

Packnorth 2021

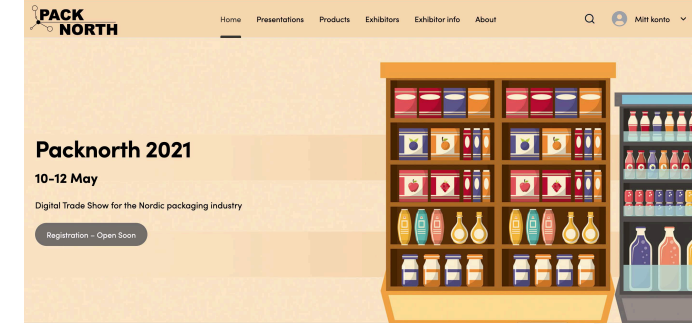
10-12 May

Digital Trade Show for the Nordic packaging industry

Registration – Open Soon



Sign&Print Connect 2021



Meet the Nordic packaging industry during 3 lively days, May 10–12.

No special software needed - built completely with basic Microsoft software and Wordpress.

Visitors and exhibitors just click and are in the exhibition - no apps or special software needed

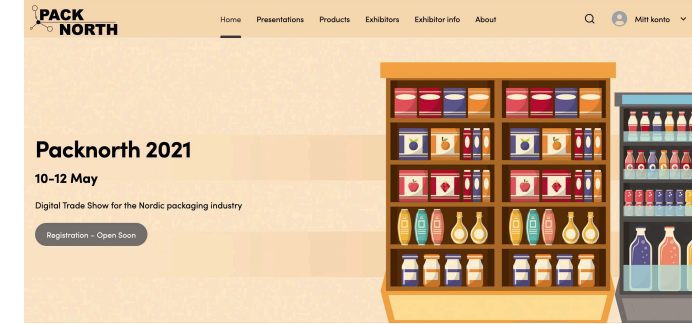
The standardised building system makes **most exhibitors build their booth in a couple of hours**

We go for **best return on investment of any digital exhibition**

€ 3490 and you are in - with two daily presentations, your own booth, direct contacts and marketing

€ 4990 give you a larger logo, presented first and your own channel for all day presentations.

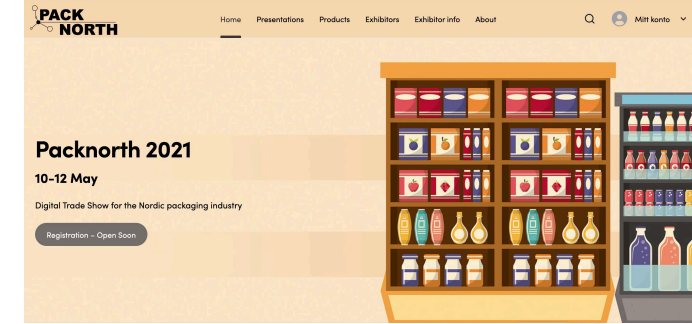
Time table



- March 1.** Release of packnorth.se site for exhibitors
- March 1.** Start of weekly Thursday 11.00 Teams exhibitor meetings.
- March 15.** Marketing starts in Nord Emballage, Pack Sweden and Packnews
- April 18.** Official opening of the site.
Visitors start registering
Marketing start in Facebook, Instagram and Google.
- April 23.** Daily newsletters start, presenting each of the exhibitors.
- May 10.** Exhibition opens.

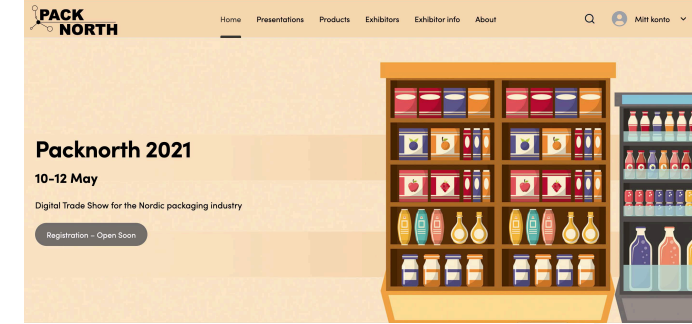
More than 200 000 persons reached with marketing in all Nordic countries.

Targets for Connect



- Marketing should reach 200 000 unique recipients.
- More than 5000 visitors to the exhibition.
- Return on Investment for all exhibitors.
- More than 80 per cent exhibitor and visitor satisfaction.
- Stable technical platform, based on Microsoft and Wordpress components.

