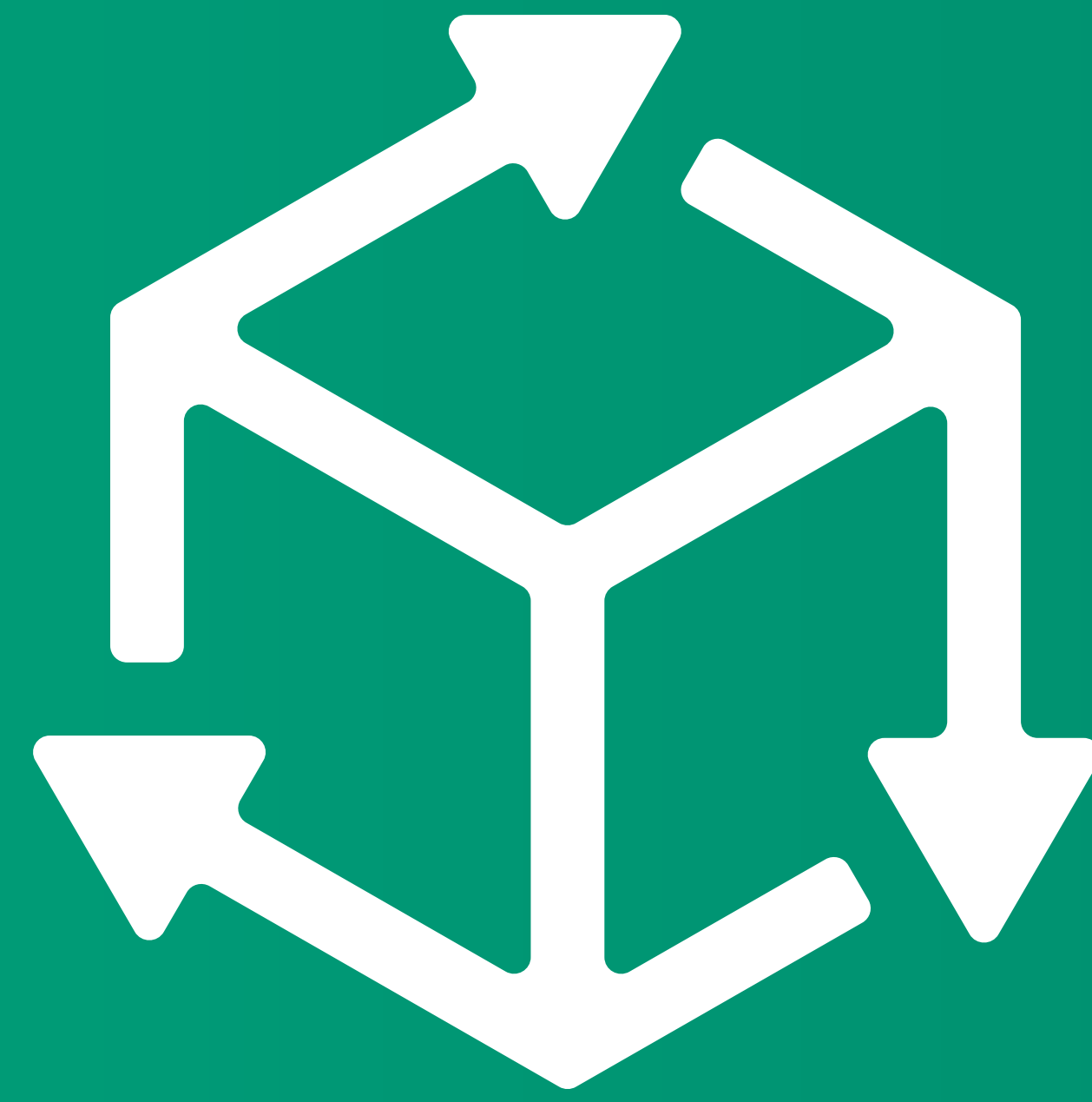


PACKAGING  
RECYCLING  
SUMMIT

PRESENTED BY **PACKAGING**  
WORLD



# SPONSORSHIP PROSPECTUS

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NOVEMBER 6-8, 2023 | ATLANTA, GA

[www.packagingrecyclingsummit.com](http://www.packagingrecyclingsummit.com)





# ABOUT THE EVENT

## Connect and Collaborate Across Every Segment of the Circular Supply Chain

Many consumer-packaged goods companies claim their product packaging is recyclable, but they leave the dirty work to other stakeholders downstream. To do their part, brands must go beyond recyclability claims and design packaging that is actually being recycled into valuable post-consumer recycled material. They also need to be paying customers, sourcing this PCR from their materials suppliers, and reliably using it in their packaging.

