



February 4-5, 2025

Anaheim Convention Center, North Hall



Exhibitor Prospectus



WestPACK

866-267-7339

[SustainableManufacturingExpo.com](http://SustainableManufacturingExpo.com)

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# WestPack

Each year, **WestPack** transforms Anaheim, CA into the hub of packaging when thousands of Engineers, Purchasers, and C-Level Executives in the packaging community come together for innovation, collaboration, and networking.

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YOUR SPACE



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# Westpack: The Hub Of Packaging Development And Innovation

**WestPack**, well-known as the leading event showcasing the latest innovation and excellence in packaging solutions, will maintain its 50+ years of delivering value to the West Coast's marketplace while having the added strategic value of being positioned alongside the new **Sustainable Manufacturing Expo** in the North Hall of the Anaheim Convention Center (just steps from its previous location in Hall A).

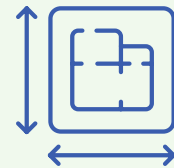
Why this strategic move? Sustainability isn't just a passing trend—it's the driving force reshaping the packaging industry. By co-locating with a show entirely focused on sustainability, we aim to attract a qualified audience, including major Food and Beverage Consumer Package Goods companies under pressure to package sustainably.



**15,000+\***  
ATTENDEES



**200+\*\***  
EXHIBITORS



**50,000\*\*\***  
SQUARE FOOTAGE

\*Total Attendees for Co-located Shows. \*\* Total Exhibitors for Co-located Shows in North Hall.  
\*\*\*Total Show Floor Square Footage in North Hall



**Engineering and  
manufacturing  
event in North  
America**

**RESERVE  
YOUR  
BOOTH**



# Why Exhibit

## Exhibitors Agree that WestPack is THE show to attend

Year after year, exhibitors at **WestPack** generate leads, make new contacts, meet existing clients, launch new products, and increase brand awareness.



Exhibitors expect to generate **\$300,000+** over the **next 12 months** from sales leads acquired at the event.



**77%** onsite rebooking for following year



**Preshow marketing** to food & beverage consumer package goods companies as well as medical device companies.



**Year over year growth** in attendance and exhibiting companies

*\* Total Attendees for Co-located shows.*

*\*\* Total exhibitor for Co-located shows*

## What exhibitors have to say

"We don't do any other events anymore. We just stick to this one because we get the most impact out of this show."

"Definitely had an excellent ROI to the leads captured and the attention generated by the event."

"Being at Anaheim is important to us. It is the place for us to connect with buyers in our industry."

"All the big names are here. We don't do any other shows because this one is the only one that matters. Best quality attendees and leads."



# The WestPack Attendee



**87%**

of verified attendees have purchasing power



**77%**

of verified attendees have an active project



**\$150,000+**

Attendee average spend with exhibitors met at the event within the next year.

## Meet Serious Buyers



**55%**

Are involved in the concept/ planning stage



**47%**

Are involved in the manufacturing stage

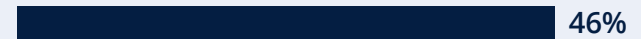


**65%**

Have an active project or one planned within the next 12 months

## WestPack Company Size

1-50 employees



51-250 employees



251-999 employees

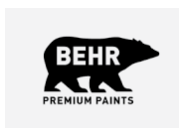


1000+ employees



## Top Attending Companies

Amcor, Applied Medical, Berry Global, Edwards Lifesciences, Hills Pet Nutrition, Inc., Chipotle, Colgate Palmolive Company, Danone, Lockheed Martin, Norton Packaging