Statistics from February



Result from Signprintconnect.se in Sweden, February 9-11, 2021

3 633 unique visitors
43 047 pages watched

Exhibitor comments after the exhibition:

"This is a game changer. Something that will shake the industry." JJ Hendriks, Signcom

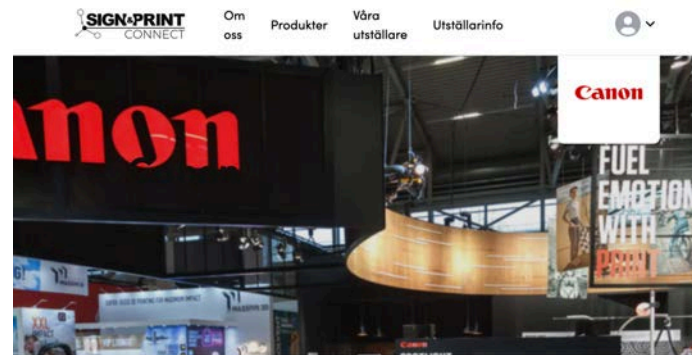
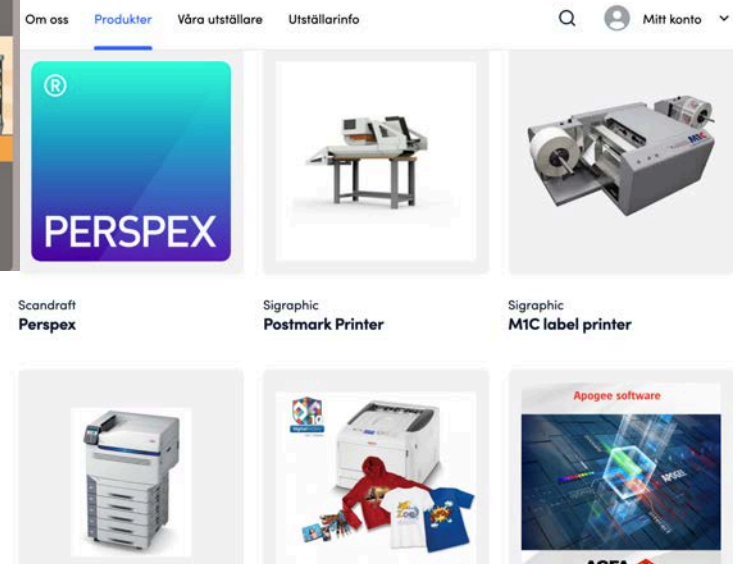
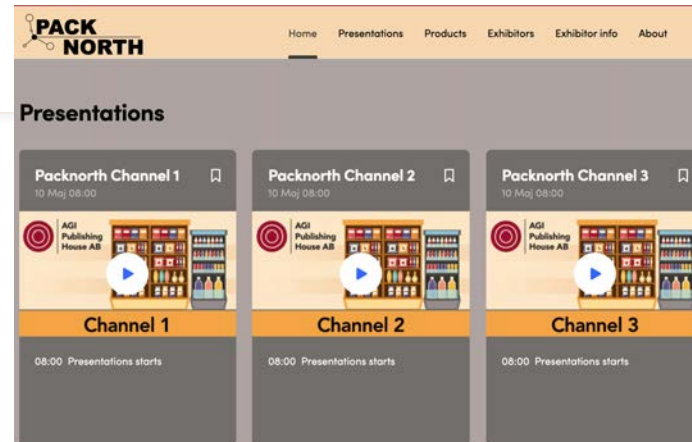
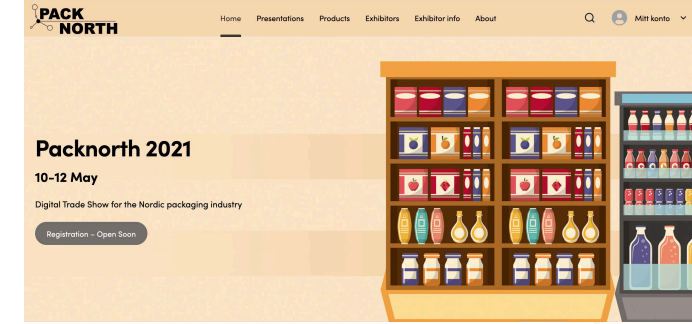
"Despite little interaction with visitors, we got many new leads." Anonymous