How can brands transform from passive producers of waste to active participants in a circular economy? They must think outside of their own four walls and embrace a systems approach. The Packaging Recycling Summit, presented by *Packaging World*, engages brands, materials suppliers, reprocessors, and materials recovery facilities (MRFs) to shed light on all the links of the circular supply chain, revealing what materials can and will be recycled. By understanding the realities and motivations of each segment of the value chain, all stakeholders can do good and profit from the promise of a circular economy.

# ADVISORY BOARD



**Peter Adrian**  
Recycling Coordinator  
SWALCO



**Michelle Bryson**  
Global Sustainability Director  
BW Packaging



**Kim Carswell**  
Sustainable Packaging Leader  
Formerly of Target/GM/Kraft/  
SPC/Recycling Partnership



**Ana Espinosa**  
Packaging Sustainability  
Manager  
The Estée Lauder Companies Inc.



**Dan Felton**  
Executive Director  
AMERIPEN



**Katherine Huded**  
VP of Recyclability Solutions  
The Recycling Partnership



**Marija Massey**  
Market Development  
Manager, Circular  
Feedstocks  
Eastman Chemical



**Kelly Murosky**  
Sustainable Packaging Manager  
Unilever



**Cory Nook**  
VP, R&I Packaging  
Danone North America



**Michael Okorafor**  
Chief Sustainability Officer  
McCormick & Company



**Jeff Synder**  
Director of Recycling  
Rumpke Recycling



**Dylan de Thomas**  
VP of Public Policy &  
Government Affairs  
The Recycling Partnership



**Roger Zellner**  
Owner  
Rogue Zebra Consulting  
& Coating



## WHAT MAKES PACKAGING RECYCLING SUMMIT UNIQUE?

- Materials agnostic, from plastic converters to paper pulpers and aluminum smelters and glass remelters
- Brings together brands, recyclers, OEMs and materials providers under one roof
- Focused on finding solutions, not just more talk
- Pushing forward innovation in materials and design
- Identifying the opportunities in the circular supply chain
- Programmed by the editors of *Packaging World*, the most trusted industry resource
- The backing of PMMI, the largest association of packaging machinery manufacturers





VENUE

## GRAND HYATT ATLANTA IN BUCKHEAD

Our Buckhead Atlanta hotel places you in the center of this iconic neighborhood — home to remarkable architecture, restaurants, shopping, and the financial district. Enjoy stylish accommodations, a fitness center, a pool, fine dining, and elegant event space at Grand Hyatt Atlanta in Buckhead.





# AGENDA-AT-A-GLANCE

## Monday, November 6, 2023

- 9:00 AM Registration Opens
- 10:00 AM VIP Meetings (Diamond/Platinum Sponsor Opportunity)
- 10:00 AM Optional Offsite Facility Tours
- 12:15 PM VIP Luncheon (Diamond/Platinum Sponsor Opportunity)
- 1:30 PM Welcome Address
- 1:45 PM Keynote Address
- 2:30 PM Marketplace Networking Break
- 3:30 PM Sponsored Breakouts (Diamond/Platinum Sponsor Opportunity)
- 4:15 PM Panel Discussion (Gold Sponsor Opportunity)
- 5:00 PM Marketplace Networking Reception
- 7:00 PM VIP Dinner (invite-only)

## Tuesday, November 7, 2023

- 6:00 AM Morning Wellness Activity
- 7:30 AM Breakfast Roundtables
- 9:00 AM Executive Interview (Diamond Sponsor Opportunity)
- 9:15 AM Keynote Address
- 10:15 AM Sponsored Breakouts (Diamond/Platinum Sponsor Opportunity)
- 10:45 AM Marketplace Networking Break
- 11:30 AM Editorial Breakouts