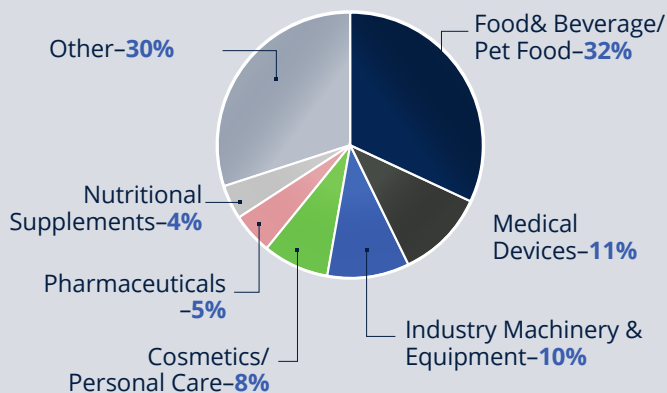
# The WestPack Attendee



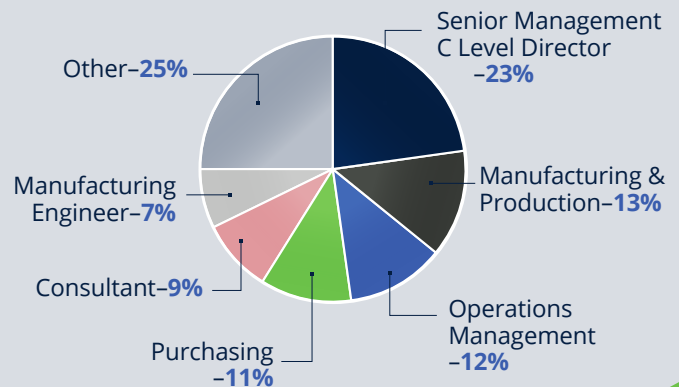
9 out of 10

ATTENDEES CONSIDER WESTPACK  
IMPORTANT TO THEIR BUSINESS

## Job Functions:



## Industries:



"It is a bigger show than I expected. This is the perfect size and great mix of suppliers."

"No better concentration of manufacturers in one place."

"The amount of exhibitors gave me the chance to speak with multiple vendors, giving me the multiple options I wanted."

"Exhibitor's cover a wide range of industry without being too broad."





# We Deliver The Right Audience To Your Booth

We work year-round to ensure that the attendee quality and quantity is unmatched. Through our vast network of partners and internal audiences, we promote to over 1 million qualified decision-makers in the advanced manufacturing and engineering industry.

Some of our complimentary promotions include:



EMAIL  
CAMPAIGNS



ASSOCIATION  
OUTREACH



MEDIA CHANNEL  
COVERAGE



MULTICHANNEL  
ADVERTISING



SOCIAL MEDIA  
CAMPAIGNS



PARTNERSHIPS WITH  
INDUSTRY MEDIA  
OUTLETS



# Booth Rates & Information

## Pricing\*

### WestPack (Booth 0-299)

Inline	\$48.75 per sq ft
Corner	\$49.25 per sq ft
Peninsula	\$50.50 per sq ft
Island	\$50.00 per sq ft

### WestPack (Booth 660-999)

Inline	\$41.25 per sq ft
Corner	\$42.25 per sq ft
Peninsula	\$40.50 per sq ft
Island	\$40.25 per sq ft

### WestPack (Booth 300-599)

Inline	\$44.75 per sq ft
Corner	\$45.25 per sq ft
Peninsula	\$43.75 per sq ft
Island	\$44.75 per sq ft

### WestPack (Booth 1000+)

Inline	\$39.75 per sq ft
Corner	\$40.25 per sq ft
Peninsula	\$38.75 per sq ft
Island	\$38.50 per sq ft

\*Pricing is relative to the location on the show floor.

