



Embassy Suites by Hilton Orlando
Lake Buena Vista South • Orlando, FL

Ready. Set. Pack



Feb 16-18
2022

THE POWER OF PACKAGING

Conference & Showcase

RETAILPACKAGING.ORG/CONFERENCE

Ready.Set.Pack

for THE best industry conference of the year!



First, I would like to thank you, our members, for your support and dedication to the Association. Despite the challenges of this past year, you have remained faithful and committed to helping us foster an atmosphere where retail packaging professionals can thrive in the face of uncertainty.

On behalf of the RPA Board of Directors, me, and our dedicated staff, we welcome you to the 2022 Power of Packaging Conference & Showcase. I encourage you to take advantage of the many networking opportunities. Once again, this year's conference and showcase will include RPA's new product presentations, an opening cocktail reception, happy hour and games with exhibitors, and the coveted Industry Awards. Additionally, we have provided an interactive industry session equipped with scenarios and informative topics to enrich your learning experience.

If this is your first time attending, you're in for a treat. The RPA leadership and staff have worked very hard preparing a valuable program, accompanied by key takeaways and the tools needed to help your businesses thrive. Therefore, as we continue to grow and evolve the way we do business, we must come together, in sync, to ensure the future of our wonderful industry.

I'm looking forward to having the opportunity of seeing everyone again, new and familiar faces, February 16–18, 2021, in Orlando, Florida. So, get ready, get set, and pack for the best industry conference of the year!

Mark Warmuth, RPA President
Boxit Corporation

**“We had an awesome conference & showcase
with quality conversations leading to an
anticipated increase in sales above 20%.”**
- RPA 2019 Conference & Showcase Attendee

Program Schedule

Tuesday, February 15, 2022

8:00 AM – 5:00 PM Exhibit Services Move-In
Palms Ballroom

Wednesday, February 16, 2022

7:00 AM – 10:00 AM Embassy Suites Breakfast
Open Air Atrium

8:00 AM – 6:00 PM Registration Desk Open
West Registration Desk

8:00 AM – 4:00 PM Exhibitor Move-In
Palms Ballroom

9:00 AM – 4:00 PM Company Meetings
Cypress 1-4

4:00 PM – 4:45 PM New Product Presentations
Magnolia Ballroom

4:45 PM – 5:45 PM Interactive Industry Session
Magnolia Ballroom

6:00 PM – 7:30 PM RPA Cocktail Reception
Key West Terrace

Thursday, February 17, 2022

7:00 AM – 10:00 AM Embassy Suites Breakfast
Open Air Atrium

8:30 AM – 5:00 PM RPA Registration Desk Open
West Registration Desk

9:00 AM – 12:00 PM Showcase Exhibit Hall Open
Palms Ballroom

12:00 PM – 1:30 PM Luncheon, Awards, & RPA Update
Magnolia Ballroom

1:30 PM – 4:00 PM Showcase Exhibit Hall Open
Palms Ballroom

4:00 PM – 5:00 PM Happy Hour & Games with Exhibitors
Palms Ballroom

6:00 PM Open Evening, Dinner with Customers, Enjoy Orlando!

Friday, February 18, 2022

7:00 AM – 10:00 AM Embassy Suites Breakfast
Open Air Atrium

8:00 AM – 9:30 AM RPA Board Meeting
Cypress 5

9:00 AM – 12:00 PM RPA Registration Desk Open
West Registration Desk

9:00 AM – 4:00 PM Company Meetings
Cypress 1-4

9:30 AM – 12:30 PM Showcase Exhibit Hall Open
Palms Ballroom

12:30 PM – 3:00 PM Showcase Exhibits Dismantle
Palms Ballroom

3:00 PM – UNTIL Make it a Weekend with Family and Friends, Enjoy Disney World!

Networking Events

New Product Presentations
Wed., February 16, 2022
4:00 PM - 4:45 PM

See in-person presentations on the hottest new retail packaging products and vote on your favorite.

RPA Cocktail Reception
Wed., February 16, 2022
6:00 PM - 7:30 PM

Get to know the people behind RPA and connect with old and new colleagues in the industry. It's sure to be a memorable and meaningful event.

Luncheon, Awards, & RPA Update
Thu., February 17, 2022
12:00 PM - 1:30 PM

Join us for lunch and to learn more about the direction the Association is heading. We will give a business update and present the much-anticipated RPA Industry Awards.

Happy Hour & Games with Exhibitors
Thu., February 17, 2022
4:00 PM - 5:00 PM

Take advantage of this time to kick back and enjoy a few drinks and games with your fellow RPA colleagues. Network, build lasting friendships, and start your 2022 business year off strong.

Conference Showcase & Sponsorships

The **2022 Power of Packaging Conference & Showcase** is the place to preview all of the latest and innovative products the retail packaging industry has to offer. This is a prime opportunity for you to connect with key decision-makers and forge new business relationships with potential customers.

Check out some of the ways exhibiting can boost sales and expand your company's reach.

