



PUBLICAR
B2Bportales

Plástico

Conversión

EL EMPAQUE

Reportero Industrial

NEI

SPI & PUBLICAR-B2BPORTALES

SIGN STRATEGIC PARTNERSHIP AGREEMENTS

(Miami - June 2011) The Society of Plastics Industry (SPI), organizers of the NPE trade shows and conferences, and Publicar-B2Bportales, the leading trade media publishing house covering Latin America, signed a couple of important agreements to strengthen the participation of Latin American plastics professionals at the next NPE 2012, to take place in Orlando, Florida from April 1-5, 2012.

The first agreement calls for the launching of the 3rd edition of **Seminars in Spanish** series, which aim at offering to the thousands of Latin American attendees an academic track tailored to their specific needs, and in their own language. This seminar track in Spanish, cobranded by **TECNOLOGIA DEL PLASTICO**, **CONVERSION** and **NPE**, were highly welcomed by Latin American attendees at both NPE 2006 and NPE 2009 in Chicago. Therefore, the organizers expect a larger participation next year, since NPE moves to Orlando in 2012, a prime destination for Latin American travelers.

The second agreement calls for a strong advertising program in **TECNOLOGIA DEL PLASTICO**, to promote NPE 2012 across the 14,000+ qualified plastics processing professionals who subscribe to the magazine across 20 countries in Latin America, plus the 20,000+ users of its electronic media. The agreement also calls for multimedia advertising programs in **CONVERSION**, **EL EMPAQUE** and **REPORTERO INDUSTRIAL**, in order to reach the package printing and converting, packaging and global manufacturing industries respectively, across Mexico, Central & South America, and the Spanish-speaking Caribbean. The professionals reached by these four publications are also buyers of the plastics processing solutions to be showcased at NPE 2012, or they have vested interests in learning the latest plastics solutions that affect the packaging, construction and medical industries, among others. Finally, the agreement also calls for an electronic advertising program in **NOTICARIO DE EQUIPAMENTOS INDUSTRIAIS-NEI**, to accent the NPE 2012 message in the global manufacturing industries in Brazil.

Tracy Cullen, Senior VP of Communications, Marketing & IT Services of SPI mentioned: *"We are very excited about working with the Publicar-B2Bportales team to expand our Latin American base at NPE 2012. Historically, the greatest percentage of our international visitors has come from Latin American countries. NPE's move to Orlando is well timed with Latin America's expanding manufacturing base making this growing region even more relevant and important to the global plastics industry."*

Alfredo Domador, VP of Marketing & Operations of Publicar-B2Bportales commented: *"We have been working with the SPI-NPE organization for various years now, but we are very excited to see how this important trade show organizer is placing special interest in Latin America, the region we commit our efforts to." Domador also added, "next to the two important strategic agreements signed, we are very pleased for the appointment of TECNOLOGIA DEL PLASTICO as a Premier Latin America Media Partner of NPE 2012."*

Founded in 1937, SPI is the plastics industry trade association representing the third largest manufacturing industry in the United States. SPI's member companies represent the entire plastics industry supply chain, including processors, machinery and equipment manufacturers and raw materials suppliers. The U.S. plastics industry employs 1.1 million workers and provides nearly \$379 billion in annual shipments.

B2Bportales caters to the plastics industry in Latin America via **TECNOLOGIA DEL PLASTICO**. Other important sectors also serviced on a Pan-Latin American basis by B2Bportales are the packaging industry via **EL EMPAQUE**; the package printing and converting industry via **CONVERSION**; the metalworking industry via **METALMECANICA INTERNACIONAL**; the healthcare sector via **EL HOSPITAL**; and the manufacturing industries via **REPORTERO INDUSTRIAL**. Through our sister company Grupo Lund, B2Bportales also caters to the industrial manufacturing and supermarket sectors in Brazil via **NOTICARIO DE EQUIPAMENTOS INDUSTRIAIS-NEI** and **SUPERMERCADO MODERNO**.

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