

# THE POWER OF PACKAGING

APRIL 28-30, 2021

## RPA Conference & Showcase 2021

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



Retail Packaging Association

[RETAILPACKAGING.ORG](http://RETAILPACKAGING.ORG)

# WELCOME #BACKTOPACK



It is my honor and privilege to invite you to join fellow RPA members this April 28-30, 2021 in sunny Orlando, Florida for RPA's 32nd Annual Conference and Showcase. After the year we've had, nothing makes me happier than the thought of getting together for three days of successful business networking with colleagues and friends. RPA's leadership and staff has been hard at work designing a program that keeps our attendees' health at the forefront of planning, while also providing the interactive and educational experience you have come to expect from an RPA Annual Conference.

Will this year look differently? Yes, it will. But we can meet with each other – many of us for the first time in almost a year – safely and conveniently under one roof. RPA and Hilton have implemented extensive safety protocols to ensure the best possible experience for our attendees. I encourage you to learn more about these developments on the RPA website at [retailpackaging.org/conference](https://retailpackaging.org/conference).

Business continues to move forward, and I look forward to the opportunity for us all to gather and put 2020 behind us as we focus on the future of retail packaging. Check out this brochure and all the show has to offer – we look forward to seeing you in Orlando!

**Mark Warmuth, RPA President**  
**BOXit Corporation**



*“ Packaging is a creative and innovative industry which cannot be fostered in isolation. Opportunities present themselves at gatherings like the RPA Annual Conference, the proof being that I’ve always walked away with more than what I arrived with.”*

**Deborah Gage Schmitz, CPMR**  
**Gage & Gage, Inc.**

# PROGRAM SCHEDULE



## Wednesday, April 28, 2021

7:00 AM – 10:00 AM	Embassy Suites Breakfast <i>Open Air Atrium</i>
8:00 AM – 6:00 PM	Registration Desk Open <i>West Registration Desk</i>
8:00 AM – 4:00 PM	Exhibitor Move-In <i>Palms Ballroom</i>
9:00 AM – 4:00 PM	Company Meetings <i>Cypress 1-4</i>
4:00 PM – 4:45 PM	New Product Presentations <i>Magnolia Ballroom</i>
4:45 PM – 5:45 PM	Economic Update with Roundtables <i>Magnolia Ballroom</i>
6:00 PM – 7:30 PM	RPA Cocktail Reception <i>Key West Terrace</i>

## Thursday, April 29, 2021

7:00 AM – 10:00 AM	Embassy Suites Breakfast <i>Open Air Atrium</i>
8:30 AM – 5:00 PM	Registration Desk Open <i>West Registration Desk</i>
9:00 AM – 12:00 PM	Exhibit Hall Open <i>Palms Ballroom</i>
12:00 PM – 1:30 PM	Luncheon, Awards & RPA Update <i>Magnolia Ballroom</i>
1:30 PM – 4:00 PM	Exhibit Hall Open <i>Palms Ballroom</i>
4:00 PM – 5:00 PM	Happy Hour & Games with Exhibitors <i>Palms Ballroom</i>
6:00 PM	Open Evening/Dinner with Customers <i>Enjoy Orlando!</i>

## Friday, April 30, 2021

7:00 AM – 10:00 AM	Embassy Suites Breakfast <i>Open Air Atrium</i>
8:00 AM – 9:30 AM	RPA Board Meeting <i>Cypress 5</i>
9:00 AM – 12:00 PM	Registration Desk Open <i>West Registration Desk</i>
9:00 AM – 4:00 PM	Company Meetings <i>Cypress 1-4</i>
9:30 AM – 12:30 PM	Exhibit Hall Open <i>Palms Ballroom</i>
12:30 PM – 3:00 PM	Exhibits Dismantle <i>Palms Ballroom</i>
3:00 PM	Make It a Weekend with Family and Friends! <i>Disney World</i>

## Networking Events

### New Product Presentations

*Wednesday, April 28, 2021*  
4:00 pm – 4:45 pm

Don't miss your chance to see in-person presentations on the hottest new products hitting the shelves! You will be able to see these products presented during this time and then have the opportunity to vote for your favorite.

