

Pack & Gift 2010: An efficient trade fair in a context of changing modes of consumption

Which gift pack and which gift to offer for Saint Valentine's? How can we boost sales of a standard product? How can we give sense and meaning to an event related product? These are just some of the questions that brand promotion and marketing managers and executives are asking.

Pack & Gift, the fair dedicated to gift, promotional and event related packaging, offers them a unique opportunity to meet all the sector's professionals in a single venue. For its 3rd edition, on 2 & 3 June 2010, the event will bring together close to 200 exhibitors at Porte de Versailles, Hall 5.1.

A unique and highly relevant concept

This uniquely positioned trade fair efficiently and effectively accompanies the brands aiming to enliven their ranges throughout the year, to boost their sales and build customer loyalty.

Packaging and promotional object manufacturers, creative agencies and custom packagers, all of them highly experienced with the specific requirements and constraints of limited editions, present their products and their best creative techniques for the realisation of gift packs, limited editions, collector packs, gifts with purchase, etc.

Pack & Gift has been a hugely popular success since its 1st edition – the number of exhibitors virtually doubled between the 1st and 2nd editions!

New consumer expectations

At a time when modes of consumption are rapidly evolving, consumer attitudes and expectations are changing: today, promotional offers have to bring a product real added value.

Whatever their sector of activity and range level, brands have to satisfy these new expectations and are now obliged to innovate while respecting their DNA and integrating sustainable development, globalisation and operational profitability.

Innovation, adaptability and creativity will be at the core of the next Pack & Gift fair. This means attending Pack & Gift 2010 will be a strategic move for brands. More than ever, Pack & Gift will be a vitally relevant professional rendezvous for brands facing the increased requirements of consumers and their search for meaning.

For more information, visit our website: www.packandgift.com



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 800 employees in France and abroad.

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