



Press release
February 28th, 2011

**A unique concept responding to brand requests,
Pack & Gift 2011 continues to grow:
20% more exhibitors and previously unseen events**

The 4th edition of the Pack & Gift 2011 trade show will take place in Paris, Porte de Versailles on the 8th and 9th of June. Thanks to 20% more exhibitors and previously unseen events, it promises to offer real answers and inspiration for brand promotion and loyalty managers.

A unique concept responding to brand requests

The concept of the Pack & Gift trade show is unique. A single location, over a 2 day event allows brand managers from all sectors and all range levels to find service providers who will guide them in the conception and production of promotional and event materials: design, packaging, gifts and brand loyalty items with the CRM Village exhibitors.

In so doing, Pack & Gift is responding pragmatically to brand requirements - to galvanise their ranges throughout the year, and in so doing, dynamise sales and maximise client loyalty.

Confirmed growth for 2011

This is why, since its inception, this trade fair has seen constant growth.

In 2011, and for the 4th consecutive year, proof of having its finger on the pulse of the market, the fair has 20% rise in exhibitor numbers.

There will be more than 200 exhibitors at Pack & Gift 2011, versus the 174 seen in 2010, offering an overall view of solutions and innovations from the worlds of events, gifts and customer loyalty. Such a platform allows brands to find new solutions that are perfectly adapted to the personalisation of their ranges, opening the door to new possibilities.



A world tour of the most creative event solutions

Pack & Gift 2011 is proud to premiere a previously unseen exclusive gallery: the "Pack & Gift World Tour".

What could be better as a source of inspiration and understanding than a world tour of the most recent developments in event and promotional packaging?

Jean-Jacques Evrard, founder of Pentawards, and Brice Auckenthaler of Tilt Ideas have both contributed to this gallery. Through notable creations inspired by their travels over the 5 continents, they have encapsulated trends, which will be debuted on Thursday the 9th June at 2pm:

“Pack & Gifts world tour, 10 ways in 10 lessons!”



◀ Promotional offer
OVOMALTINE/ OVALTINE -
CHINA

Watch this space for news of the other conferences and events taking place with industry experts, key topics and marketing information on eco-design, trends, creativity, customer loyalty, legal advice, etc.

Come and see us on the 8th and 9th of June, in Paris -Porte de Versailles -Hall 5.2.

For more information, visit: www.packandgift.com

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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