PLMA’s 2015 Private Label Trade Show

STORE BRANDS AND BEYOND

Nov.15-17 • Chicago

Presented by the Private Label Manufacturers Association
What do you see when you look into the future? Do you see opportunities and breakthroughs? Or just problems and obstacles? Store brands is based on optimism. It is all about taking advantage of the future and growing. Perhaps that is why PLMA’s annual trade show has been so successful. Starting with only 50 exhibit booths in 1980, it is now the largest private label organization in the world.

You can be a part of this exciting phenomenon. Private label market share has reached nearly 25% of unit sales in the U.S. and is expanding faster than national brands. Retailers coast-to-coast have committed themselves to an aggressive store brands strategy while specialty chains are using their own brands to create shopper loyalty unheard of only a few years ago. Supermarkets, drugstores, mass merchandisers, dollar stores and convenience retailers are all on the store brands bandwagon. This is your opportunity to grab the future and make it work for you.

“Store Brands and Beyond” is the theme of PLMA’s 2015 Private Label Trade Show and it says it all. More than 2,700 exhibit booths. Over 5,000 buyers and visitors. Nearly 20,000 different products – from food, snacks and beverages to health and beauty, from kitchen and household to GM. All devoted to store brands. All under one roof at one time.

Whether you are a small manufacturer or part of a large multi-national company, it is your chance to meet the largest concentration of private label decision-makers anywhere.

Nov.15-17, 2015 • Chicago
Exhibiting-at-a-Glance

Show Location
PLMA’s 2015 Private Label Trade Show will be held at the Rosemont Convention Center, only 10 minutes from Chicago’s O’Hare International Airport. Conveniently located within walking distance or short shuttle bus rides from major hotels, the convention center provides exhibitors with an easy-to-reach, efficient venue for trade shows.

Trade Show Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday, November 13</td>
<td>8:00am - 6:00pm</td>
</tr>
<tr>
<td>Saturday, November 14</td>
<td>8:00am - 6:00pm</td>
</tr>
<tr>
<td>Sunday, November 15</td>
<td>8:00am - 6:00pm</td>
</tr>
<tr>
<td>Monday, November 16</td>
<td>8:00am - 9:00am</td>
</tr>
<tr>
<td>Tuesday, November 17</td>
<td>8:00am - 9:00am</td>
</tr>
<tr>
<td>Wednesday, November 18</td>
<td>8:00am - 1:00pm</td>
</tr>
</tbody>
</table>

Booth Assignments
The trade show floor is divided into separate halls for food and home and health. All booth assignments are on a first-come, first-served basis in order of receipt of application and payment, product eligibility and availability of space.

Official Program Guide
PLMA exhibitors get a free listing in the Official Program Guide which includes company name, address, phone, website, email, product lines and exhibitor personnel. Advertising space is also available for companies who wish to promote their booth location or products.

PLMA Live! Coverage
The show is also broadcast over the internet to retailers across the country on www.plmalive.com as well as to TV monitors in hotels and exhibition halls.

Preliminary Retail and Wholesale Registration List
Exhibitors receive a preliminary retailer and wholesaler list 30 days prior to the show to help arrange appointments in advance.

Online Show Preview
Exhibitors are invited to announce new products on PLMA’s Show Preview, which is sent to all registered retail and wholesale visitors 30 days prior to the show. Exhibitors can also submit new products for display in PLMA’s New Product Expo, which is located inside PLMA’s Idea Supermarket® and open during show hours.

PLMA Matchmaker™
PLMA Matchmaker helps retailers and wholesalers arrange appointments with exhibitors prior to the show. Exhibitors receive secure access codes prior to the show to participate.

Seminars and Special Events
Exhibit personnel receive free admission to PLMA’s Opening Night Reception, Keynote Breakfast and the PLMA Live! Breakfast as well as Sunday’s seminar program.

Exhibit Rates
The cost of exhibiting at PLMA’s 2015 Store Brands and Beyond is low, too. Choose from a variety of in-line or island configurations. This year’s member rates are:

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 booth</td>
<td>(10’ x 10’)</td>
<td>$3,500</td>
</tr>
<tr>
<td>2 booths</td>
<td>(20’ x 10’)</td>
<td>$4,500</td>
</tr>
<tr>
<td>3 booths</td>
<td>(30’ x 10’)</td>
<td>$6,000</td>
</tr>
<tr>
<td>4 booths</td>
<td>(40’ x 10’)</td>
<td>$7,500</td>
</tr>
<tr>
<td>4-unit island</td>
<td>(20’ x 20’)</td>
<td>$8,000</td>
</tr>
<tr>
<td>6-unit island</td>
<td>(30’ x 20’)</td>
<td>$10,000</td>
</tr>
<tr>
<td>8-unit island</td>
<td>(40’ x 20’)</td>
<td>$12,000</td>
</tr>
<tr>
<td>10-unit island</td>
<td>(50’ x 20’)</td>
<td>$15,000</td>
</tr>
<tr>
<td>12-unit island</td>
<td>(30’ x 40’)</td>
<td>$17,000</td>
</tr>
<tr>
<td>16-unit island</td>
<td>(40’ x 40’)</td>
<td>$21,000</td>
</tr>
<tr>
<td>20-unit island</td>
<td>(50’ x 40’)</td>
<td>$25,000</td>
</tr>
</tbody>
</table>
PLMA’s Who’s Who of Retailers and Wholesalers

Here is a sample of the buyers you can meet at the show.

