

EXHIBIT AT

# LUXEPACK NEW YORK

The premier trade show for creative packaging

M A Y | 20  
8 - 9 | 24

JAVITS CENTER, NEW YORK



# LUXE PACK New York

IS THE CERTIFIABLY SOUGHT OUT BTOB EVENT THAT THE LARGEST U.S. luxury brands in cosmetics, skincare, fragrance, wine & spirits, tech, fashion, and fine food attend to source new packaging suppliers, materials, and products.

Fast-track your packaging business growth and form new industry connections.



# WHY EXHIBIT IN 2024

OPPORTUNITY + COLLABORATION = SUCCESS

## POSITION YOUR BUSINESS AS AN INDUSTRY PIONEER

Showcasing at LUXE PACK NEW YORK solidifies your industry status in a 2-day span.

## EXPAND YOUR LUXURY SECTOR PORTFOLIO

Expand your market base and break into new consumer categories by highlighting your crossover solutions.

## STRENGTHEN AND EXPAND YOUR CURRENT CLIENT BASE

The ideal opportunity for invaluable LIVE FACE TIME to deepen current relationships & build new leads while simultaneously understanding the market's current and future packaging needs.

## THE PROVEN TRADE-SHOW PLATFORM WITH AN OVER 20 YEAR SUCCESS TRACK RECORD OF PROVIDING REAL IMPACT INDUSTRY COLLABORATIONS.

2024 will provide your team in-person collaboration opportunities to promote your latest primary and secondary developments. There is no replacing the impact of real time in person demonstrations that can lead to on-site orders and long term partnerships.

## GENERATE HIGH QUALITY SALES LEADS

Increase your business pipeline by connecting directly with the key packaging decision makers **(8 out of 10 attendees are purchasing powered brand executives)**.

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DON'T JUST TAKE  
OUR WORD FOR IT.  
Sharing some feedback from  
our 2023 «PACK» members...

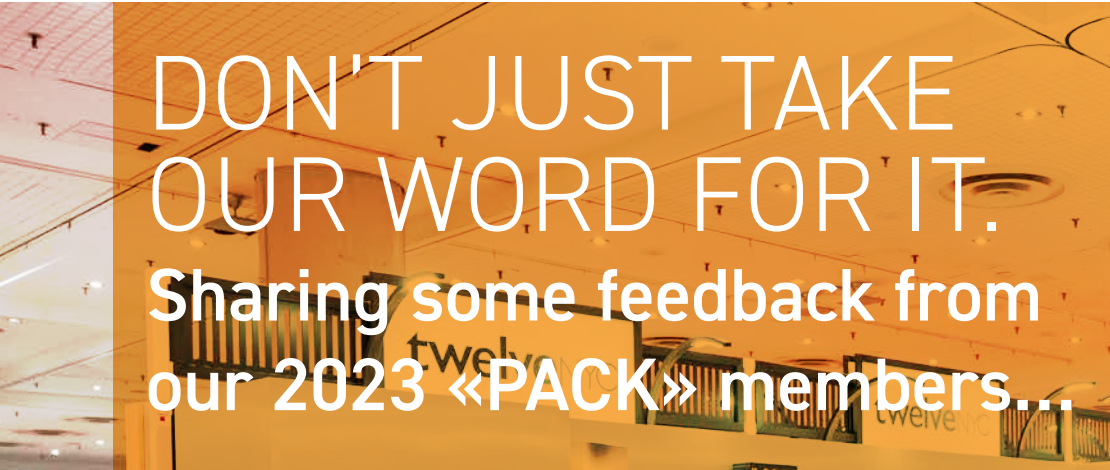
*We genuinely had a fantastic time at LUXE PACK NY 2023. It was our first LUXE PACK show and we were super delighted to win the In Green Award for Best Sustainable Product. We met some great people and took lots of new leads. It was actually really nice to talk with lots of industry professionals about our products and services and receive such positive feedback! There's no doubt it was our best trade show ever!*

**Dan SELF**, Design & Technical Manager,  
BODYPAK

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*LUXE PACK New York 2023 was an outstanding experience. The event attracted a diverse range of industry professionals, potential customers, and fellow exhibitors. With the most rewarding aspect being the opportunity to engage with many potential and existing customers as well as industry professionals. Moreover, the high traffic allowed us to connect with a significant number of potential new customers who expressed genuine interest in our products and sustainability.*

