

# 2019 PR REPORT CARD

## Coverage

**60** pieces of media coverage  
**4,763,608** total impressions

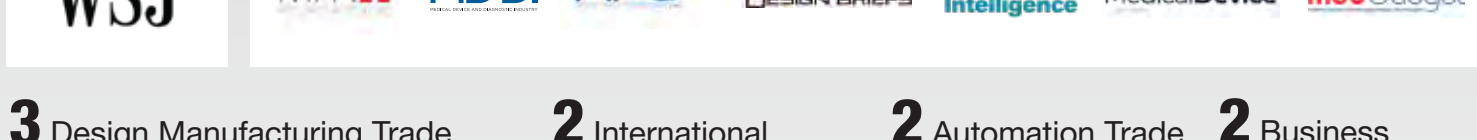


MEDIA HITS TOTAL IMPRESSIONS

<b>MDM EAST</b>	<b>42</b>	<b>2,112,197</b>
<b>PLASTEC EAST</b>	<b>7</b>	<b>658,358</b>
<b>EAST Pack</b>	<b>5</b>	<b>1,855,981</b>
<b>ATX EAST</b>	<b>5</b>	<b>75,006</b>
<b>Design &amp; Manufacturing</b>	<b>1</b>	<b>62,066</b>

## Media Attendance

**1** National **11** Medtech Trade



**3** Design Manufacturing Trade **2** International **2** Automation Trade **2** Business



**2** Packaging Trade **2** Plastic Trade **2** Retail Trade **1** NY Local



## Interviews Coordinated



**4** Onsite

### Plastics Engineering Magazine

Connected contributing editor Geoff Giordano with three PLASTEC East exhibitors for the magazine's September cover issue on plastic components in electric vehicles.

- Nicole Lang, Product Manager **Igilde at Igus Inc.**
- George Doumani, V.P. Sales & Engineering **Acromatic Plastics**
- Mark Rich, Sales Manager **Smith & Wesson Precision Components (SWPC)**

### PSFK

Connected PSFK reporter Jake Smith with Lisa McTigue Pierce, executive editor of Packaging Digest, to speak to EastPack, the importance of packaging and the revolution the industry is currently undergoing. Lisa's interview resulted in great online coverage highlighting EastPack and reaching the publication's 1.5+ million unique monthly visitors.

***PSFK Visits EastPack, The East Coast's Leading Packaging Convention***

**17** Stemming from Follow Up Outreach

### Design-2-Part Magazine

Connected Editorial Director Mark Shortt with three MDEA winners for stories on product design and medical manufacturing that ran in the publication's August print and online issues.

- Dr. John Boone and Matthew Maunu, Controller **Rubber Industries, Inc.**
- David F. Hartmann, Director, Business Development **Peerbridge Health**
- George Doumani, V.P. Sales & Engineering **Acromatic Plastics**

### COVERAGE:

***From Surgery to Cybersecurity, New Approaches to Medical Product Development***

***It Takes a Village to Create an Innovative Medical Device***

### Big Buzz

Connected reporter Melinda Gisbert with Omar Ford, MD&I's managing editor, and 13 MDEA winners resulting in two feature stories, including:

