



CASE STUDY

PMMI: THE ASSOCIATION FOR PACKAGING AND PROCESSING TECHNOLOGIES



PMMI connects the makers of goods with the packaging and processing suppliers they rely on. They help provide people around the world with innovative, safe, convenient, and cost-effective products that touch lives every day. PMMI advances the industry through its world-class PACK EXPO portfolio of trade shows (PACK EXPO International, PACK EXPO Las Vegas, PACK EXPO East, PACK EXPO Southeast, EXPO PACK Mexico, and EXPO PACK Guadalajara), PMMI Media Group, and a wide range of business drivers to empower members.



OVERVIEW

PMMI forged a unique partnership with Map Your Show in 2015. This created the opportunity to enhance the online visual appeal of PACK EXPO shows, creating unique and dynamic floor plans with in-depth data representation, and also increased the overall satisfaction and ROI for exhibitors and attendees alike.

PMMI selected Map Your Show for their exceptional customer service and continuous improvement efforts to enhance quality, privacy, functionality, and overall capabilities for exhibitors, attendees, and show management alike.

GOALS & STRATEGY

PMMI set out to encourage the use of the online directory and My Show Planner to increase audience engagement, the purchase of exhibitor sponsorship packages, and measurable data for review post-show. With the increased use of their online show portal, PMMI can now easily review more accurate data across the Map Your Show platform as well as create a more personalized attendee journey.

RESULTS

- MEASURABLE PACK EXPO ONLINE SHOW DIRECTORY VISITS INCREASED 200,000+*
- PRODUCT AND KEYWORD SEARCHES MORE THAN DOUBLED*
- SIMPLIFIED COMMUNICATION BETWEEN SHOW MANAGEMENT AND EVENT AUDIENCE

"It comes down to exposure and leads to increase overall exhibitor success. Exhibitors are seeing **2x to 8x the exposure** with Map Your Show's package upgrades. We've seen great success with the Map Your Show technology and the exhibitors are happy."



Merideth Newman
Senior Director, Trade Shows

*2019 VS 2023