

This year, the venue of MEDIA-TECH Expo changes from Frankfurt to Long Beach



New Product Showcase to highlight MEDIA-TECH Expo 2007

The MediaPack Summit, which will include sessions spotlighting new media packaging as key industry issues, is expected to draw many executives from many leading packaging companies to MEDIA-TECH Expo 2007

A packaging showcase and several panel discussions on the current state and future of the media packaging industry will highlight the inaugural MediaPack Summit, which is taking place in conjunction with MEDIA-TECH Expo 2007.

MEDIA-TECH Expo 2007 will take place May 15-17 at the Long Beach Convention Center in Long Beach, California. The show is produced by the MEDIA-TECH Association. MEDIA-TECH Expo 2007 is expected to have more than 100 exhibitors, including 28 packaging related companies at last count (see list on p43).

The MediaPack Summit is the only media packaging-related event



Packaging promises to be a feature item at the show

scheduled to take place this year. The event will take place from approximately 2:00 pm to 5:30 pm

on Wednesday, May 16 on the MEDIA-TECH Expo show floor. Four panel discussions will be held,

ranging from the state of the media packaging industry, to an update on issues surrounding automation equipment for the media packaging business. There will also be a New Product Showcase that will take place as well.

"I often am asked by content publishers what are some of the unique new packaging options available on the market," said Tom O'Reilly, editor of *MediaPack*. "The New Product Showcase will allow replicators, duplicators and content publishers alike to not only get a quick glimpse of what is available, but also receive samples of those new packages to share with colleagues and clients. If you procure packaging for your own company or for clients, this will be a

MEDIA-TECH EXPO 2007 – Packaging-related Exhibitors

List of Packaging-related companies exhibiting at MEDIA-TECH Expo 2007

MediaPack Summit is one of several meetings and events that will take place during MEDIA-TECH Expo 2007. Others include:

- The MEDIA-TECH Workshops
- The Digital Entertainment Group (DEG) Technical Panel
- The High-Definition Forum
- The International Disc Duplicating Association Meeting (IDDA)
- The DVD Association Meeting (DVDA)
- The American Independent Media Manufacturers (AIMMA) Spring Meeting
- The Creative Storage Conference

There will also be a MEDIA-TECH Expo 2007 networking party on the evening of

Tuesday, May 15. Admission is free for all show attendees.

For information on this and other MEDIA-TECH Association events, please go to: www.media-tech.net. ●

AGI Polymatrix
ANCO HK Development Co Ltd
Bert-Co Graphics
Bethel Plastics Ind
Bronway Ltd
Caliber International Corp
Chin Shing
Digital Media Automation Inc
EAM – Engineering Automation of Maine, Inc
Esatec SA
Evergreen Sales LLC
FMF Industries Ltd
Gima SpA
Heino Ilsemann GmbH
Infiniti Media Inc
Kenny Packaging Machinery Ltd
Key Solutions
KORA-PACKMAT Maschinenbau GmbH
Kyoto America Inc
MIP Packaging
Otari Inc
Polyline
Ponica Industries Corp
Scanavo Ltd
Schneider Packaging Equipment Co, Inc
Silo Ltd
Stora Enso
Super Jewel Box International

must-attend session. It is also a great opportunity for packaging suppliers to get some of their new products into the hands of potential buyers.”

The New Product Showcase will allow packaging suppliers to preview their new packaging for two minutes in front of attendees. “We think it will be a lively, fun format,” said O’Reilly. “Packaging suppliers will have exactly two minutes to pitch their new products. There are no holds barred, within limits, of course! We expect companies to get creative in using their two minutes to capture the interest of attendees.”



Attendees will be keen to see the latest in next-generation media packaging