### RPA Cocktail Reception

*Wednesday, April 28, 2021*  
6:00 pm – 7:30 pm

Set outdoors, this is the perfect socializing event for connecting with old and new colleagues. Take a moment to get to know the people behind the businesses and to network in a way that is both memorable and meaningful.

### Luncheon, Awards & RPA Update

*Thursday, April 29, 2021*  
12:00 pm – 1:30 pm

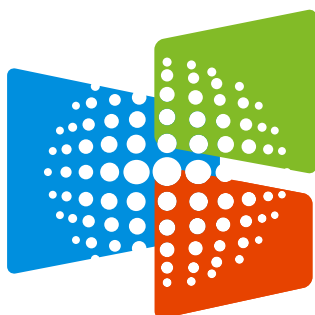
Join your RPA colleagues for a fantastic lunch, complete with RPA's business meeting and Annual Awards Program. Find out who wins Distributor of the Year, Supplier of the Year, New Product of the Year and of course, RPA's Lifetime Achievement Award!

### Happy Hour & Games with Exhibitors

*Thursday, April 29, 2021*  
4:00 pm – 5:00 pm

Make it the happiest hour of the show and take advantage of the time to make lasting friendships that will propel your business forward. This is what the RPA Conference is all about – providing you networking where all your contacts are #BacktoPack.





# WHY EXHIBIT AT THE SHOWCASE?

This is your best opportunity to connect, expand, and grow your business with seasoned and potential customers in today's retail packaging industry. Maximize your visibility with key decision makers who have the purchasing power to make deals on the spot.

## Exhibiting at the Showcase means:

- Broadening the reach of your products and services to more packaging professionals.
- Introducing new products and services to key decision makers.
- Engaging with current and prospective customers all in one location.
- Generating new leads and establishing long-term buying relationships.

## Exhibit Schedule

### Tuesday, April 28, 2021

8:00 AM – 5:00 PM..... Exhibitor Move-In ..... Palms Ballroom

### Thursday, April 29, 2021

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, April 30, 2021

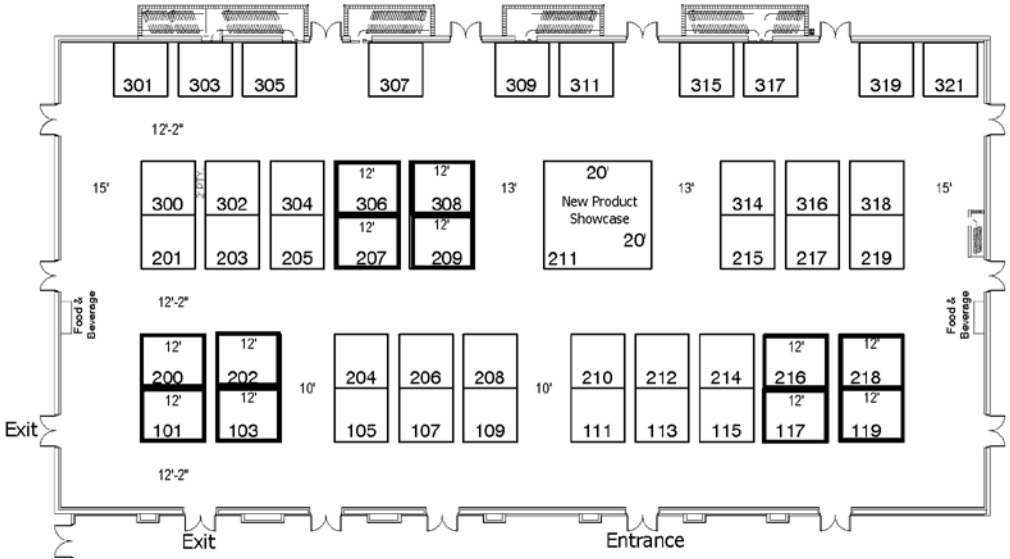
9:30 AM – 12:30 PM ..... Showcase Exhibit Hall Open..... Palms Ballroom

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



# NEW THIS YEAR!

## OFFERING 10X12 BOOTHS WITH EXTRA SPACE FOR SOCIAL DISTANCING



RPA has an **ALL NEW FLOOR PLAN** this year, taking into consideration social distancing needs. We've added a two-foot buffer between each booth and established a separate entrance and exit with wider aisles throughout the exhibit hall.