**Benny CALDERONE**, Chief Growth Officer,  
OX SOLUTIONS



# 2023 LUXE PACK NEW YORK

## SHOW FIGURES



**4,758**

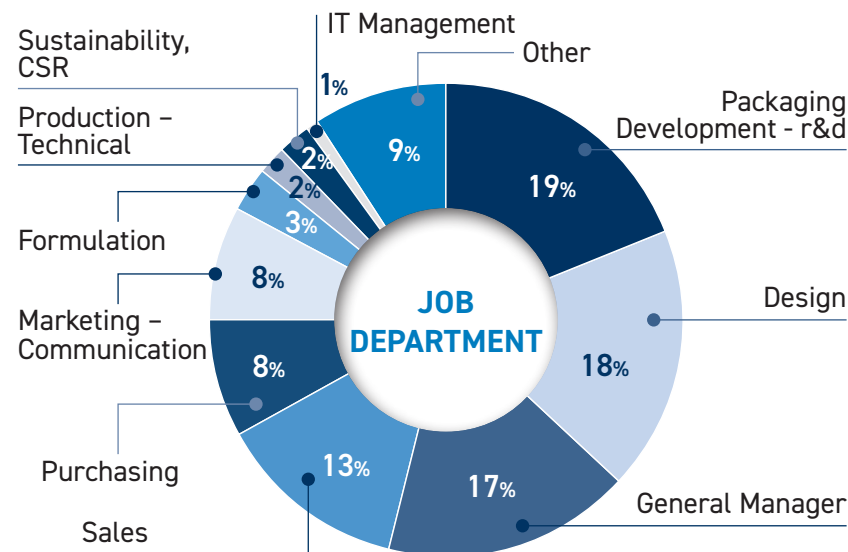
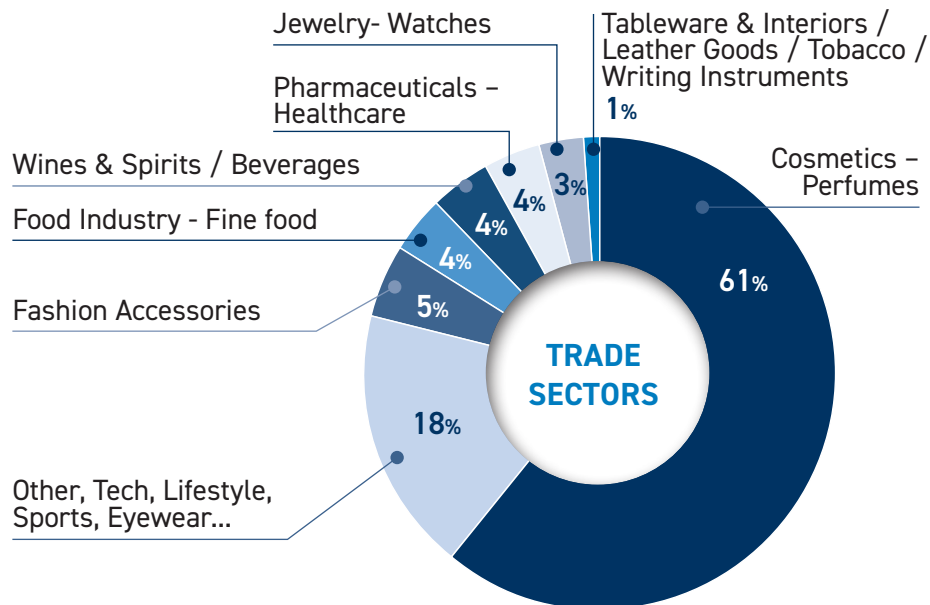
QUALIFIED INDUSTRY CONTACTS IN ATTENDANCE

**+36%**  
attendee growth from 2022

**LARGEST VISITOR GROWTH MARGIN EVER!**

**84%**

OF COMPREHENSIVE ATTENDANCE  
(C and S level executives, Founders, VP's, and Directors)



# YOUR LUXE PACK AUDIENCE

(2023 attendee extract)

THE best opportunity to meet U.S. decision-makers and key players from some of the most prominent brands: (CEO'S, Founders, VP's, Directors, Packaging Buyers, Marketing Management, Designers, Creative Visionaries, etc.)

