We Do It All For Them

PLMA’s 2017 Private Label Trade Show

Nov. 12-14 • Chicago

Presented by the Private Label Manufacturers Association
Here are the facts about PLMA's 2017 Private Label Trade Show

Over 5,000 visitors. More than 2,700 exhibit booths. All under one roof at one time. It is the private label event of the year. With store brands market share reaching nearly 25% of unit sales in the U.S., there is no better time to exhibit. In fact, store brands are expanding faster than national brands. Retailers coast-to-coast, including supermarkets, drugstores, mass merchandisers, dollar stores and convenience retailers, have committed themselves to promoting their own brands. This means opportunities for manufacturers like you.

Whether you are a small manufacturer or part of a large multi-national company, PLMA’s 2017 Private Label Trade Show is your chance to meet retail decision-makers who are responsible for private label purchasing.

But PLMA is more than a trade show. Your membership opens the door to seminars, conferences, publications, research, and networking that you will need in the year ahead.

You can exhibit in other shows, but no show will help you build your business better than PLMA’s 2017 Private Label Trade Show. To exhibit, contact PLMA today. Telephone (212) 972-3131 or email exhibit@plma.com.

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

### Supermarkets and Food Retailers
- Ahold USA
- Albertsons Companies
- Aldi US
- Angelo Caputo’s Fresh Markets
- Bashas
- Big Y Foods
- Bristol Farms
- Brookshire Brothers
- Brookshire Grocery
- Butera Market
- Cardenas Markets
- Delhaize America
- Dorothy Lane Markets
- Fairway Markets
- Fareway Stores
- Foodtown
- The Fresh Market
- Fresh Thyme Farmers Market
- Garden Fresh Market
- Giant Eagle
- Grocery Outlet
- Harmon’s Grocery
- Harris Teeter
- H-E-B Grocery Company
- Heinens Fine Foods
- Hy-Vee
- Ingles Markets
- International American Supermarkets
- Jetro Cash & Carry
- K-V-T Food Stores
- Key Food Stores
- Kings/Balducci’s
- Kowalski’s Markets
- The Kroger Co.
- Lidl US
- Lowes Foods
- Lucky’s Market
- Marsh Supermarkets
- Meijer
- Metropolitan Market
- Natural Grocers
- Northgate Gonzalez Market
- Price Chopper Supermarkets/Market 32
- Publix
- Raley’s
- Ridleys Family Markets
- Rounding’s
- Save Mart Supermarkets
- Save-A-Lot
- Schnucks
- Sedano’s
- Southeastern Grocers
- Sprouts Farmers Market
- Starbucks
- stew Leonard’s
- Tops Markets
- Trader Joe’s
- Treasure Island Foods
- Wegmans Food Markets
- Weis Markets
- Western Beef
- Whole Foods Market
- Winco Foods

### Drug Chains
- CVS Health
- Discount Drug Mart
- Harmon Face Values
- Mars Glassman
- Rite Aid Corp.
- Walgreen Co.

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

### InternetRetailers
- Amazon.com
- Boxed
- FreshDirect
- jet.com
- Thrive Market

### Dollar Stores & Discounters
- Big Lots Stores
- Dollar General Corp.
- Dollar Tree Stores
- Family Dollar Stores
- Fred’s

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

### Convenience Stores
- Circle K
- Cumberland Farms
- Family Express
- Kum & Go
- Kwik Trip
- MAPCO Express
- RaceTrac Petroleum
- 7-Eleven
- Speedway
- Wawa

### Specialty Retailers
- Ace Hardware
- Babies "R" Us
- Bed Bath & Beyond
- Christmas Tree Shops
- Cost Plus World Markets
- Dick’s Sporting Goods
- Menards
- Oriental Trading Company
- Pet’s Barn
- Petsmart
- PupLife
- Ross Stores
- Sally Beauty Supply
- Staples
- True Value
- Ulta Beauty
- The Vermont Country Store

### Co-ops & Wholesalers
- Affiliated Foods Midwest
- Associated Grocers of Florida
- Associated Supermarket Group
- Associated Wholesale Grocers
- Bozuto’s
- C & S Wholesale Grocers
- Cardinal Health
- Central Grocers
- CerCto
- Chain Drug Marketing Assoc.
- Great Lakes Wholesale Grocers
- Supplify
- Harvard Drug
- IGA
- Kinray
- Kradsale Foods
- McKesson Corp.
- McLane Company
- Merchant Distributors
- Piggly Wiggly Alabama
- Piggly Wiggly Midwest
- Pride Products Corp.
- SpartanNash
- Supervalu
- Topco
- Valu Merchandisers
- Wakefern Food Corp.

