

Connecting Private Label Worldwide



PLMAGLOBAL

**Online Private Label
Trade Show**

March 28-31, 2022

Presented by the Private Label Manufacturers Association

CONNECTING PRIVATE LABEL WORLDWIDE

PLMA Global will enable visitors from around the world to meet with companies from PLMA's industry-defining Chicago and Amsterdam events combined - regardless of their home country. It will be your online connection to an entire industry of manufacturers, service providers, and other retailers and wholesalers like yourself — from supermarkets, drug chains, mass merchandisers, supercenters, specialty retailers, to importers and exporters. This online event is where you can see the latest innovative products, exciting packaging and marketing ideas. With hundreds of exhibitors and products, it is the digital hub for store brands.



THE SUPPLY CHAIN IS A 24/7 CHALLENGE. PLMA GLOBAL CAN HELP

As the world navigates its way out of the pandemic, the disruption to retailing and the store brands industry continues. Foremost among today's challenges is the reliable flow of products from source to marketplace. The online PLMA

Global trade show can help mitigate supply chain issues by providing a convenient, secure, and information rich platform where retailers can engage with current, and prospective private label suppliers.

They can collectively look for optimum ways to move goods by evaluating their respective supply chain capabilities and, if necessary, diversifying their partnership community. Quality, innovation, and the cost of products will always be attributes retailers will look for in their supply partners, but right now availability, continuity and on-time delivery are paramount.

EFFICIENT APPOINTMENT SCHEDULING

PLMA Global's format allows buyers to join the event as it fits their schedule and time zone. To make the event time-efficient for everyone, buyers will be able to request video call appointments from exhibitors in advance, before the show

opens. Video calls can be one-on-one but they can also be group calls with multiple participants, exhibitors as well as buyers. Supported by video conferencing platform Jitsi Meet, the calls allow for everything you are used to in daily business, including screen sharing and virtual backgrounds.

When a buyer requests a video appointment, an instant e-mail notification with a direct login link goes out to the exhibitor. Once appointment date and time have been confirmed, a unique video meeting link is created and sent to all meeting participants.

PLMA LIVE! PROGRAMMING

As the event is global, PLMA's unique video news network PLMA Live! will provide news items, interviews and other coverage tailored to the global private label industry on a daily basis. In addition, there will be an online version of PLMA's unique Idea Supermarket.

VISITOR TOOLS: DISCOVER FOOD AND NON-FOOD SUPPLIERS & PRODUCTS

Buyers and visitors will be able to find the quality products they are used to from PLMA - from food, snacks, and beverages to health and beauty, household and kitchenware. PLMA Global's online search functionality allows for quickly finding suppliers by company name, product category, description or trend, by country, or by any combination of the above. In addition, it is possible to source products using the photo gallery view. Buyers wishing to connect with exhibitors can schedule video appointments in advance or request an instant video call during show days. They can also exchange virtual business cards with exhibitors of their interest, or use chat tools to communicate. Exhibitors will list their personnel for buyers to contact with, including languages spoken and profile pictures. Active exhibitor personnel that is logged in will display as 'online' and can be contacted directly for video calls. Offline personnel will receive e-mail notifications with a quick login link when buyers are requesting appointments.



FEATURED PRODUCTS & MORE

Exhibitors will display featured items with detailed product descriptions in their digital booths as well as additional company and product information shared through documents or promotional videos. Visitors can see each featured product separately within the digital booth display, and learn about the company's full product range.

**To register for PLMA Global
please call:
+1 212 972.3131 or
e-mail: visitors@plma.com**

ONE WEEK + THREE MONTHS

Visitors and exhibitors will be able to connect live 24/7 during the event, and the PLMA Global platform will remain open for another three months for any type of follow-up, or for any visit by buyers who could not log in during show days. During these three months, all PLMA Global connectivity tools, including video call and appointment scheduling, remain active, thus allowing for easy post-show access.

EXHIBITOR PREVIEW

A preliminary list of registered exhibitors will be sent to all attendees two weeks prior to the event. Visitors will also have early access to the platform to readily prepare for the upcoming digital show. At this time, you will be able to view the exhibit booths, search for products & categories, schedule appointments, and more.



SHOW ORGANIZERS

PLMA Global is presented by the Private Label Manufacturers Association. It is the only organization of its kind, representing more than 3,500 member companies worldwide. With offices in New York and Amsterdam, PLMA is devoted exclusively to the promotion of private label. Today, it provides services to manufacturers and retailers in more than 75 countries.



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630 Third Avenue, New York, NY 10017 • Telephone: (212) 972-3131 E-mail: plmaglobal@plma.com www.plmaglobal.com