Booth prices remain the same as 2020, but we have added a Premier Single Booth space with extra space for social distancing. Your traditional Single Booth and Premier Single Booth purchase includes up to three attendee registrations. Your Double Booth purchase includes up to six attendee registrations.

- Traditional Single 10x10 Booth: \$2,200
- Premier Socially Distant Single 10x12 Booth: \$3,000
- Double 10x20 Booth: \$3,600

**Need more booth space?** Reserve a 10x20 Double Booth to accommodate your needs.

## Cancellations

In order to obtain a refund for booth registration fees, written notice of cancellation must be received at the RPA office by the dates listed below. If show dates have to change for any reason, all booth and registration fees will be refunded in full.

- By February 5, 2021 – Full Refund
- February 6, 2021 – March 1, 2021 – Partial Refund (50% of booth fees)
- After March 1, 2021 – No Refunds

A \$75 service fee will be charged for all refunds. To register and reserve your booth, visit **[retailpackaging.org/conference](https://retailpackaging.org/conference)**.



## SPONSORSHIP PACKAGES

RPA is pleased to announce **ALL NEW DISCOUNT PACKAGES!**

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](http://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](mailto:cvick@retailpackaging.org)**.

## MEETING ROOMS

Interested in hosting your company's sales meeting during RPA's Annual Conference & Showcase? Want a place to meet with customers to host follow-up conversations? Rooms are available for companies interested in accomplishing multiple goals during this event, free of charge.

## ENJOY AREA ATTRACTIONS

RPA is pleased to offer its registered attendees the opportunity to purchase discounted tickets to local Orlando attractions. So after the conference ends Friday, make a weekend of it and stay and enjoy Florida's outstanding theme park attractions.

Visit **[retailpackaging.org/conference](http://retailpackaging.org/conference)** to learn more.





## Embassy Suites by Hilton Orlando Lake Buena Vista South

4955 Kyngs Heath Road

Kissimmee, FL 34746

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Reservations for the hotel are currently open and will close on April 5, 2021. Call 407-597-4000 and use group code "RPA" or visit **[retailpackaging.org/conference](https://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 Info:

- 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

## RPA Conference & Showcase Registration Fees

RPA wants to ensure the health and safety of each attendee is at the forefront of our minds. As a result, conference attendees and staff will be expected to adhere to all Osceola County COVID-19 policies and procedures that are in place at the time of our 2021 Annual Conference & Showcase. The hospitality industry has worked exceptionally hard during these past few months to ensure a safe and enjoyable in-person meeting experience. Please check out our **[retailpackaging.org/conference\\_covid](https://retailpackaging.org/conference_covid)** page for additional hotel, airline, city, county, and local attraction resources.

### The Early Bird fee is:

- \$175 from – November 2, 2020 until February 19, 2021

### The Regular fee is:

- \$225 from – February 20, 2021 until April 27, 2021

### The On Site fee is:

- \$250 – April 28, 2021

If RPA postpones the conference or if there are any changes due to COVID-19 regulations, full refunds for conference registration fees will be given.

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 meeting registration, it is also your responsibility to contact the hotel directly and cancel hotel room reservations.

- Cancellation with full refund – Before March 1, 2021
- Cancellation with partial refund – March 1, 2021 until March 22, 2021
- No cancellations after March 22, 2021

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## KEY 2021 REGISTRATION DEADLINES

**Early Bird:** November 2, 2020 - February 19, 2021

**Regular:** February 20, 2021 - April 27, 2021



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**rpa**

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