



touchpoint
packaging



inspiring

unexpected

Experience the future 2020

amazing

exciting

epda
European Packaging
Design Association

epda
European Packaging
Design Association

Messe
Düsseldorf



Touchpoint Packaging 2020

Touchpoint Packaging will provide insights into packaging design and production, display latest solutions and applications and show how future packaging and design will deliver additional value, impulses and growth opportunities.

Brands, designers, packaging material suppliers, manufacturers and young talents are invited to become players at the Touchpoint Packaging and to surprise drupa visitors with an inspiring, unexpected, amazing and exciting Packaging World of the Future.



interesting **inspiring** motivating uplifting
 encouraging thought-provoking
 exalting
enriching
 surprising
 marvellous shocking
surprising miraculous
amazing
 incredible wonderful
 extraordinary
 mind-blowing wonderful
 astounding
 remarkable

spontaneous unpredicted
 unforeseen
 unthought unannounced
impulsive
unexpected
 surprising out of the blue
 un hoped
 provocative
 vigorous interesting tense
exciting
 breathtaking sexy
 dynamic
 fascinating
 stimulating energetic
 glamorous



Steering Committee Partnership

(9.500,- EUR)

1. DRIVER

Benefits

- Exclusive trendsetting role (company signage)
- High influence on Touchpoint Packaging concept development / identify key issues of future packaging development and production
- Gain from exchange of expertise and joint ideation processes
- Direct investment in company R&D processes
- Network expansion

Expectations

- Innovative out-of-the-box thinking and open-minded attitude following Open Source idea
- Content development based on key terms “inspiring, amazing, unexpected, exciting”
- High identification with steering committee
- Provide manpower for about 3-5 committee meetings until drupa 2020

2. PROJECT LEADERSHIP (BEFORE FAIR, 2018 - 2020)

Benefits

- Project leadership authority
- High influence on project content, process and results
- Company learnings thanks to process-oriented creative innovation development
- Network expansion

Expectations

- Innovative out-of-the-box thinking and open-minded attitude following Open Source idea
- Manpower and expertise
- High identification with Steering Committee
- Involvement of further company-related experts

3. PRESENTATION OF PRODUCTS AND SERVICES (DURING FAIR IN 2020) - CHOOSE AT LEAST 3

Benefits

- Presentation of products and solutions*
- Panel and/or Workshop Moderation
- Panel Participation*
- Keynote presentation
- Permanent video presentation
- Network expansion*

Expectations

- Development of exhibition content meeting the approved concept *
- Elaboration and implementation of panel and workshop topics
- Preparation of panel participation*
- Development of presentation contents (no company presentation)
- Creation and production of video (no company presentation)
- Provide company team to man stand (one person per day)*

(* compulsory)



4. COMMUNICATION PACKAGE GOLD

Before drupa 2020

Newsletter	> 150.000 international contacts
twitter	11,800 followers
Facebook	33,000 fans
Xing	5,194 group members
Linkedin	7,050 group members
drupa Blog	> 5,000 visitors per month
Press Releases	> 1,800 international trade journalists
drupa global Portfolio	Promotion at international shows within the drupa global portfolio
Online Marketing	Banner placement on more than 130 international webpages
drupa webpage	> 100,000 visitors per year during none drupa years
drupa App	> 30,000 downloads for drupa 2016
Advertisement / Editorials	> 300 international trade magazines

During drupa 2020

Banner Advertisement at the exhibition ground	Touchpoint Packaging Banner in the entrance area and outside the halls
Digital Signage in the entrance areas	Promoting the Touchpoint Packaging activities on the digital signage at the entrances
Flyer "packaging @ drupa 2020"	Flyer presenting background stories, programme, sponsor presentation incl. hall plan with assigned spaces
Promotion Team "Touchpoint Packaging" on the exhibition ground	Promotion teams distributing Touchpoint Packaging information within the halls and entrance areas
Social Media	Live Reports on drupa social media channels
drupa daily	Articles / advertisements in the drupa daily newspaper
Invitation for exclusive evening events	e.g. Diamond Dinner, exhibitor party etc.
Exclusive Interview	Live Interview / Statement for the post show reporting

After drupa 2020

Press Releases	> 1,800 international trade journalists
drupa Post Show Report	Distribution to exhibitors, Media and partners
Social Media Campaign Review drupa 2020	Post show reporting on drupa social media channels



Advanced Partnership

(7.000,- EUR)

