

## PRESS RELEASE

# A year to go, 201 companies confirmed their participation in 15<sup>th</sup> PRINTPACK INDIA

The marketing of space for PRINTPACK INDIA 2021 Exhibition, scheduled to be held at India Expo Centre, Greater Noida from February 03-08, 2021, is progressing beyond expectations. The new addition of two more segments, **Signage** and **Screen Printing**, are big hits, now the exhibition profile includes Pre-press, Press, Label Printing, Signage, Screen & Textile Printing, Digital, Post-press, Corrugation, Converting, Rigid & Flexible Packaging, Service & Software, Paper and Consumables & Spares.

During November and December, 2019, IPAMA had participated in number of domestic exhibitions organised in different States for marketing and publicity of PRINTPACK INDIA 2021 Exhibition. IPAMA Marketing Team had also been to Bangladesh, Nepal, Iran, Philippines and UAE during the last two months, not only for organising participation in the exhibitions, but also for marketing of PRINTPACK INDIA 2021. The results are extremely well.



Many Indian and Foreign companies/organisations are also coming forward for entering into agreements with IPAMA for selling the exhibition space on mutually

agreed terms and conditions. Even though there are about 13 months still left for the curtain raising ceremony of PRINTPACK INDIA 2021, as on date i.e. 17<sup>th</sup> January 2020, 201 Indian and foreign exhibitors have already booked their Stands by remitting the requisite space charges. The Priority Numbers generated, based on the Bank Statement indicating the date of the remittance, have also been conveyed to the respective Companies. The Stands will be allotted based on Priority Numbers.

As the last date for availing Early Bird Discount is also approaching fast which is 30<sup>th</sup> April 2020, the booking of space will get further swing during the coming months. It may be stated that, during PRINTPACK INDIA 2019, the entire space had been booked by the Exhibitors two months before the commencement of the Show. About 100 companies had been kept in the waiting list for allotment of space against cancellation. However, these Companies could not get a chance as there were no cancellations. For participation in PRINTPACK INDIA 2021 the Companies are not going to take a chance. IPAMA is expecting to close the booking of space by end of November 2020. Thereafter, the Companies can be provided space only against cancellation.



During the previous edition, IPAMA had reserved few Halls segment-wise for displaying machinery and other related products. This scheme was appreciated not only by the Exhibitors but also by the business visitors, who had direct entry to the respective Halls of their interest. For PRINTPACK INDIA 2021, separate halls for Corrugation, Label, Screen Printing, Signage, Printing and Packaging have also been planned.