"A very good way of having focused "meetings" and finding visitors with a clear interest." Anonymous

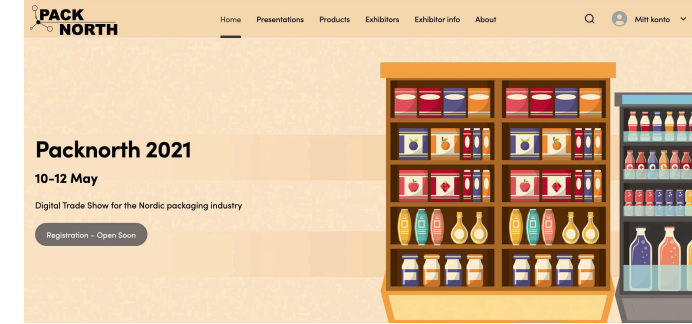
"The demos worked out very well." Nils-Arne Sletten, Agfa

Three parts

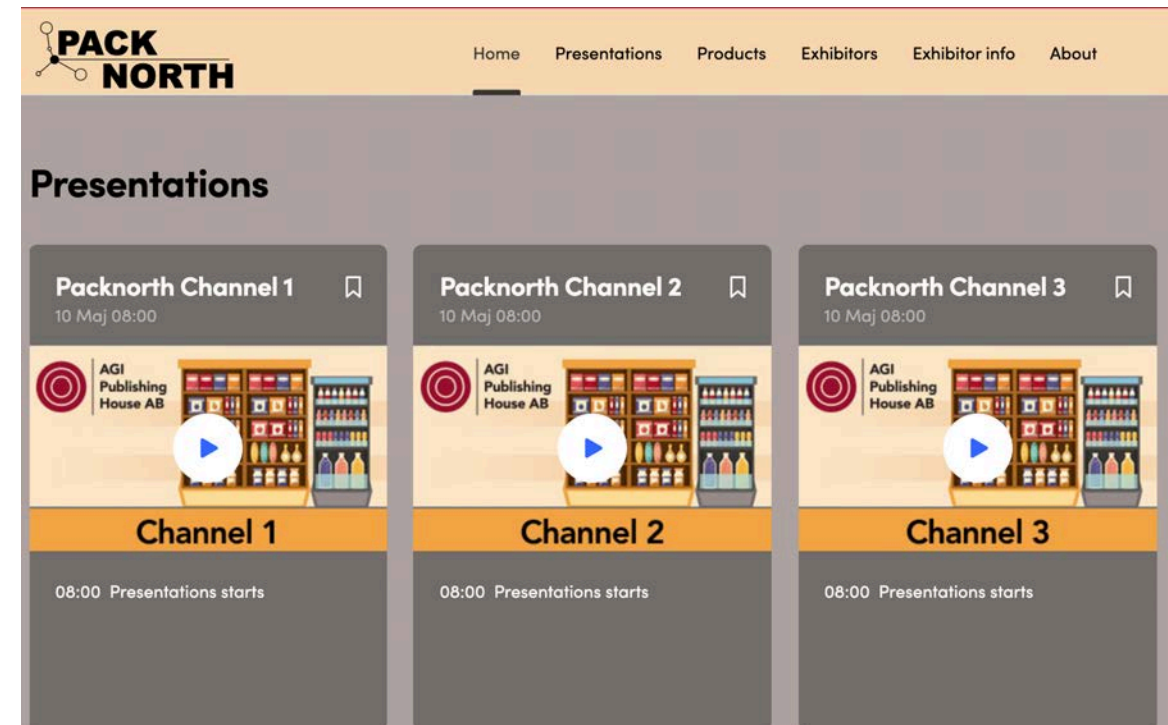
- Presentations
- Exhibitor area
- Product presentation