## Tuesday, November 7, 2023

- 12:00 PM Marketplace Networking Lunch
- 12:45 AM Sponsored Breakouts (Diamond/Platinum Sponsor Opportunity)
- 1:30 PM Executive Interview (Diamond Sponsor Opportunity)
- 1:45 PM Panel Discussion (Gold Sponsor Opportunity)
- 2:45 PM Sponsored Breakouts (Diamond/Platinum Sponsor Opportunity)
- 3:15 PM Marketplace Networking Break
- 4:00 PM Keynote Address
- 5:00 PM Marketplace Networking Reception
- 7:00 PM VIP Dinner (invite-only)

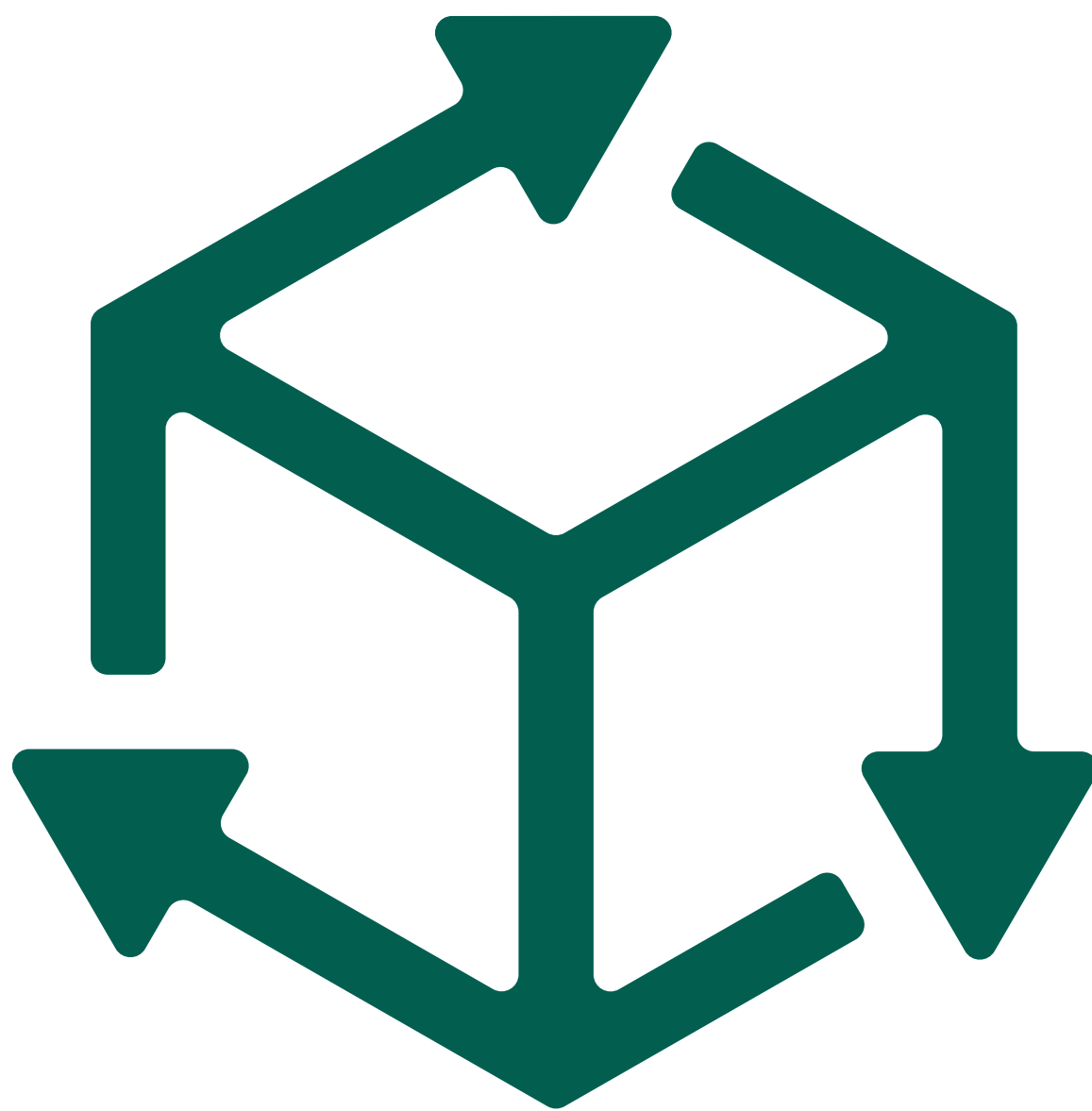
## Wednesday, November 8, 2023

- 6:00 AM Morning Wellness Activity
- 7:30 AM Breakfast
- 9:00 AM Keynote Address
- 10:00 AM Sponsored Breakouts (Diamond/Platinum Sponsor Opportunity)
- 10:30 AM Marketplace Networking Break
- 11:00 AM Keynote Address
- 11:45 AM Closing Remarks