1. PROJECT PARTICIPATION (BEFORE FAIR, 2018 - 2020)

Benefits

- Gain from exchange of expertise and joint project development
- Direct investment in company R&D processes
- Company learnings thanks to process-oriented creative innovation development
- Network expansion

Expectations

- Development of innovative contribution to meet defined project objectives
- High identification with project team
- Expertise and manpower

2. PRESENTATION OF PRODUCTS AND SERVICES (DURING FAIR IN 2020) - CHOOSE AT LEAST 3

Benefits

- Presentation of products and solutions*
- Panel and/or Workshop Moderation
- Panel Participation*
- Keynote presentation
- Permanent video presentation
- Network expansion*

Expectations

- Development of exhibition content meeting the approved concept *
- Elaboration and implementation of panel and workshop topics
- Preparation of panel participation*
- Development of presentation contents (no company presentation)
- Creation and production of video (no company presentation)
- Provide company team to man stand (one person per day)*

(* compulsory)



3. COMMUNICATION PACKAGE SILVER

Before drupa 2020

drupa Blog	> 5,000 visitors per month
Press Releases	> 1,800 international trade journalists
drupa webpage	> 100,000 visitors per year during none drupa years
drupa App	> 30,000 downloads for drupa 2016

During drupa 2020

Banner Advertisement at the exhibition ground	Touchpoint Packaging Banner in the entrance area and outside the halls
Digital Signage in the entrance areas	Promoting the Touchpoint Packaging activities on the digital signage at the entrances
Flyer "packaging @ drupa 2020"	Flyer presenting background stories, programme, sponsor presentation incl. hall plan with assigned spaces
Promotion Team "Touchpoint Packaging" on the exhibition ground	Promotion teams distributing Touchpoint Packaging information within the halls and entrance areas
Social Media	Live Reports on drupa social media channels
drupa daily	Articles / advertisements in the drupa daily newspaper
Invitation for exclusive evening events	e.g. Diamond Dinner, exhibitor party etc.
Exclusive Interview	Live Interview / Statement for the post show reporting

After drupa 2020

Presse Releases	> 1,800 international trade journalists
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Basic Partnership

(4.000,- EUR)

1. PROJECT PARTICIPATION (BEFORE FAIR, 2018 - 2020)

Benefits

- Gain from exchange of expertise and joint project development
- Direct investment in company R&D processes
- Company learnings thanks to process-oriented creative innovation development
- Network expansion

Expectations

- Development of innovative contribution to meet defined project objectives
- High identification with project team
- Expertise and manpower

2. PRESENTATION OF PRODUCTS AND SERVICES (DURING FAIR IN 2020) - CHOOSE AT LEAST 2

Benefits

- Presentation of products and solutions*
- Panel and/or Workshop Moderation
- Panel Participation
- Keynote presentation
- Permanent video presentation
- Network expansion*

Expectations

- Development of exhibition content meeting the approved concept *
- Elaboration and implementation of panel and workshop topics
- Preparation of panel participation
- Development of presentation contents (no company presentation)
- Creation and production of video (no company presentation)
- Provide company team to man stand (one person per day)*

(* compulsory)



3. COMMUNICATION PACKAGE BRONZE

During drupa 2020

Banner Advertisement at the exhibition ground	Touchpoint Packaging Banner in the entrance area and outside the halls
Digital Signage in the entrance areas	Promoting the Touchpoint Packaging activities on the digital signage at the entrances
Flyer "packaging @ drupa 2020"	Flyer presenting background stories, programme, sponsor presentation incl. hall plan with assigned spaces
Promotion Team "Touchpoint Packaging" on the exhibition ground	Promotion teams distributing Touchpoint Packaging information within the halls and entrance areas
Social Media	Live Reports on drupa social media channels
drupa daily	Articles / advertisements in the drupa daily newspaper

After drupa 2020

Presse Releases	> 1,800 international trade journalists
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PARTNERSHIP OPTIONS

- s** Steering Committee Partnership: 2 brands, 1 design agency, 3 industry partners, 2 industrial associations (limited to 8 participants)
- a** Advanced Partnership: Industry partners (drupa exhibitors), design agencies and schools, brands (limited to 20 participants)
- b** Basic Partnership: Industry partners, design agencies and schools, brands, other relevant parties

s Steering Committee Partnership



a Advanced Partnership



b Basic Partnership





Let us create the future!

Sabine Geldermann, Messe Düsseldorf

Kim Dröge, Messe Düsseldorf

Claudia Josephs, epda

Rob Vermeulen, epda