Supermarkets and Food Retailers
- A & P
- Acme Markets
- Ahold USA
- Albertson’s
- Aldi
- Angelo Caputo’s Fresh Markets
- Bi-Lo
- Big Y Foods
- Brookshire Brothers
- Brookshire Grocery
- Cardenas Markets
- Dave’s Supermarkets
- Delhaize USA
- Dorothy Lane Markets
- El Rancho
- El Super
- Fairway Markets
- Fareway Stores
- Food Lion
- Foodtown
- Fresh Direct
- Fresh & Easy Neighborhood Market
- The Fresh Market
- Giant Eagle
- Giant Food Stores
- Grocery Outlet
- Haggen
- Hannaford Bros.
- Harmon’s Grocery
- Harris Teeter
- H-E-B Grocery Company
- Heinens Fine Foods
- Hy-Vee
- Ingles Markets
- International American Supermarkets
- Jewel-Osco
- K-V-A
- Key Food Stores
- Kings/Balducci’s
- Kowalski’s Markets
- The Kroger Co.
- Lowes Foods
- Lund Food Holdings
- Marsh Supermarkets
- Meijer
- Metropolitan Market
- Natural Grocers
- Northgate Gonzalez Market
- Price Chopper/Club Corp.
- Publix
- Raley’s
- Roche Bros.
- Safeway
- Save Mart Supermarkets
- Save-A-Lot
- Schnucks
- Sedano’s
- Shaw/S/Star Markets
- Sprouts Farmers Market
- Stater Bros.
- Stop & Shop
- Tops Markets
- Trade Fair Supermarkets
- Trader Joe’s
- Treasure Island Foods
- Wegmans Food Markets
- Weis Markets
- Western Beef
- Whole Foods Market
- WinCo Foods
- Winn-Dixie Stores

Drug Chains
- CVS/Pharmacy
- Discount Drug Mart
- Harmon Face Values
- Marc Glassman
- Rite Aid Corp.
- Walgreens Co.

Mass Merchandisers
- KMart
- Sears
- Shopko
- Smart & Final Stores
- Target
- Variety Wholesalers
- Walmart Stores, Inc.

Dollar Stores & Discounters
- Big Lots Stores
- Dollar General Corp.
- Dollar Tree
- Fred’s
- Jack’s World
- 99¢ Only Stores
- R. H. Reny

Club Stores
- BJ’s Wholesale Club
- Costco Wholesale
- Sam’s Club

Convenience Stores
- BP Convenience Stores
- Circle K
- Cumberland Farms
- Family Express
- Holiday Companies
- Kum & Go
- Kwik Trip
- Mapco
- Racetrac Petroleum
- 7-Eleven
- Sheetz
- Speedway
- Throntons
- Valero

Specialty Retailers
- Ace Hardware
- Academy Sports & Outdoors
- Amazon
- Babies ‘R’ Us
- Bed Bath & Beyond
- Christmas Tree Shops
- Cost Plus World Markets
- Menards
- OfficeMax
- Petland
- Petsmart
- Sally Beauty Supply
- Staples
- Toys ‘R’ Us
- True Value
- Ulta
- The Vermont Country Store

Co-ops & Wholesalers
- Affiliated Foods Midwest
- Associated Grocers of Florida
- Associated Supermarket Group
- Associated Wholesale Grocers
- Bozutto’s
- C & S Wholesale Grocers
- Cardinal Health
- Central Grocers
- Cerro’s
- Certified Grocers Midwest
- Chain Drug Consortium
- Chain Drug Marketing Assoc.
- Great Lakes Wholesale
- Grocers Supply
- Harvard Drug
- IGA
- Kinray
- Krasdale Foods
- McKesson Corp.
- Mclane Company
- Merchant Distributors
- Piggy Wiggly Alabama
- Piggy Wiggly Midwest
- Pride Products Corp.
- Roundy’s
- Spartan-Nash
- Supervalu
- Topco
- Unified Western Grocers
- Valu Merchandisers
- Wakefern Food Corp.
- Western Family Foods