November 6-8, 2023 | Atlanta, GA

# PACKAGING RECYCLING SUMMIT

PRESENTED BY **PACKAGING**  
WORLD

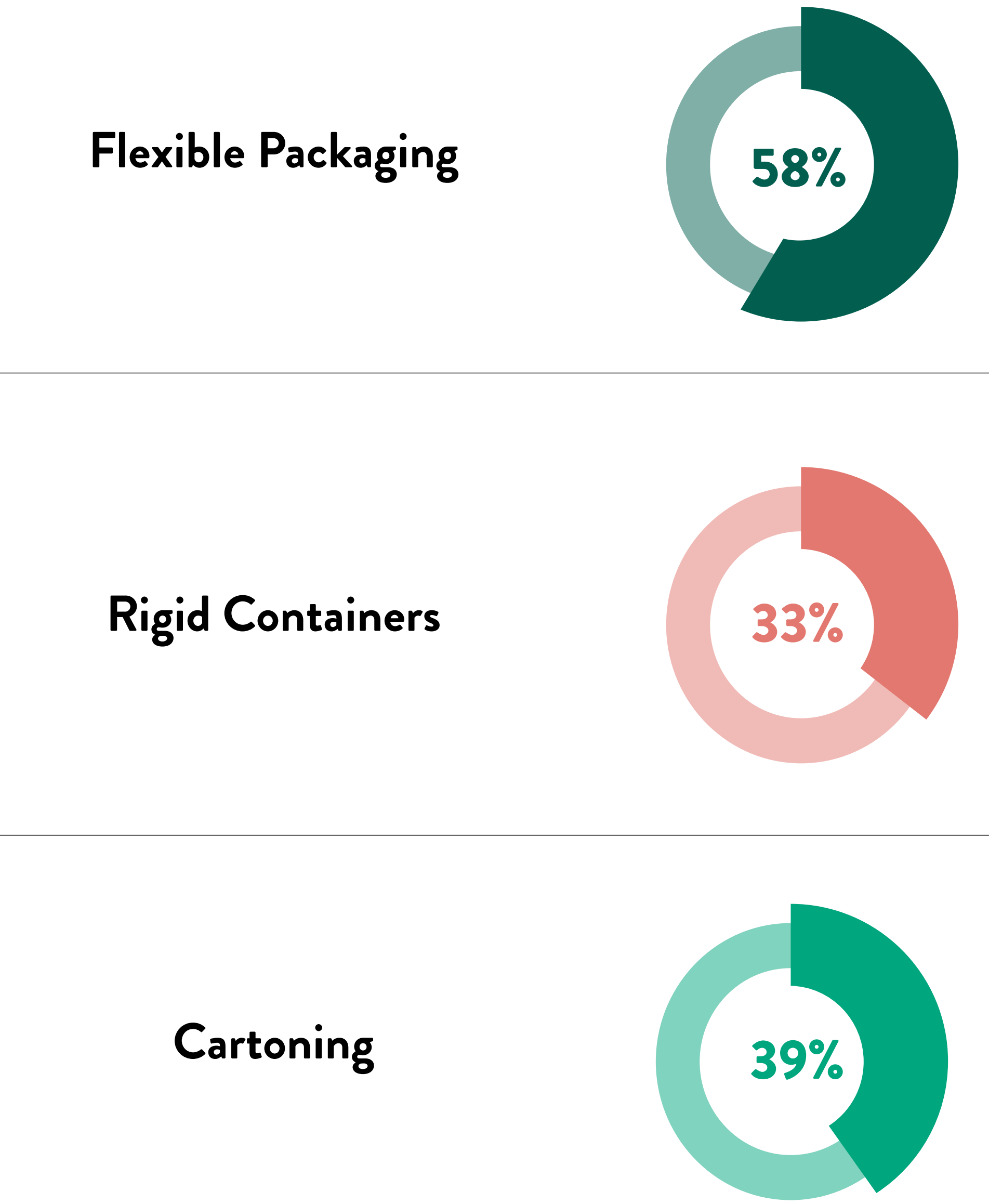


## AUDIENCE PROFILE



[www.packagingrecyclingsummit.com](http://www.packagingrecyclingsummit.com)

## TOP PACKAGING PROCESSES



## SPONSORSHIP HIGHLIGHTS

- **Speaking Opportunities!**  
Stand out as a thought leader in the industry by participating in a Q&A session on the mainstage, joining a panel discussion, or leading a breakout session.
- **VIP Meetings!**  
Diamond and Platinum level sponsors will receive email introductions to pre-selected attendees for possible matchmaking.
- **Networking App!**  
A dedicated event mobile app with AI matchmaking will make it even easier for you to connect with brand owners and schedule 1:1 meetings. A digital marketplace will also allow you to share product information and resources with participants before, during, and after the event.
- **Free Lead Retrieval!**  
All registered staff members will have access to badge scanning within our Packaging Recycling Summit mobile app.

### TOP REASONS TO SPONSOR

Branding & Awareness

An icon showing a person on the left with a megaphone, addressing a group of three people on the right.

Thought Leadership

An icon showing a person at the top of a pyramid-shaped hierarchy, with three people below them.

Networking & Lead Generation

An icon showing three people sitting around a table, with speech bubbles above them indicating conversation.

Showcase Products & Solutions

An icon showing a person standing next to a box, with three horizontal lines below the box representing a list or details.

Develop Relationships

An icon showing two hands shaking, symbolizing a partnership or agreement.