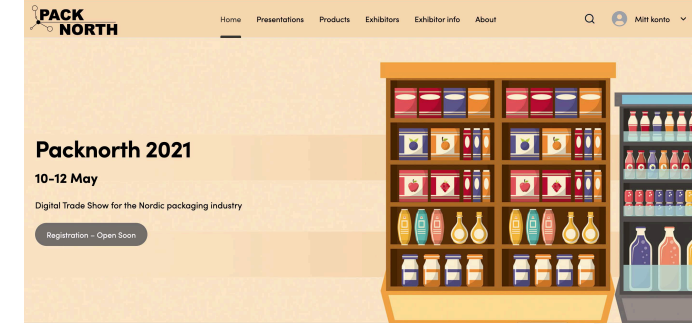
Presentations



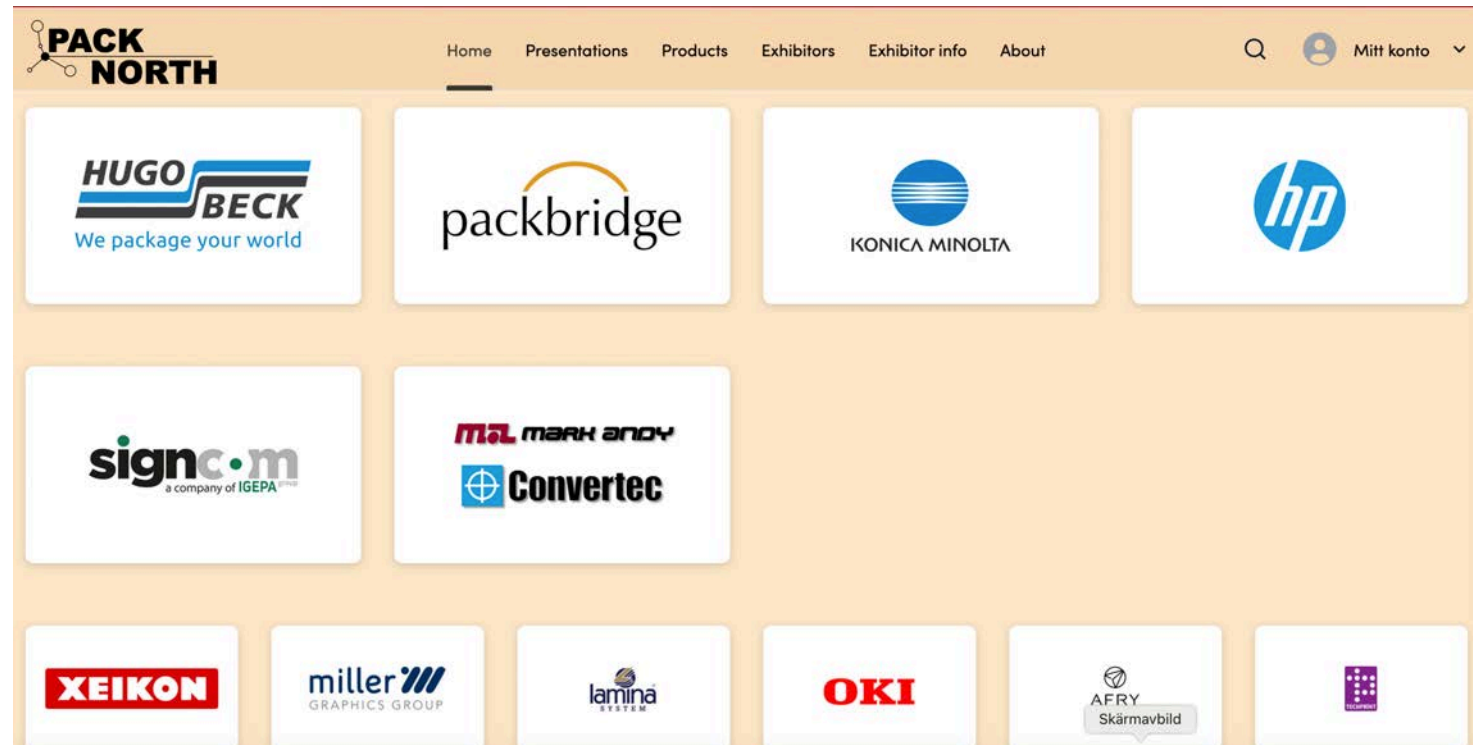
- Two 20-minute presentations per day in the AGI channel
- Just click to enter
 - and unmute to start presenting
- 12 companies present in each channel.
- Also possible to have your own channel