## Included Marketing features with your booth:



**CUSTOMER  
INVITE  
PROGRAM**



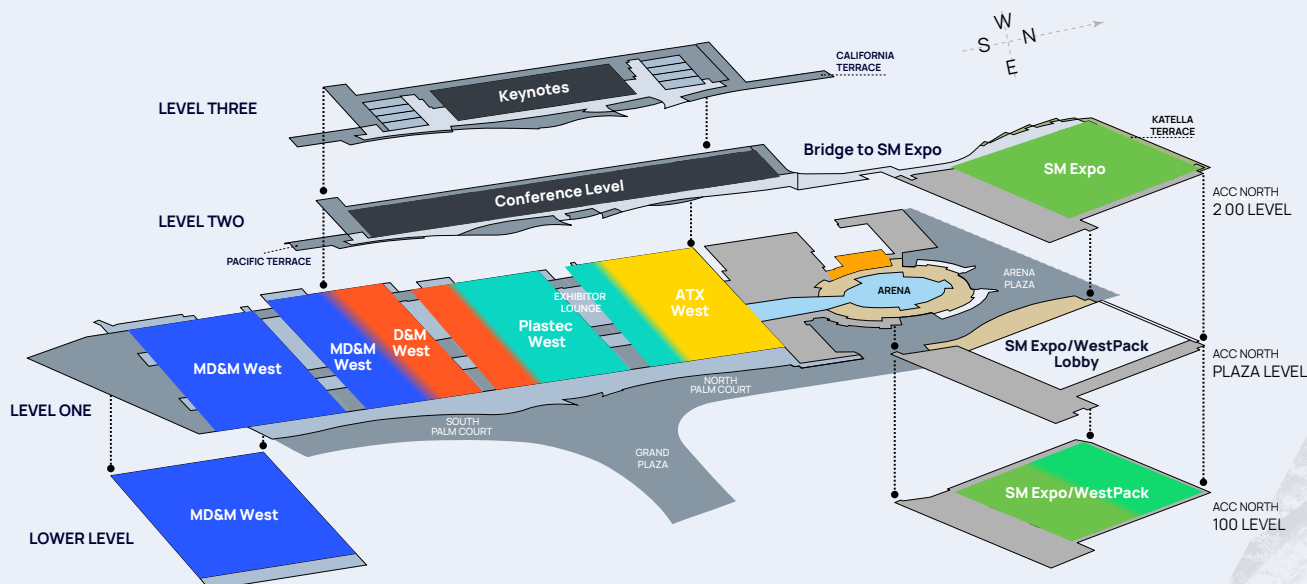
**DIGITAL  
LISTING AND  
PORTAL**



**EXHIBITOR  
TOOL KIT**

## Co-Locations Create A Complete Manufacturing Hub

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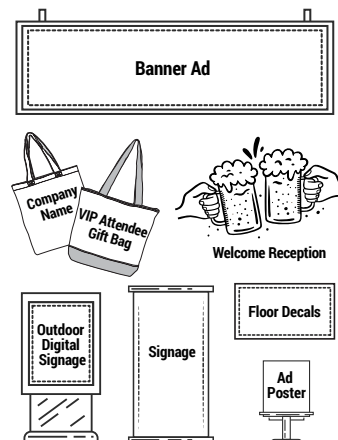


# Exhibitor Marketing And Promotions

**Pre-show and onsite promotions help increase brand recognition and booth traffic by approximately 25%!**

Maximize your company's event exposure by selecting from a variety of pre-show and onsite opportunities designed to showcase your products and services. SM Expo offers sponsorship opportunities to meet every objective and budget.

**Take your marketing to the next level with our curated pre and post-event promotions**



**INCREASE BRAND  
VISIBILITY**



**INCREASE LEAD  
GENERATION**



**INCREASE RETURN  
ON INVESTMENT**

## PRE-EVENT OPPORTUNITIES

- » Featured Exhibitor Package with Enhanced Online Listing
- » Product Category Sponsorship
- » Show Highlight Sponsorship
- » Online Expo Floor Plan Sponsorship
- » Advertising in Attendee Marketing Outreach

## ONSITE EVENT OPPORTUNITIES

- » Show Guide Print Advertising
- » Badge Sponsorship
- » Charging Station Sponsorship
- » Onsite Signage: Column Wraps, Floor Decals, Ad Posters, Mega Signs, and more.
- » Aisle Sign Sponsorship
- » Additional opportunities, including custom options, are available.



Interested in speaking opportunities? **Contact us** today to learn more about the various exhibitor packages that include thought leadership.

## Lead Retrieval

Maximize your ROI by using **WestPack's** Lead Retrieval services. You can easily scan and capture attendee contact information, manage your teams' leads, and integrate it into your existing CRM system.



# Reserve Your Space at Sustainable Manufacturing Expo 2025

Reserve your booth today and position your business in front of thousands of qualified attendees. Follow these three easy steps and start your journey to make your biggest impact for your business in 2025!

## STEP 1

**Review** the 2025 Floor Plan

## STEP 2

**Decide** your booth size and top three show floor locations

## STEP 3

**Call** 866-267-7339 or click below to connect with our sales team about securing your booth

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