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# NPE2012 Update

## Webinar

## November 17, 2009

Jim Buonomo, Nypro  
SPI Chairman of the Board



# NPE History



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- Began in New York City in 1946.
- Held there for most of its first 25 years before it was moved to Chicago due to space and cost.
- Have had one biennial and 13 triennial shows in Chicago since 1971.
  - Plastics industry infused \$1.1 Billion into Chicago attracting close to 900,000 visitors into the city.
- Chicago has been linked with NPE in the minds of industry people around the world.
- As a world-class city, Chicago has been a positive attraction for visitors to NPE, with fine restaurants, beautiful architecture, important cultural institutions, and many varieties of entertainment.



# A Systematic Review



- Increasing cost pressures have limited our exhibitors' ability to showcase their full inventory of machinery and new technology.
- We made a systematic and thorough study, directed by volunteer committee members.
- Changing the venue of the plastics industry's most important business event is not something we could do without being completely convinced that the move is the right one.



# SPI's Objective



“Creating the highest possible return on investment for both attendees and exhibitors”



# Stakeholder Groups

Chris Keller, The Conair Group  
SPI Vice Chairman



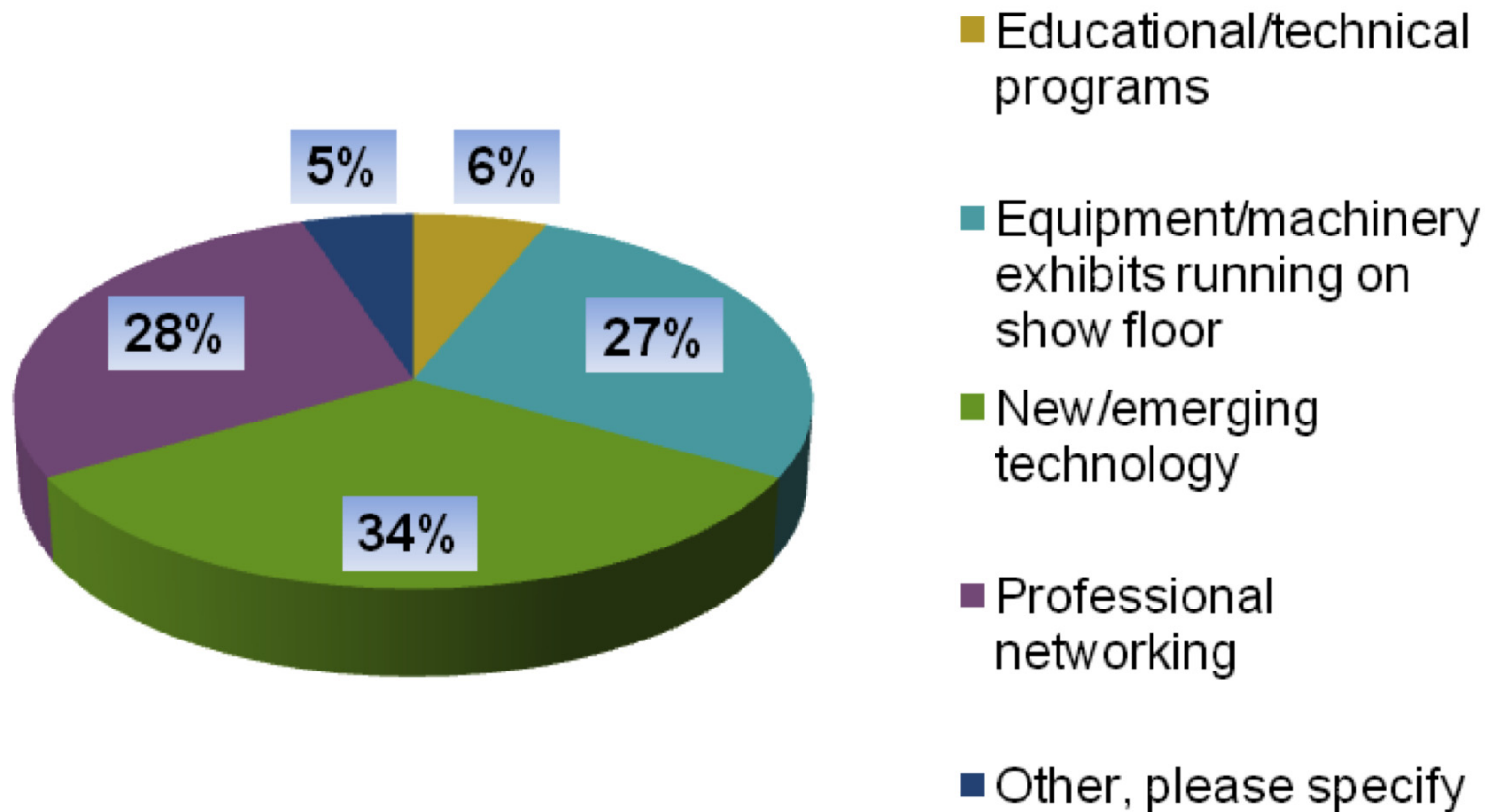
# NPE Very Important to Attendees

- It is obvious that the show needs a high number of qualified buyers to be successful.
- Following are the key items that were identified by the attendees as important:
  1. New Technology / Innovation
    - Running equipment is important
  2. Total Experience (grouping)
  3. “Matching” in supply chain (networking)
  4. Cost to attend (hotels, restaurants, traffic, etc.)



# Main Reason for Attending

## Primary Reason for Attending NPE2009



1,711 attendee survey respondents



# NPE Very Important to Exhibitors

- The exhibitor experience is extremely important as they are paying the majority of the bills for the event.
- Following are the key items that were identified by the exhibitors as important:
  1. Buyers (attendees)
  2. Lower, predictable costs
    - Drayage, rigging, utilities, booth assembly, hotels, etc.
    - Labor work rules
  3. Overall ease of exhibiting
  4. Grouping
  5. Networking





# NPE Operations Committee 2012 City Comparison

Jim Murphy, Davis Standard  
NPE2009 Operations Committee Chair  
NPE2012 Vice Chair



# Venue Search Process

- Review cities that could accommodate NPE
- Criteria
  - Facility (contiguous exhibit space)
  - Utilities (electric, plumbing, air, Internet)
  - City infrastructure (airports, transportation, housing, and entertainment)
  - Labor
- Candidates
  - Atlanta, Chicago, Houston, Las Vegas, Orlando



# Venue Search Process

## Candidate highlights

- Atlanta (not enough contiguous space, and too few hotel rooms)