- Connect with past, existing, and potential customers in a face-to-face, interactive environment.
- Increase loyalty and reaffirm confidence among your customer base.
- Gain a better understanding of customer challenges, present your solution, and close the sale.
- Expand the range of your product offerings by exploring what's new and hot in the industry.
- Introduce and test out the market demand for new products.

Exhibit Schedule

Wednesday, February 16, 2022

8:00 AM – 4:00 PM Exhibitor Move-In Palms Ballroom

Thursday, February 17, 2022

9:00 AM – 12:00 PM Showcase Exhibit Hall Open Palms Ballroom

1:30 PM– 4:00 PM Showcase Exhibit Hall Open Palms Ballroom

Friday, February 18, 2022

9:30 AM – 12:30 PM Showcase Exhibit Hall Open Palms Ballroom

12:30 pm – 3:00 PM Showcase Exhibits Dismantle Palms Ballroom



Offering New Supersized Booths



Note: Booth availability changes daily.

When you elect to exhibit at the **2022 Power of Packaging Conference & Showcase**, you can choose from three different booth sizes to accommodate your needs. There's no better way to show off your company, products, and services. And for the first time, RPA is offering exhibitors the opportunity to purchase a Supersized Single Booth. Receive more square footage than the Traditional Single Booth option. Additionally, upgrade any available adjacent Traditional Single Booth to a Double 10x20 Booth.

- **Traditional Single 10x10 Booth:** \$2,200 (includes up to three attendee registrations)
- **Supersized Single 10x12 Booth:** \$3,000 (includes up to three attendee registrations)
- **Double 10x20 Booth:** \$3,600 (includes up to six attendee registrations)

Customize your booth purchase by selecting one of our discount sponsorship packages. For more information, email Cathy Vick at CVick@RetailPackaging.org.

Showcase Cancellation Information

In order to obtain a refund of booth fees, written notice of cancellation is required and must be received at the RPA Office by the dates listed below:

- **Full Refund:** December 5, 2021
- **50% Refund:** December 6 - December 30, 2021
- Refunds will not be issued after December 30, 2021

Please note a \$75 service fee will be charged for all refunds. To register and reserve your booth, visit RetailPackaging.org/Conference.

[RETAILPACKAGING.ORG](https://RetailPackaging.org)

Sponsorship Packages

Support the **2022 Power of Packaging Conference & Showcase** by becoming a *Power*, *Power Plus*, or *Power Elite* sponsor. New curated packages have been developed, offering more value for your money.

Increase your impact and exposure when you take advantage of the substantial savings that combine your booth purchase with sponsorship opportunities. Visit **RetailPackaging.org/Conference** for more details.

Don't see a package that interests you? Sponsorship opportunities and exhibit booths are available a-la-carte. In addition, packages can be customized by contacting Cathy Vick at **CVick@RetailPackaging.org**.

Meeting Rooms

Interested in reserving a meeting room to connect with customers or host follow-up conversations? Meeting rooms are available for companies wanting to accomplish multiple goals during this event, free of charge. Contact Cathy Vick at **CVick@RetailPackaging.org** for more information and availability.

Opportunities Abound to Make This Year an Experience You Won't Forget!



Enjoy
Area
Attractions

After the conference ends Friday, make a weekend of it and enjoy Florida's outstanding theme park attractions. As a thank you to our 2022 Conference & Showcase attendees, discounted tickets are available to purchase for Universal, Sea World, and Walt Disney World.

Visit **RetailPackaging.org/Conference_Hotel** for more information.

Ready. Set. Pack for **THE** best industry conference of the year!

Hotel Information

Embassy Suites by Hilton Orlando Lake Buena Vista South

4955 Kyngs Heath Road
Kissimmee, FL 34746

Reservations for the hotel are currently open and will **close on Monday, January 24, 2022**. Call 407-597-4000 and use group code **“RPA”** or visit **RetailPackaging.org/Conference** to book your room at the RPA reduced rate.

- **Check-in time:** 4:00 PM, Check-out time: 11:00 AM
- **Room Rate:** \$165 before taxes and fees
- **Cancellation Policy:** 72 hours before check-in date

Additional Information:

- **Closest Airport:** Orlando International Airport (19 miles)
- Hotel has an outdoor pool, fitness center, and business center

Attendee Concessions:

- Complimentary Wi-Fi in the guest rooms
- Complimentary self-parking

Conference Registration Fees and Cancellation Information

	Fee	Deadline
Early Bird Registration	\$175	December 10, 2021
Regular Registration	\$225	February 9, 2022
Late/Onsite Registration	\$250	February 16, 2022

To obtain a refund of conference registration fees for other cancellations, written notice of cancellation must be received at the RPA office by the dates noted below. If you must cancel your conference registration, it is also your responsibility to contact the hotel directly and cancel hotel room reservations.

- **Cancellation with Full Refund:** December 20, 2021
- **Cancellation with 50% Refund:** December 21, 2021 until January 11, 2022
- No cancellations after January 11, 2022

Ready • Set • Pack

**Embassy Suites by Hilton Orlando
Lake Buena Vista South
ORLANDO, FL**

KEY 2022 REGISTRATION DEADLINES

Early Bird Deadline: Friday, December 10, 2021

Hotel Reservation Deadline: Monday, January 24, 2022