

## For Immediate Release

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## BPCouncil brings a Virtual Dimension to the Packaging Summit

*The BPCouncil will share Innovation, Sustainable Solutions and Global Strategies at the Packaging Summit.*

**Geneva** – Tarsus will be hosting the annual [Packaging Summit Expo and Conference](#) on May 13-15, 2008. The conference expects to attract close to 500 participants and 170 exhibitors, making Packaging Summit 2008 a major networking and educational event for the packaging community. Some of the featured event speakers will be: Paul Lewellen, director of Wal-Mart's senior director of development and Arno Melchior, Global Packaging Director of Rickett Benckiser. Expo participants will have the opportunity to receive hands-on education in the latest packaging innovations from live demonstrations on the Expo floor.

As in past years the Packaging Summit will be sponsored by the [Institute of Packaging Professionals](#) (IoPP), a leading organization for packaging professionals. On May 13, 2008, IoPP will be announcing the winners of the [Ameristar Awards](#) at the Packaging Summit. The Ameristar Awards, considered the Oscars of the Packaging Industry recognizes innovative packaging solutions for all types of products. The Ameristar winners will be on display on the Expo floor for participants to get a first-hand-look.

Packaging Summit participants will have the opportunity to extend their networking and packaging education, virtually. Brand owners and packaging professionals can now find information, resources, best practices and networking tools on <http://www.bpcouncil.com>. Professionals can take advantage of the [BPCconnection](#) networking tool to build and expand their business networks that they make at the conference. They also have at their fingertips up-to-date [news, profiles of market leaders, in-depth stories](#), the comprehensive [BPCalendar](#), and the extensive [Go to Guide](#) and [RedPages](#) professional directories.

Jodi Joseph, director of the **BPCouncil** said:

"We are excited to be bringing a virtual dimension to the annual Packaging Summit. We invite the packing industry leaders who will be at the Packaging Summit to continue to network and share their industry know-how on **BPCouncil.com**. Participants will in return have the opportunity to communicate and learn with other brand owners, technology vendors, brand protection and intellectual property attorneys and more."

Daniel Brindley, Executive Director of the Packaging Expo said:

"Packaging is an important component to brand protection and brand integrity. Brand owners and packaging professional need to constantly reexamine and update their packaging strategies. We are thrilled to be partnering with the **BPCouncil** who share our goals of fostering innovation, sustainable solutions and global strategies for packaging professionals as well as the whole **BPCcommunity**."

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**About BPCouncil** <http://www.bpcouncil.com>

The **BPCouncil**, a member of the **BPIntelligroup**, is a dynamic virtual community dedicated to brand protection and intellectual property professionals addressing a wide spectrum of issues: technological advancements, legal developments, market leaders and more. In addition, we provide members with direct access to comprehensive resources, networking tools and commercial opportunities.

To join the **BPCouncil** visit <http://www.bpcouncil.com/register.php>

**About Tarsus** <http://www.tarsus-group.com>

Tarsus Group is an international business-to-business media group with interests in exhibitions, conferences, publishing and online media. The Group has several business divisions: labels and packaging, medical, travel and tourism, discount goods, education and recruitment, aerospace, IT and marketing.

In the packaging industry, Tarsus organizes two annual events - The Packaging Summit in the USA and Packaging Summit Europe, held in Amsterdam. The North American event is dedicated to bringing packagers, brand owners, contract packaging providers and containers and materials companies together. Packaging Summit Europe is a two-day conference and exhibition attracting brand owners, packaging services and materials companies to discuss the future of the industry.