This year's Pack & Gift will take place on the 13<sup>th</sup> and 14<sup>th</sup> of June 2012 in Paris Porte de Versailles. For the 5<sup>th</sup> consecutive year, this unique trade fair will have even more exhibitors. The emphasis will be on the innovation and creativity offered by the 250 packaging and promotional specialists exhibiting, offering a wealth of inspirational ideas for brand marketing managers that visit Pack & Gift to find both inspiration and a way of standing out from the crowd.**

## Evolution ....

Pack & Gift is still unique as a concept, and emerging market trends confirm that brands need to ensure they have peak times during the year as well as to forge strong links with their client base. Once again, 2012 will see an increased number of exhibitors. This year there will be nearly 250 specialists offering a wide range of solutions from the promotion and client loyalty markets.

The majority of previous exhibitors are returning to Pack & Gift 2012, as well as numerous new faces from areas as varied as wood packaging, folding boxes, promotional bags, natural fibre items, loyalty cards...

## And inspiration

Shedding light on the different elements of promotional and event based marketing, Pack & Gift is a real "selection box" of creative ideas, whatever your industry.

From packaging design to promotional gifts, Customer Relationship Management solutions or point of sale marketing, Pack & Gift offers a unique comprehensive approach for marketing that will ensure you stand out from the crowd.

Pack & Gift 2012 is again, therefore, an important date for anyone in the industry.

Find more information on [www.packandgift.com](http://www.packandgift.com)

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*IDICE organises professional events and fairs: Luxe Pack Monaco, Luxe Pack New York, Luxe Pack Shanghai, Pack & Gift and FIP solution plastique.  
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