International Retailers
- AEON Pet
- Aldi UK
- Alimentation Couche-Tard
- Alkosto
- Alliance Boots
- Almacenes Exito
- Almacenes Ibarra
- Beijing Bao Kui Market
- Bravo Supermarkets
- Budget Food Stores
- Cadenza Comercial OXXO
- Calleja
- Censosud S.A.
- Ccg Japan
- Chedraui
- Co-Op Atlantic
- Commercial Zaffari
- Condor Super Center
- Cost Right Limited
- Costco Wholesale Canada
- Dairy Farm
- Dia Brasil
- Dukane
- Dumsa
- E-Mart
- Eeon Supermercados
- Emke Group
- Familiar
- Farmacia Guadalajara
- Farmacias Benavides
- Federated Co-Operatives
- General Tekstil San Ve Tic
- Giant Tiger Stores
- Gravis
- Grupo Pao De Acucar
- Grupo Puma
- Grupo Ramos
- H. Y. Louie Co.
- H-E-B Mexico
- Helekang
- Harrods
- Homeplus
- Ito Yokado Co.
- Jean Coutu Group
- Koba Columbia
- Lidl
- Loblaw
- Lotte Mart
- Lulu Hypermarkets
- M & M Meat Shops
- McKesson Canada
- Mega Mart
- Mercatodo S.A.
- Metro Richelieu
- Michael Rossy Ltee.
- Mondeou Ltee.
- Newboy
- Nonghyup
- North West Co.
- Overwaitea
- Panda Grocer
- Petland Canada
- Pharmasave Drugs National
- Pricesmart
- Puregold Price Club
- Refe De Supermercado Asun
- Rexall
- Rigla
- Sam’s Club Brasil
- Sam’s Club Canada
- Sam’s Club Mexico
- 759 Store
- Selco Ishii
- Shanghai Foodstuffs
- Shingseae Co.
- Shoppers Drug Mart
- Sobeyes
- Soriana
- Sultan Center
- Super Centro El Fuerte
- Super Mercado Zona Sul
- Super 99
- Supermercados Ricy
- Supermercados Econo
- Tiendas Tres B
- Tottus
- Uniprix
- Unisuper
- Waldo’s Dollar Mart Mexico
- Walmart Argentina
- Walmart/Asda
- Walmart Brasil
- Walmart Canada
- Walmart Centro America
- Walmart Chile
- Walmart China
- Walmart/Massmart
- Walmart Mexico
- Walmart Puerto Rico
- Woolworths Australia
- Woolworths South Africa

Military
- Army Air Force Exchange Service (Aafes)
- Marine Corps Exchange
- Navy Exchange

* PLMA’s retail and wholesale list is based on attendance at past PLMA trade shows.
Welcome to the Private Label Manufacturers Association.
With more than 3,500 member companies worldwide, PLMA is the only industry organization devoted entirely to promoting the interests of store brands. Through its year-round programs and publications, PLMA gives members the contacts and services they need to compete effectively in today's marketplace.

Membership Profile
Founded in 1979, PLMA's membership ranges from multi-national corporations to small family-owned suppliers. Their products include food, beverages, snacks, health and beauty, household, kitchen, housewares, DIY, leisure and general merchandise. Many member manufacturers only do private label. Others are well-known brand makers who also have private label capacity. Together, they form PLMA's Active Membership. For brokers and trade suppliers, there is PLMA's Associate Membership. For international companies, there is PLMA International Council.

Trade Shows
In addition to PLMA's annual show in Chicago, PLMA provides member manufacturers with selling opportunities around the world. PLMA presents the “World of Private Label” International Trade Show in May in Europe. PLMA's Shanghai Private Label Fair in China is presented in partnership with the Shanghai International Sourcing Promotion Center.

Conferences and Seminars
PLMA also presents conferences and events throughout the year that deal with current issues from marketing and consumer trends to trade practices and legislative and regulatory concerns. These include PLMA's Annual Meeting & Leadership Conference and PLMA's Washington Conference.

Executive Education
Members can also participate in PLMA's Executive Education program, developed in conjunction with St. Joseph's University in Philadelphia. The program offers a 3-day program of courses covering private label history, retail marketing and merchandising, new product development and promotion.

Research and Publications
PLMA provides members with key intelligence data, too. In conjunction with The Nielsen Company, PLMA publishes the Private Label Yearbook with market share data from supermarkets, drug chains and mass merchandisers. PLMA also regularly tracks trends in consumer shopping behavior in conjunction with SurveyLab. To keep members informed throughout the year, PLMA provides members with the online E-Scanner newsletter.

PLMA.org
PLMA Member Services are coordinated through an exclusive member service website PLMA.org. These services include PLMA's Yearbook with market share data for over 700 product categories and subcategories across all channels and nine geographical regions on a quarterly basis. Members-only services also include access to PLMA's Idea Supermarket, with research on products and packaging of retailers around the world and PLMA's broker and supplier directories.

A Unique Organization for a Unique Industry
You may belong to other trade associations, but PLMA is unique. That is why it has grown bigger and bigger for more than 30 years. Join and become part of the family.

Nov.15-17, 2015 • Chicago
Presented by the Private Label Manufacturers Association
630 Third Avenue, New York, NY 10017 • Telephone: (212) 972-3131 Fax: (212) 983-1382 E-mail: info@plma.com www.plma.com