***Interview with 21st Annual MDEA Winner United Orthopedic Corporation USA President Calvin Lin***

## Thought Leadership

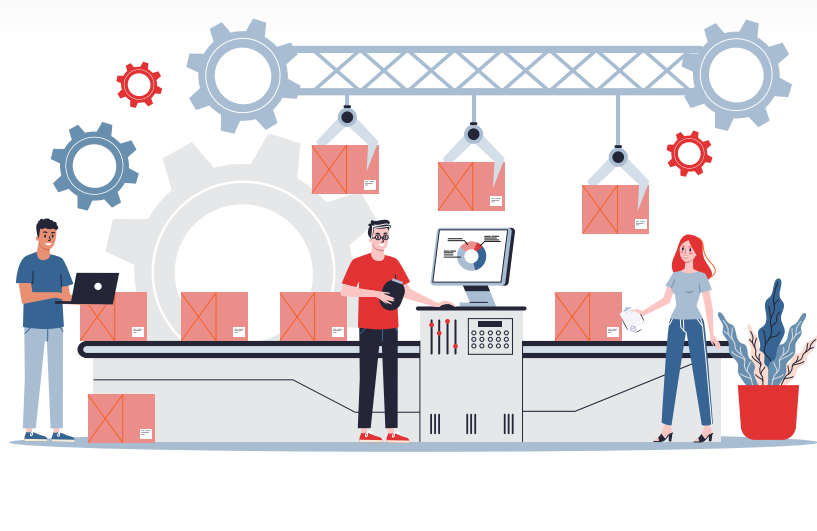
**Bylines by ATX East, EastPack, and PLASTEC East Brand Director, Steve Everly**



***Manufacturing Business Technology***  
**"Three Factors That Shouldn't Hold You Back From Implementing Robotic Automation"**

***Industry Today***  
**"Challenges Born From Automation Implementation"**

## Coverage Trends



**Packaging is undergoing a kind of revolution as consumer habits change, requiring more focus on the environment and on delivery**

"Packaging is one of the most subtly important aspects of the retail industry, impacting everything from first impressions to the perception of a brand's values. And in a market where shoppers increasingly want to shop from companies that are value-based and aware of their environmental impact, packaging is one of the first things they'll notice. PSFK visited EastPack, which bills itself as the East Coast's leading packaging convention, to take stock of the industry and find the most interesting innovations coming out of it."

—Jake Smith, PSFK reporter

**Design and cosmetic efficiencies and new systems created to better serve customers**

"A new liquid-color mixing and dispensing system is designed to permit efficient in-house color matching by injection molders who perform short runs with short lead times and handle dozens of colors. Pinpoint enables short-run injection molders to make a step change in their ability to serve customers by significantly reducing the time needed to design and create colors. The system also helps reduce operating costs by eliminating the need to carry excess or expired colorant inventory. Pinpoint made its debut at last month's MD&M East show in N.Y.C., where it was showed off by an early adopter of the system, Protolabs, a custom maker of metal and plastic parts for rapid prototyping and on-demand production."

—Staff, Plastics Technology



**Automation adaption has become more flexible and customizable and can be implemented at various speeds and cost to best fit individual company needs**

Robotic automation is increasingly part of our world and as with any technological revolution, some companies will adapt faster than others. Although change can seem risky, decision-makers must understand that robotic automation is a process, not a single event. As technology in this area continues to advance, such automation can be more flexible, customizable and implemented at a speed and at a cost that works for each individual company's needs.

—Steve Everly, brand director of materials, packaging, and automation, Informa Markets

## Exhibitors Using PR Tools

**52** press releases uploaded to the Exhibitor Portal

**21** handouts uploaded to the Exhibitor Portal



## Press Releases

**Four press releases were distributed by Informa Markets for the event highlighting event content, new features, and Medical Design Excellence Awards (MDEAs) winners**

- 1** Atlantic Design & Manufacturing 2019 Announces New Smart Manufacturing & 3D Printing Hub to Showcase the Industry's Latest Technologies (March 12)
- 2** Medical Design and Manufacturing (MD&M) East 2019 Announces Interactive Sessions, Panels, and Demos to Showcase the Latest Emerging Technologies Disrupting the Industry (April 9)
- 3** Automation Technology Expo (ATX) East 2019 Introduces New Online Feature For Attendees To Explore Manufacturing's Growing Sectors Through Lens of the Industry's Core Themes (April 23)
- 4** Winners of the 2019 Medical Design Excellence Awards (MDEAs) Announced at MD&M East (June 11)

## Feedback from press

"Well organised event. I found the staff helpful, and the event venue great and easy to get to."

—Laura Hughes, editor, Medical Plastics News

"Great expo."

—Leida Snow, New York freelance journalist

"The show was great as always."

—Sam Brusco, associate editor, Medical Product Outsourcing