Exhibitor Area

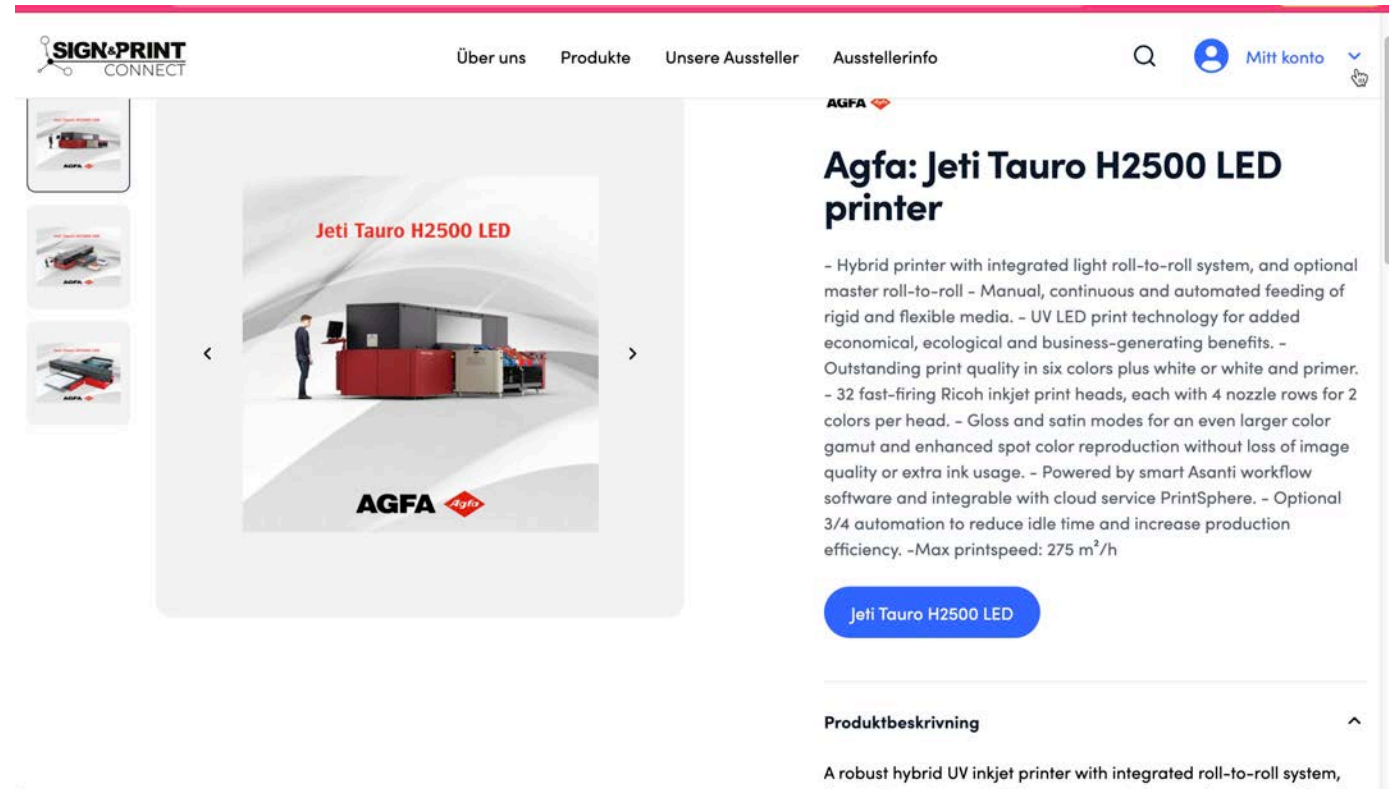
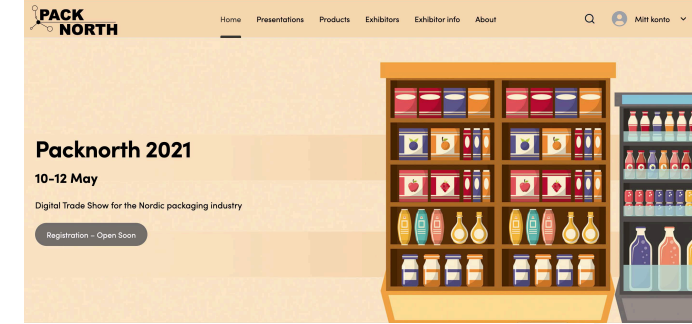


- Company presentation
- Contact persons with:
 - Teams Direct link
 - Schedule bookings
 - E-mail
 - Phone
- Product presentations