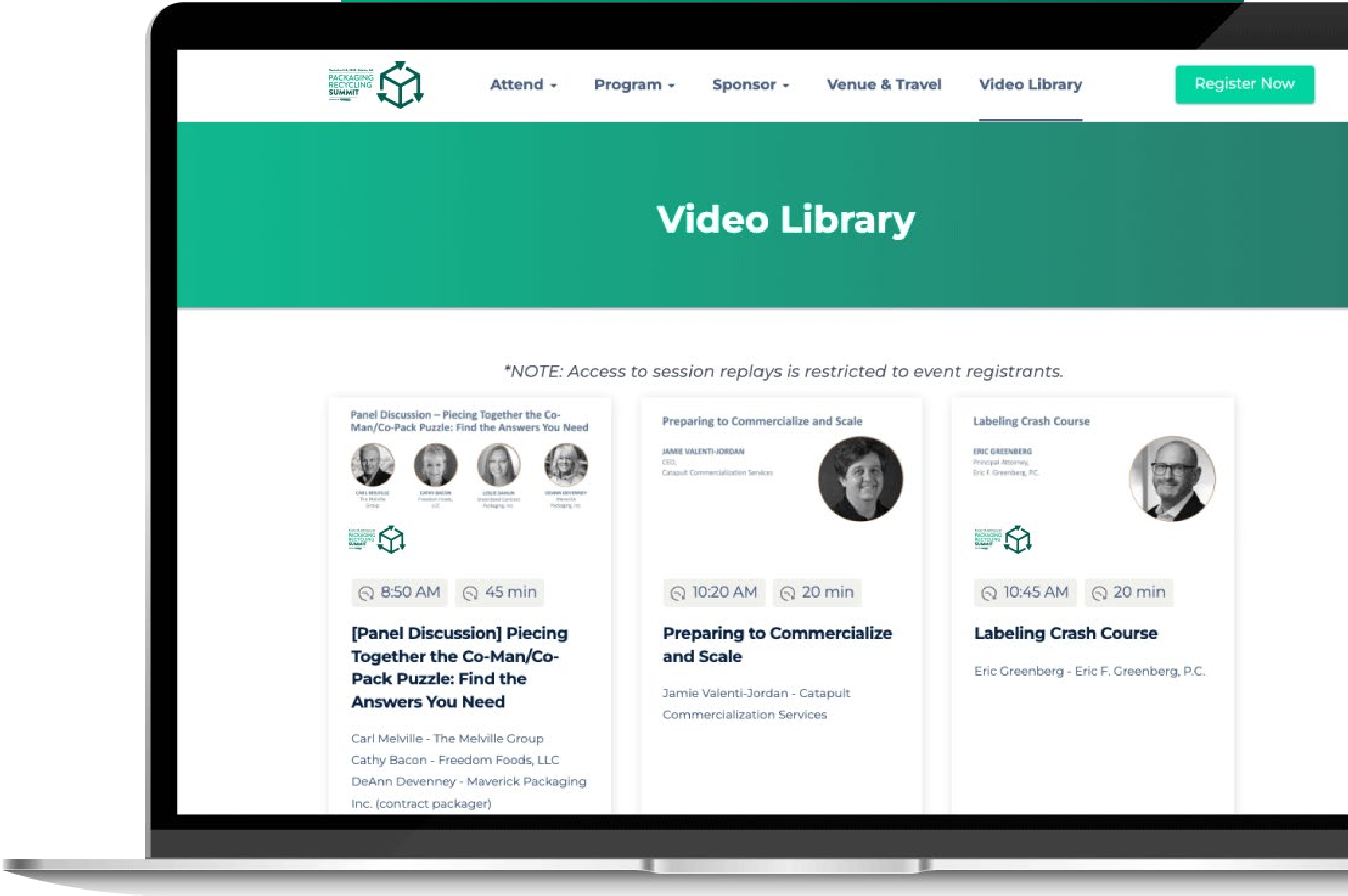
# DIGITAL MARKETPLACE & VIDEO LIBRARY

In addition to the Packing Recycling Summit, there will also be a digital marketplace within the event app where sponsors can display their products or services so attendees can browse and add them to their wish list.

Following the live event, content will be hosted in our Video Library — extending the reach of your message to a broader audience who may have been interested but were unable to attend in-person.

## What this means for sponsors:

- More engagement opportunities pre-, during, and post-event
- Greater lead generation potential
- Wider geographic reach
- More targeted and qualified leads



# SPONSORSHIP PACKAGES

## DIAMOND SPONSORS

2 Available

### PRE-EVENT

- Logo, link, and company description on website
- Logo on select marketing materials
- Customizable resource page in mobile app
- Product/service/job listings in mobile app digital marketplace
- 1 Social Media Promotion
- Access to attendee list and meeting scheduling tool (14-days out)
- 10 VIP Meetings – email introduction to pre-selected attendees for possible matchmaking

### ONSITE

#### Event Access

- 5 Staff passes
- 20 Client/prospect/end user passes (non-staff members)

#### Brand Awareness

- Logo on event signage
- Logo on main stage backdrop
- Logo included in main stage housekeeping loop
- Recognition during welcome address
- Mobile app interstitial ad
- Push notification in mobile app

### Engagement & Lead-Generation

- 6’ tabletop with 2 chairs
- Complimentary badge scanning license for all registered staff members
- Gamification - included in QR code scavenger hunt
- Sponsor networking reception - includes branded signage, beverage napkins, and recognition in agenda

### Thought Leadership

- Executive interview on the mainstage (15-min)
- Case-study / thought leadership breakout session (30-min)
- Video recording of presentation offered in post-event video library

