



PLMA Show-Chicago

Chicago, Illinois

November 12-14, 2017

Every year Chicago hosts a unique event for suppliers interested in exploring the Private Label Business; this event, organized by the Private Label Manufacturers Association (PLMA), has linked retailers and suppliers for over 30 years. There is a growing trend among consumers favoring private label goods, as these are considerably more accessible than their national or commercial counterparts. Moreover, products listed as private label goods are seeing growth in both market share and units sold across various distribution channels such as drugstores and supermarkets. For example, 2015 was a great year for private label goods as these reached an all-time sales record of 118.4 billion USD, approximately an increase of 2.2 billion USD from the previous year. In addition, market share of private label goods across all distribution channels reached an all-time record of 17.7%. Value-added food products are some of the most sought after private label products; accordingly this market segment has great sales potential for SUSTA region companies.

*** First-time exhibitors are encouraged to apply**

Fees: \$750.00

Fee Includes:

- 10ft. x10ft. booth space;
- SUSTA signage;
- Participants must be willing to join PLMA (cost approx. \$1,500) and pursue international sales.
- Participants are responsible for travel arrangements and accommodations, booth design and drayage

Registration Deadline: August 28, 2017

No refunds will be issued for cancellations after August 18, 2017

Product Description: Suitable products include, but are not limited to: Gluten-free, GMO-free, Beverages, Ethnic foods, Snack foods Nuts, Condiments, Seasonings & Sauces, Organic products, Specialty meats, Dairy products, and Pet foods

Industry Focus: Ingredients, Natural/Health, Organic, and Retail products

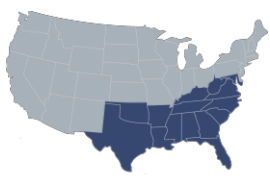
Enquire about **50% CostShare** to see if you are eligible for 50% reimbursement of expenses related to this event, such as promotional giveaway items, point of sale materials, freight for shipping samples and marketing materials to and from the show and more! Learn more about [50% CostShare](#).

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