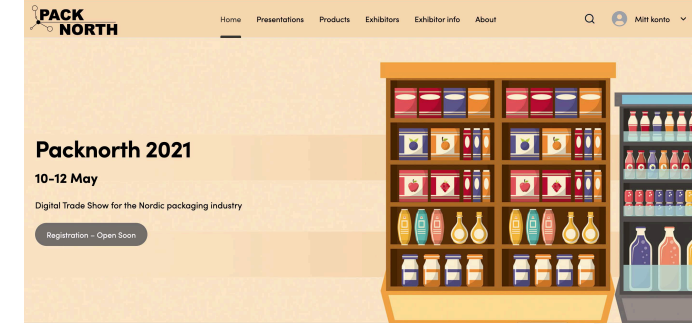


Product presentation

- Full product information
- Direct contact to a specialist
- Product videos



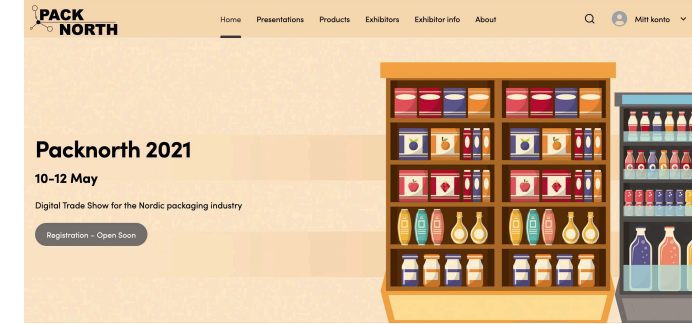
Small €1990



- Company presentation on site
- Up to 15 product listings
- Direct contact to specialist
- Link to videos

A screenshot of the AGFA Jeti Tauro H2500 LED printer product page. The page features a large central image of the printer with a person standing next to it for scale. The text 'Jeti Tauro H2500 LED' is overlaid on the image. To the left of the main image are three smaller thumbnail images of the printer. The right side of the page contains the product title 'Agfa: Jeti Tauro H2500 LED printer' and a detailed description of the printer's features, including its hybrid UV inkjet technology, roll-to-roll system, and various printing capabilities. A blue button labeled 'Jeti Tauro H2500 LED' is positioned below the description. The top navigation bar includes 'Über uns', 'Produkte', 'Unsere Aussteller', and 'Ausstellerinfo', along with a search icon and a 'Mitt konto' dropdown.

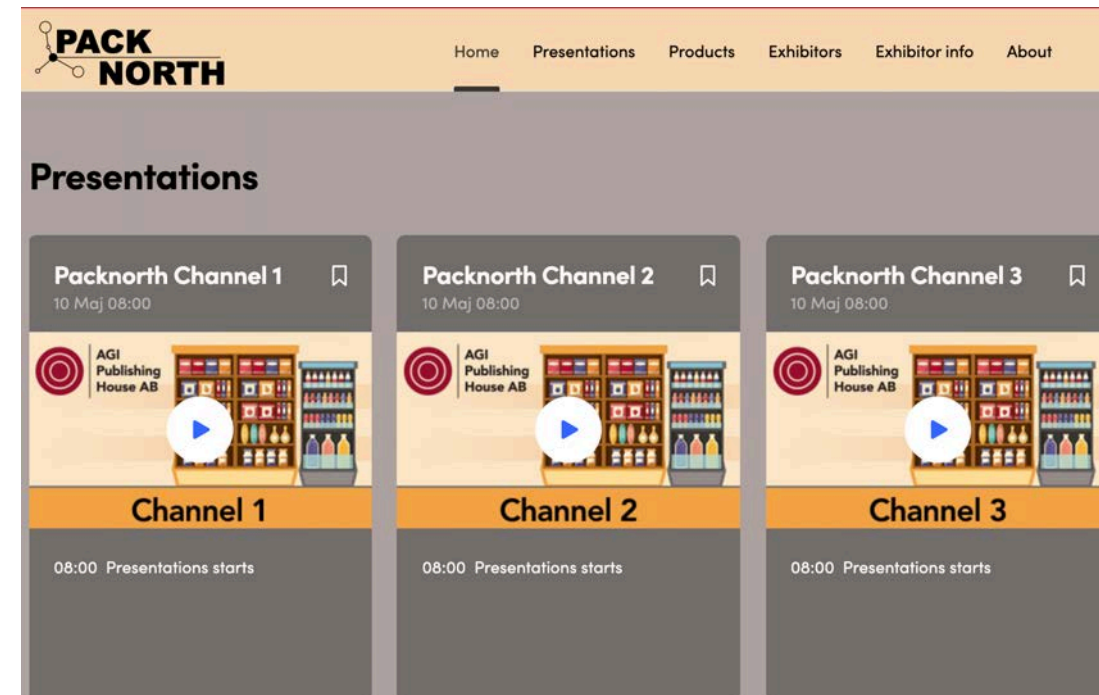
Medium €2990



- Two 20-minute presentations per day in the Sign&Print channel
- Company presentation on site and in marketing