- AMAZON
- ANTHROPOLOGIE
- APPLE
- AVON
- BACARDI
- BALMAIN BEAUTY
- BAREMINERALS
- BEAUTY BAR
- BEAUTY BLENDER
- BECCA
- BENEFIT COSMETICS
- BELVEDERE VODKA
- BETSY JOHNSON
- BLOOMINGDALES
- BOBBI BROWN COSMETICS
- BRIOGEO
- CALVIN KLEIN
- CAMPARI
- CHANDON
- CHANEL
- CHANTECAILLE
- CHARLETTE TILBURY
- CLARINS
- CLINIQUE
- COACH
- COTY
- DIAGEO
- DRUNK ELEPHANT
- ESTEE LAUDER
- FRESH
- FRESHLY
- GLOSSIER
- GODIVA CHOCOLATE
- HARRY'S
- IT COSMETICS
- J CREW
- JOHNSON & JOHNSON
- L'OCCITANE
- LA MER
- LANCOME
- LOREAL
- MAKE UP FOR EVER
- MALIN & GOETZ
- MICHAEL KORS
- MILK MAKEUP
- MOET HENNESSY
- MOROCCANOIL
- ORIBE HAIR CARE
- ORIGINS
- PEPSICO
- PERNOD RICARD
- PHYLOSOPHY
- PROXIMO SPIRITS
- RALPH LAUREN
- REVLON
- SCENTBIRD
- SHISEIDO
- STILA COSMETICS
- STRIVECTIN
- TAG
- TARTE COSMETICS
- TATA HARPER SKINCARE
- TATCHA
- TIFFANY & CO.
- TOCCA
- TOM FORD BEAUTY
- *among many others...*



# THE TOTAL PACKAGE

Let Us Take  
the Work Out of it

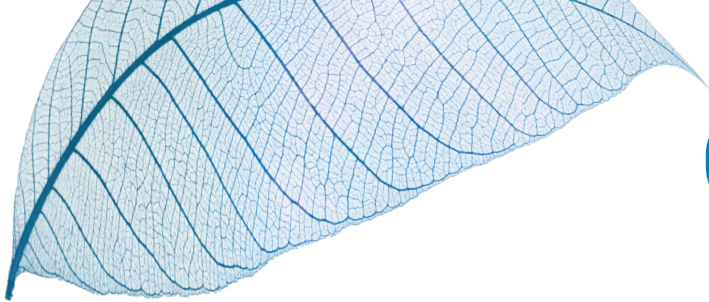
Cost Effective and all-inclusive  
exhibitor booth package

\$15,800  
(per 10 x10  
booth)

- 10 x10 square foot booths
- Fully constructed booths (includes furniture, lighting, carpet, signage, and set-up/dismantling)
- Consistent booth esthetic offering a “level playing field” with personalized option offerings available
- Hosted lunch, coffee stations, and refreshments (both days)
- Custom digital invitations development tool
- Access to marketing visuals to showcase your show presence
- Free marketing opportunities
- Access to all conferences and displays



*Request the LPNY 2024 application form for additional details.*



# COMPLIMENTARY EVENTS

within the event to connect you to contacts for your invaluable business development



## PACK TO THE FUTURE CONFERENCE SESSION

The brand-new speaker opportunity to take center stage in the main seminar area and present your industry "out of box" packaging debuts directly to the brands in attendance... the in person launch pad!

## IN THE "SPIRIT" OF THINGS TURBO TALKS TOUR RETURNS



Participate in the optimal opportunity to present your wine and spirit packaging solutions during a guided tour that brings the wine and spirit brand contacts directly to your booth space.

## INDUSTRY PRESS PUBLICATIONS

Obtain exposure with a variety of domestic and international media before, during and after the event.

## The NEW LUXE PACK Exploratorium

Use the LUXE PACK New York platform to showcase the retail product launches you participated in this year. Demonstrate your capabilities directly to the brands in attendance. Place your most impressive retail and e-tail products up close and personal on display for all to see.

LUXE PACK  
*in green*



## LUXE PACK *in green* Award

Now a LUXE PACK global staple, the in green award platform supports the biggest demand for sustainable packaging. LUXE PACK is proud to continue the only "Green event" that does not allow your developments to go to waste. Present your current sustainable developments and initiatives and compete for the notorious LUXE PACK *in green* award and receive 360° industry notoriety.





# A TOUCH OF LUXE

- **The Javits Center!**  
Easily accessible with modern amenities
- Complimentary coffee stations, continental breakfast, refreshments, and private meeting rooms to ease the show experience.
- Hosted lunch throughout the entire event
- Dedicated personnel to facilitate the preshow preparation experience.
- Additional storage space for empties during the event
- Walking distance to the best hotels and restaurants that New York has to offer.

Be part of **“THE”** best East Coast packaging industry resource for long standing business success.

# Join the proven legacy



## CONTACT INFO:

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## WHEN:

May 8th & 9th,  
2024



## WHERE:

**JAVITS CENTER**  
655 West 34th Street  
NY, NY 10001

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