

Pack & Gift

Press release
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From promotion to customer loyalty,
PACK & GIFT 2011 bridges the gap...
8 & 9 June in Paris - Hall 5.2 - Porte de Versailles

Over the years, the concept of the Pack & Gift exhibition, dedicated to promotional packaging and special-event offers, has proven to be a solution suited to the marketing strategies of manufacturers, irrespective of the positioning of their ranges or industry sectors.

For its 4th staging, this trade fair reaches a new stage in its development with the inauguration of a "CRM Village".

Proven concept

Pack & Gift found an audience right from its very 1st staging as it is the only trade fair bringing together specialists from the promotional packaging and gift industries. Irrespective of the positioning of their product ranges, manufacturers are required to design promotional series at strategic consumption periods in order to boost their sales and create a bond with consumers.

Pack & Gift has managed to present an ever broader offering from manufacturers specialising in promotional and event-oriented series which meet those requirements.

Synergy of the CRM Village

Because Pack & Gift visitors are looking for new tools to create impactful in-store operations, but also to maintain out-of-store customer relations, the "CRM Village" of Pack & Gift 2011 will offer them a complete range of services to improve their relationship marketing: getting to know your customers better is essential to adapt and customise products and services and thus reinforce relations with them and gain their loyalty.

Going beyond the mere sales process, this strategy is also less costly than the canvassing of new customers; it is at the centre of numerous marketing plans for determining promotions, prices or products.

In this area, manufacturers will find software publishers, firms specialising in digital promotion on the web and on mobiles, couponing specialists, merchandising specialists, loyalty card publishers, marking systems, etc.

Goal of the 2011 exhibition

The 2011 Pack & Gift exhibition, which will take place in hall 5.2 –bigger than the previously used 5.1 at Porte de Versailles – promises to provide manufacturers with innovative solutions to attract customers, win them over and gain their loyalty.

Pack & Gift 2011 is a unique opportunity for the trade fair's visitors – company managers, marketing managers and brand promotion managers – to find in one place the solutions to all their marketing requirements.

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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