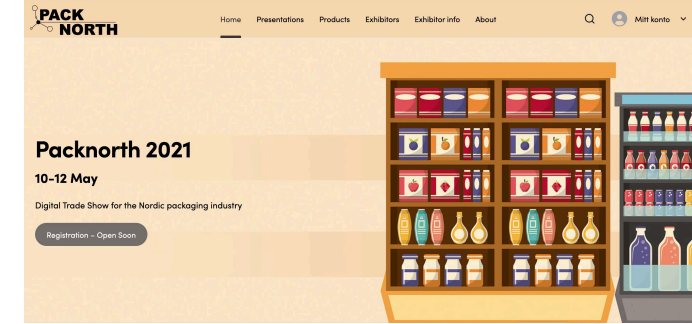
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Packnorth, a part of AGI Publishing House, Sweden

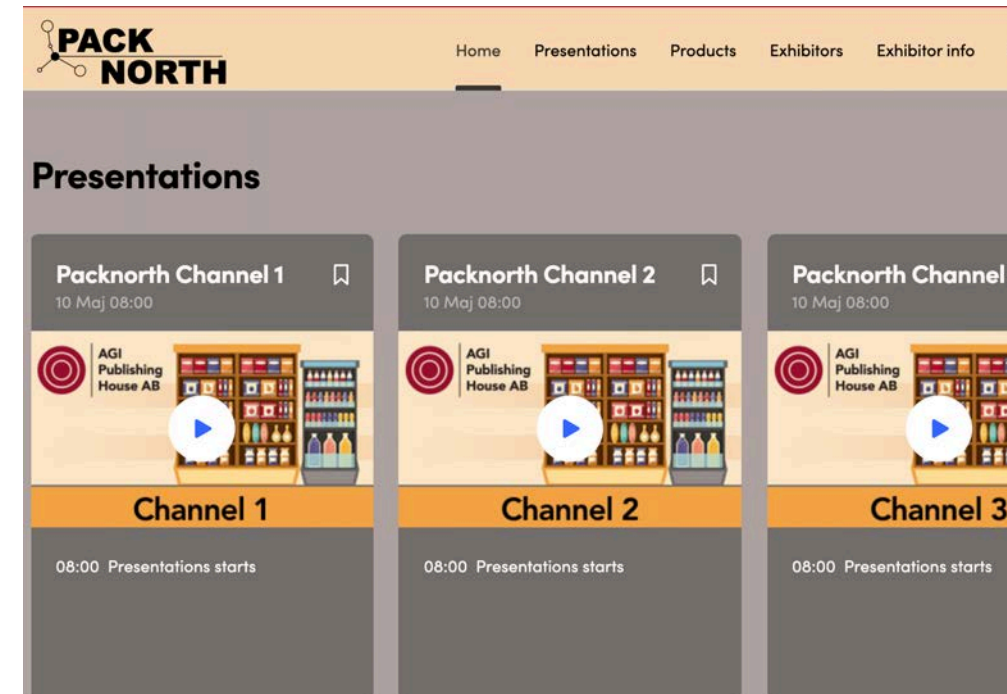
Large €4500



- Large banner, presented first on home page
- Interview and company presentation in newsletter
- Own channel presented next to exhibition channels

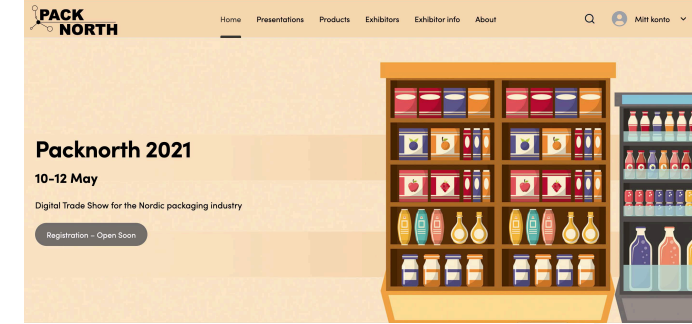
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Packnorth, a part of AGI Publishing House, Sweden

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