

# Connecting Private Label Worldwide



**PLMAGL**  **BAL**

Online Private Label  
Trade Show

**28-31 March 2022**

Presented by the Private Label Manufacturers Association

### CONNECTING PRIVATE LABEL WORLDWIDE

PLMA Global will enable manufacturers from around the world to meet with buyers from PLMA's industry-defining Amsterdam and Chicago events combined - regardless of their home country. It will be your online connection to retail and wholesale buyers from supermarkets, hypermarkets, discounters, drugstores, department stores, specialty shops, online shops and more.

This is the online event where you can show your products to the world and talk about your latest innovations, packaging and marketing ideas. Along with hundreds of other exhibitors and their products, PLMA Global will be the digital hub for the private label industry.



### THE SUPPLY CHAIN IS A 24/7 CHALLENGE. PLMA GLOBAL CAN HELP

As the world navigates its way out of the pandemic, the disruption to retailing and the store brands industry continues. Foremost among today's challenges is the reliable flow of products from source to marketplace. The online PLMA

Global trade show can help mitigate supply chain issues by providing a convenient, secure, and information-rich platform where retailers can engage with current, and prospective private label suppliers.

They can collectively look for optimum ways to move goods by evaluating their respective supply chain capabilities and, if necessary, diversifying their partnership community. Quality, innovation, and the cost of products will always be attributes retailers will look for in their supply partners, but right now availability, continuity and on-time delivery are paramount.

**To request an application to exhibit,  
e-mail: [plmaglobal@plma.nl](mailto:plmaglobal@plma.nl)  
or call: +31 20 575 3032**

### EFFICIENT APPOINTMENT SCHEDULING

PLMA Global's format allows buyers to join the event as it fits their schedule and time zone. To make the event time-efficient for everyone, buyers will be able to request video call appointments from exhibitors in advance, before the show opens. Video calls can be one-on-one but they can also be group calls with multiple participants, exhibitors as well as buyers. Supported by video conferencing platform Jitsi Meet, the calls allow for everything you are used to in daily business, including screen sharing and virtual backgrounds.

When a buyer requests a video appointment, an instant e-mail notification with a direct login link goes out to the exhibitor. Once appointment date and time have been confirmed, a unique video meeting link is created and sent to all meeting participants.

### PLMA LIVE! PROGRAMMING

As the event is global, PLMA's unique video news network PLMALive! will provide news items, interviews and other coverage tailored to the global private label industry on a daily basis. In addition, there will be an online version of PLMA's unique Idea Supermarket.

### BUYER & VISITOR TOOLS

Buyers and visitors will be able to find the quality products they are used to from PLMA - from food, snacks, and beverages to health and beauty, household and kitchenware. PLMA Global's online search functionality allows for quickly finding suppliers by company name, product category, description or trend, by country or continent, or by any combination of the above. In addition, it is possible to source products using the photo gallery view. Buyers wishing to connect with exhibitors can schedule video appointments in advance or request an instant video call during show days. They can also exchange virtual business cards with exhibitors of their interest, or use chat tools to communicate.



### EXHIBITOR TOOLS

Exhibitors receive one entire webpage within the PLMA Global platform and will be able to display their company logo, pictures of their most important featured products with detailed descriptions, as well as additional company and product information shared through downloadable documents or promotional videos, including search engine keywords. In addition,

exhibitors will be able to list their personnel for buyers to contact with, including languages spoken and profile pictures. Exhibitor personnel that is logged in will display as 'online' and can be contacted directly for video calls. Offline personnel will receive e-mail notifications with a quick login link when buyers are requesting appointments.

### ONE WEEK + THREE MONTHS

Visitors and exhibitors will be able to connect live 24/7 during the event, and the PLMA Global platform will remain open for another three months for any type of follow-up, or for any visit by buyers who could not log in during show days. During these three months, all PLMA Global connectivity tools, including video call and appointment scheduling, remain active, thus allowing for easy post-show access.

### BUYERS LIST

A preliminary list of registered buyers and other visitors will be sent to all exhibitors two weeks prior to the event. At the conclusion of the event, exhibitors will receive an updated list of all buyers and visitors that registered.



### SHOW ORGANIZERS

PLMA Global is presented by the Private Label Manufacturers Association. It is the only organization of its kind, representing more than 3,500 member companies worldwide. With offices in New York and Amsterdam, PLMA is devoted exclusively to the promotion of private label. Today, it provides services to manufacturers and retailers in more than 75 countries.

### EXHIBIT RATES

Net rates for PLMA members are as follows:

- Early-bird rate until 11 February 2022: Euro 750
- Standard rate after 11 February 2022: Euro 1100

Non-members must add a surcharge to the exhibit rate. To exhibit, companies must complete the application to exhibit and return it to PLMA.

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