### POST-EVENT

- \*Complete registration list including full contact information
- Session attendance report
- Badge scan report
- Presentation hosted in post-event video library
- Video Library registration list
- Video Library video view report
- Sponsored content download report

*\*Email introduction only. Packaging Recycling Summit 2023 is not responsible for organizing or executing meetings between the parties.*

*\*\*Attendee Name, Title, Company, Country, Email Address*

*Note: Some package deliverables are deadline-dependent and may not be available at the time contract is signed.*



# SPONSORSHIP PACKAGES

PLATINUM SPONSORS

10 Available

### PRE-EVENT

- Logo, link, and company description on website
- Logo on select marketing materials
- Customizable resource page in mobile app
- Product/service/job listings in mobile app digital marketplace
- 1 Social Media Promotion
- Access to attendee list and meeting scheduling tool (14-days out)
- 5 VIP Meetings – email introduction to pre-selected attendees for possible matchmaking

### ONSITE

#### Event Access

- 4 Staff passes
- 15 Client/prospect/end user passes (non-staff members)

#### Brand Awareness

- Logo on event signage
- Logo included in main stage housekeeping loop
- Recognition during welcome address
- Mobile app interstitial ad
- Push notification in mobile app

### Engagement & Lead-Generation

- 6’ Tabletop with 2 chairs
- Complimentary badge scanning license for all registered staff members
- Gamification - included in QR code scavenger hunt
- Sponsor breakfast, lunch or refreshment break (first-come, first-serve) - includes branded signage, beverage napkins and recognition in agenda

### Thought Leadership

- Case-study / thought leadership breakout session (30-min)
- Video recording of presentation offered in post-event video library

### POST-EVENT

- \*Complete registration list including full contact information
- Session attendance report
- Badge scan report
- Presentation hosted in post-event video library
- Video Library registration list
- Video Library video view report
- Sponsored content download report

*\*Email introduction only. Packaging Recycling Summit 2023 is not responsible for organizing or executing meetings between the parties.*

*\*\*Attendee Name, Title, Company, Country, Email Address*

*Note: Some package deliverables are deadline-dependent and may not be available at the time contract is signed.*



# SPONSORSHIP PACKAGES

## GOLD SPONSORS

4 Available

### PRE-EVENT

- Logo, link, and company description on website
- Logo on select marketing materials
- Customizable resource page in mobile app
- Product/service/job listings in mobile app digital marketplace
- Access to attendee list and meeting scheduling tool (7-days out)

### ONSITE

#### Event Access

- 3 Staff passes
- 10 Client/prospect/end user passes (non-staff members)

#### Brand Awareness

- Logo on event signage
- Logo included in main stage housekeeping loop
- Push notification in mobile app

### Engagement & Lead-Generation

- 6' Tabletop with 2 chairs
- Complimentary badge scanning license for all registered staff members
- Gamification - included in QR code scavenger hunt

### Thought Leadership

- Invite a client or internal subject matter expert to join a mainstage panel discussion, moderated by a PMG editor (45-min)
- Video recording of presentation offered in post-event video library

### POST-EVENT

- Session attendance report
- Badge scan report
- Presentation hosted in post-event video library
- Video Library video view report
- Sponsored content download report



## ADD-ON OPPORTUNITIES

### **VIP Dinner - \$15,000**

- VIP Dinner – a private dinner for VIP attendees, plus staff at a premiere restaurant onsite
- Attendees – VIP invitation and registration services. A max of 25 VIP dinner guests may attend, plus staff members from PMG and sponsor attendees. Full contact info for all conference VIP attendees provided (name, company, title, email)
- Introduction – sponsor representative can make introductory remarks and welcome guests during dinner
- Branding – sponsor branding on signage as well as the dinner menus

### **Registration Sponsor - \$10,000**

- Welcome Signage – sponsor branding on conference registration counters
- Check-In Kiosk – sponsor branding on iPad check-in screen
- Lanyard – exclusive branding on conference badge lanyards
- Registration Email – branding on attendee email confirmations

### **Water Stations - \$4,500**

- Branded water jug covers and reusable water bottles

### **WIFI - \$4,500**

- Sponsor receives brand recognition on the attendee name badges, within the mobile app, and on the event website.