### International Retailers
- AEON Topialu Co.
- Aldi UK
- Alimentación Couche-Tard
- Alkosto
- Alliance Boots
- Almacenes Ibarra
- Americano (Tian Jin) International Trade
- Anhui Andeli Department Store
- Australian United Retailers
- Beijing Bao Kui Market
- Beijing Chaoshifa Chain Store
- Budget Food Stores
- CC Japan
- Chedraui
- City Club
- Comercial Mexicana
- Compania Goya S.A.
- Condor Super Center
- Cost Right Limited
- Costco Wholesale Canada
- Deli K Market
- Dia Brasil Supermercado
- Dollarama
- Dukan
- Dumsa
- EM Group
- Enxuto Supermercados
- Familyprix
- Farmacia Caridad
- Farmacias del Ahorro
- Federated Co-Operatives
- General Textil San vic Tic
- Giant Tiger Stores
- Grupo Calleja
- Grupo Egm
- Grupo Puma
- Grupo Ramos
- H-E-B Mexico
- Helens
- Hipermercados Ole
- Homeplus
- Ito Yokado Co.
- Jeronimo Martins Columbia
- Koba Columbia
- Loblaws
- Lotte Mart
- LuLu Hypermarkets
- Massy Stores
- Mega Mart
- MercadoDo S.A.
- Metro Richelieu
- Mitsui & Co.
- Newboy
- North West Co.
- Overwaitea
- Oxxo
- Pharmasave Drugs National

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

### Food Service
- Aramark
- Gordon Food Service
- HMSHost
- Indian Head Foodservice
- Reinart Foodservice
- Sysco
- US Foods

PLMA’s Who’s Who of Retailers and Wholesalers

Pricesmart
Rede de Supermercado Asun
Rede Sao Paulo Supermercados
Rede Smart de Supermercados
Rexall
Sam’s Club Mexico
Selio Ishii
Sejyu G.K.
Shanghai Greenland Group
Shanghai Ted Foodstuffs
Shanxi Meetall United Supermarket
Shinsegae Co.
Shoppers Drug Mart
SoBeys
Soriana
Sultan Center
Super Mercado Zona Sul
Super 99
Supermarket PA
Supermercado Ridy
Supermercados Econo
SuperTiendas y Drogueria Olimpica
Tesco
Tiendas Tres B
Tottus
U Trans Group
Uniprix
Unisuper
Van Trade
Waldo’s Dolar Mart Mexico
Walmart/Asda
Walmart Canada
Walmart Centro America
Walmart Chile
Walmart/Massmart
Walmart Mexico

* PLMA’s retail and wholesale list is based on attendance at past PLMA trade shows.
Exhibiting-at-a-Glance

PLMA’s 2017 Private Label Trade Show

Show Location
PLMA’s 2017 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
Friday, November 10
Booth Set-Up 8:00am - 6:00pm

Saturday, November 11
Booth Set-Up 8:00am - 6:00pm

Sunday, November 12
Booth Set-Up 8:00am - 6:00pm
Seminars & Workshops 2:00pm - 4:00pm
Opening Night Reception 7:00pm - 8:00pm

Monday, November 13
Keynote Breakfast 8:00am - 9:00am
South Hall Open 8:30am - 6:00pm
Trade Show Floor Open 9:00am - 6:00pm

Tuesday, November 14
PLMA Live! Breakfast 8:00am - 9:00am
Trade Show Floor Open 9:00am - 4:00pm

Wednesday, November 15
Booth Breakdown 8:00am - 1:00pm

Seminar Program
To help show attendees get the latest industry trends, PLMA offers a special seminar and speakers program. This includes Sunday seminars and workshops, the Monday Keynote Breakfast and the Tuesday PLMA Live! Breakfast. Consult the Official Program Guide or Online Show Preview for this year’s presentations.

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.

Exhibit Rates
The cost of exhibiting at PLMA’s 2017 Private Label Trade Show is low, too. Choose from a variety of in-line or island configurations. This year’s member rates are:

- 1 booth (10’ x 10’) $3,000*
- 2 booths (20’ x 10’) $4,500
- 3 booths (30’ x 10’) $6,000
- 4 booths (40’ x 10’) $7,500
- 4-unit island (20’ x 20’) $8,000
- 6-unit island (30’ x 20’) $10,000
- 8-unit island (40’ x 20’) $12,000
- 10-unit island (50’ x 20’) $15,000
- 12-unit island (30’ x 40’) $18,000
- 16-unit island (40’ x 40’) $21,000
- 20-unit island (50’ x 40’) $25,000

*Single unit price increases to $3,500 after Sept. 1. Non-members add surcharge based on maximum membership dues. Booth assignments are on a first-come, first-served basis in order of receipt of application and payment, product eligibility and availability of space.

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.

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 in order to participate.

Promoting Exhibitor Products
Exhibitors can announce new products on PLMA’s Show Preview, which is sent to all registered retailers and wholesalers 30 days prior to the show. Exhibitors can also submit new products for display in PLMA’s New Product Expo, which is located inside the Idea Supermarket® and open during show hours.

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.

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Welcome to the Private Label Manufacturers Association. With more than 4,000 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 PLSC (Shanghai Licensing Association Private Label Specialty Committee).

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 courses covering private label history, retail marketing and merchandising, new product development and promotion.

Research and Publications
In cooperation with The Nielsen Company, PLMA publishes the online Private Label Yearbook with market share data from supermarkets, drug chains and mass merchandisers. PLMA also regularly reports on 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.

Store Brands USA
PLMA also brings the store brands message directly to consumers through YouTube, Facebook and other social media. PLMA’s storebrandsusa.com is a unique website which provides shoppers with recipes, health tips, home and lifestyle ideas and retail news. For the industry, PLMA produces PLMALive, a monthly video news program with reports on retailers, manufacturers and trends important to store brands.

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.