- Chicago (the incumbent)
- Houston (facility too small, lack of hotels)
- Las Vegas (rejected NPE due to lack of sufficient power)
- Orlando (the contender)



# Due Diligence

The NPE Operations Committee conducted a systematic comparison of possible venues that included:

- Facility comparisons
- Detailed exhibit scenario comparisons for small, medium and large exhibitors
- Housing comparison
  - AAA hotel ratings
  - Average room rate w/ tax
- Restaurant comparison
- Airport comparison
- Parking comparison



# Recommendation

- After conducting our due diligence and engaging in thoughtful deliberations, the NPE2009 Operations Committee agreed that it was time to make a change.
- The U.S. plastics industry must keep pace with the global marketplace.
- The NPE Executive Committee agreed.
- The SPI Executive Board approved.



# NPE Moves to ...

## Orange County Convention Center Orlando, Florida

John Effmann, ENTEK Manufacturing Inc.  
NPE2009 Vice Chairman  
NPE2012 Chairman



# Mark Your Calendars



- NPE2012  
April 1-5, 2012  
Orange County Convention Center  
Orlando, Florida
  
- NPE2015  
March 22-26, 2015  
Orange County Convention Center  
Orlando, Florida



# Orlando Savings Summary



- Exhibitor Savings
  - Bundle savings
  - Utilities savings
  - Travel savings
  - ***Total Exhibitor Savings = over \$10mm\****
- Attendee Savings
  - Travel savings = close to \$10mm
- **Total Industry Savings = close to \$20mm**

\* Does not include savings associated with being able to assemble own booth, dispose of recyclable materials.





# Orlando Ranks #1 in Service

- It's not all about cost.
- It's also about Orlando's:
  - team/community effort
  - professionalism
  - dedication to service
  - partnership mindset--we're not just a customer
  - innovative spirit
- Orlando made the discernible difference!



# Vision for NPE2012



- Our decision to move NPE2012 to Orlando was made to:
  - Stimulate our industry's economic recovery
  - Better meet the needs of show attendees with
    - more running equipment
    - more extensive displays of new technology
    - more types of machines in full-scale operation
- The NPE2012 Operations and Executive Committees will create incentives for exhibitors to exhibit more machines and show more cutting-edge technology to the world.



# Vision for NPE2012

- New venue
- New spring dates
- New show cycle
- New educational sessions
- New exhibit clustering
- New technologies
- New incentives for running machinery
- New vacation discount packages



# Welcome to Orlando



Gary C. Sain, President & CEO  
Orlando/Orange County Convention & Visitors Bureau Inc.

# About the Orange County Convention Center



Jessie Allen, General Manager  
Orange County Convention Center



# Questions?



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## THE INTERNATIONAL PLASTICS SHOWCASE

April 1-5, 2012  
Orange County Convention Center  
Orlando, Florida