### **Mobile App - \$4,500**

- Sponsor receives brand recognition on the attendee name badges, within the mobile app, and on the event website.

### **Product Demo - \$2,500**

- 15-minute timeslot listed in agenda during a networking break
- Hosted at sponsor's tabletop
- Includes monitor rental

### **Keynote Seat Drop - \$2,500**

- Provide an item to be placed on each seat prior to a keynote



SPONSORSHIP PACKAGES

	DIAMOND	PLATINUM	GOLD
Total Available	2	10	4
Price	\$25,000.00	\$20,000.00	\$15,000.00
PRE-EVENT			
Logo, link, and company description on website	X	X	X
Logo on select marketing materials	X	X	X
Customizable resource page in mobile app	X	X	X
Product/service/job listings in mobile app digital marketplace	X	X	X
One (1) Social Media Promotion	X	X	
Access to attendee list and meeting scheduling tool	14-days out	14-days out	7-days out
VIP Meetings – email Introduction to pre-selected attendees for possible matchmaking	10	5	
ONSITE			
Event Access			
Staff passes	5	4	3
Client/prospect/end user passes (non-staff members)	20	15	10
Brand Awareness			
Logo on event signage	X	X	X
Logo on mainstage backdrop	X	X	X
Logo included in mainstage housekeeping loop	X	X	
Recognition during welcome address	X	X	
Mobile app interstitial ad	X	X	
Push notification in mobile app	X		
Engagement & Lead-Generation			
6’ Tabletop with 2 chairs	X	X	X
Complimentary badge scanning license for all registered staff members	X	X	X
Gamification - included in QR code scavenger hunt	X	X	X
Sponsor Networking Reception - includes branded signage, beverage napkins, and recognition in agenda	X		
Sponsor Breakfast, Lunch or Refreshment Break - includes branded signage, beverage napkins and recognition in agenda		X	
Thought Leadership			
Executive interview on the mainstage (15-min)			
Case-study/thought leadership breakout session (30-min)	X		
Invite a client or internal subject matter expert to join a mainstage panel discussion, moderated by a <i>Packaging World</i> editor (45-min)	X	X	
POST-EVENT			X
**Complete registration list including full contact information	X	X	
Session attendance report	X	X	X
Presentation hosted in post-event video library	X	X	X
Video library registration list	X	X	
Video viewer report	X	X	X
Sponsored content download report	X	X	X

\*\* Attendee Name, Title, Company, Postal Address, Email Address



CONTACT:

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(973) 590-4276

aapkarian@pmmimediagroup.com

LEARN MORE AT:

PackagingRecyclingSummit.com

Note: Some package deliverables are deadline-dependent and may not be available at the time contract is signed.



## ADD-ON OPPORTUNITIES



### ***Packaging World***

*Packaging World* is the flagship title of PMMI Media Group, founded in 1994 and the world's best-read publication for professionals who use, recommend and purchase packaging equipment, materials and services. Via our website, newsletters, and monthly print editions we offer case studies, applications and original articles on design, e-commerce, automation, regulatory topics, strategies and trends that are enhancing packaging across all industries.

Learn more at [PackWorld.com](http://PackWorld.com)



### ***PMMI Media Group***

*PMMI Media Group* is a market-leading B2B media company that produces information for packaging, processing and automation professionals, bringing together solution providers and end users and facilitating connectivity throughout the supply chain. Its world class media brands — *Packaging World*, *ProFood World*, *Healthcare Packaging*, *OEM*, *Contract Manufacturing + Packaging* and *Mundo PMMI* — are proven leaders in covering this diverse and dynamic marketplace, and its digital products incorporate leading edge media technologies to deliver informed, actionable business intelligence to the industry.

*PMMI Media Group* is owned by *PMMI*, *The Association for Packaging and Processing Technologies*, a trade association representing more than 950 North American manufacturers and suppliers of equipment, components, and materials as well as providers of related equipment and services to the packaging and processing industry.

Learn more at [PMMIMediaGroup.com](http://PMMIMediaGroup.com)



## CONTACT US

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Account Executive – Event Sponsorship

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