



Private Label Week

A PLMA DIGITAL EXPERIENCE

FAQ: Private Label Week, PLMA's Online Category Trade Shows, February 1-5, 2021

When is the Show?

Private Label Week will be held from Monday, February 1 to Friday, February 5, 2021. It will be divided into four separate category shows, each taking place for two days. Please click [here](#) for the category trade show schedule.

How is the Show conducted?

Private Label Week will be online -- hosted on multiple, dedicated computer servers. Participants can access the trade show website using a web-based browser. The online event does not require any special software or application downloads.

Who will be exhibiting?

Hundreds of U.S. and international manufacturers, whose products are available for private label distribution, will be exhibiting. They range from small and medium size manufacturers that specialize in particular product lines and concentrate on producing store brands almost exclusively; regional brand manufacturers that produce private label products for specific demographic markets; large brand manufacturers that utilize their expertise and excess plant capacity to supply store brands; large, nationwide manufacturers of store brands who supply a multiplicity of retail chains and channels in the U.S. and internationally. Service providers of packaging components, graphic design, ingredients and raw materials, and supply chain logistics will exhibit too.

Who will be visiting?

The same types of visitors who attend the PLMA Trade Show in Chicago every November will be calling on exhibitors at Private Label Week. These include buyers from supermarkets, drug chains, mass merchandisers, supercenters, specialty retailers, to wholesalers, importers and exporters, distributors, from coast-to-coast, and around the world, all with the goal of seeking new store brand products and supply partners.

Which product categories will be exhibited?

Private Label Week exhibitors will offer products in just about every food and non-food category. They include home and household products, laundry and cleaning supplies, paper products, housewares and kitchenware, pet food and pet care, to beverages and canned and dry foods, snacks and confectionery, health and beauty, cosmetics, OTC pharmaceuticals, fresh, frozen and refrigerated foods, and organics.

What are the hours of the Show?

Private Label Week will be *live* for exhibitors during their approved category show days. The online show will have global participation, therefore the website will be available 24 hours each day. Exhibitor personnel are expected to staff their digital booth during their normal business hours. Each category show will open at 12:01 am on the first day and close at 11:59 pm on the second day. *All posted times are Eastern Standard Time (EST) or GMT+5.*

What happens after the Show is over?

At the conclusion of Private Label Week on February 5, your digital exhibit will continue to be accessible to buyers and visitors for their sourcing needs for 90 days. Exhibitors will automatically be notified of all connections and leads that are derived during and after the live event and are expected to respond in a timely manner.

How do I register to exhibit?

Private label manufacturers wishing to sign-up can do so from the Facts for Exhibitors page found [here](#). Exhibit rates for a digital booth can be found there as well.

Is there a visitor registration fee?

Retailers, wholesalers and other trade professionals wishing to participate can click [here](#) to request a visitor registration link.

- Visitor registration for verified full-time employees of companies classified to fit within PLMA's retail/wholesale category before the show is complimentary.
- Manufacturers, distributors, trade suppliers, brokers, sales agents, consultants and other visitors are subject to a visitor fee.
- The classification of visitors is solely within the discretion of PLMA and in the event of any dispute, the decision of PLMA is controlling.

How do visitors and exhibitors connect?

Buyers will initiate contact with exhibitors – via Video Calls, Messages, Meeting Requests, and Business Card Exchanges. After this initial contact, exhibitors will then be able to communicate with buyers. Prior to Private Label Week, buyers will receive a list of exhibiting companies while exhibitors will receive a preliminary list of registered buyers to allow for pre-show promotion.

During and after the event, exhibitors will receive updated lists of registered buyers.

Will there be trade press at the online event?

Yes, members of the trade press will attend the Show as visitors and be identified as such.

CONTACT PLMA

I have a question that has not been answered above. What do I do?

[Click here](#) and specify your question, you will receive an answer as soon as possible.