

CPA



THE ASSOCIATION FOR
CONTRACT PACKAGERS & MANUFACTURERS

Expand your network and knowledge in the contract packaging and manufacturing space through CPA's growing network of industry professionals.

CPA Member Benefits



contractpackaging.org

+1 (571) 287-6818 | info@contractpackaging.org

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WHY JOIN?

CPA members gain premier access to reliable **partners**, professional development **resources**, and comprehensive industry **knowledge** through valuable collaboration with leaders in the packaging & manufacturing space.



Business Growth



Value Add Programs and Resources



Marketing Opportunities



Networking



Education



Exclusive use of the CPA logo

Member Benefits:

- Build dependable partnerships to enhance your business performance.
- Stay ahead of industry trends to maintain a competitive place in the market.
- Maximize your brand's visibility at countrywide trade shows.
- Gain access to premium development resources.
- Connect with industry experts to generate high-quality leads and quotes.
- Engage in dynamic networking events designed for collaboration and growth.
- Enjoy exclusive member discounts at trade shows and professional events.
- Strengthen your personal leadership capabilities.
- Amplify your brand's influence through our powerful marketing platform.

MEMBERSHIP TYPES

Regular Membership

This membership is for **contract packagers and manufacturers**, as well as those providing 3PL services. As a regular member, gain access to hundreds of leads using the RFQ tool, marketing promotion at tradeshow, networking events and much more! Expand your role in the industry by forging connections and pursuing leadership opportunities.

Associate Membership

This membership is for **supplier companies** providing machinery, containers, components, materials or other services to contract packagers and manufacturers. As an associate member, gain exclusive opportunities at trade shows, regional events, social media, and the CPA website showcasing your company's latest successes in front of all CM/CP members.

Brand/Retailer Membership

This membership category is for **brand & retail companies**. Expand your network of innovative and capable resources, connect with innovative external manufacturing partners, learn about the industry trends and direction, and help guide and shape the future of the industry through this membership network.

2 WAYS TO HELP GROW YOUR BUSINESS

1. CoPack Connect (CPC): The New AI-Driven RFQ Tool

Designed to support businesses of all sizes, CPC helps brands define their needs and properly refine their requests with accuracy and impact. By leveraging AI matching, the platform connects brands with the contract packager/ manufacturer best suited for their requirements. This innovative tool is completely free for brands and retailers, making it an accessible solution that enhances collaboration and efficiency across the supply chain.



Key Points

- CPC links brands with contract manufacturers, co-packers, and service providers, providing qualified leads and project opportunities.
- Next-gen platform: Built on 2,000+ SEO-optimized pages with automation and a robust database
- RFQs process with AI-driven matching and are delivered to providers via email and dashboards.

CPA Member Benefits

- All Current CPA Members will be granted Level 2 Access at no added cost.
- CPA members will have priority distribution of RFQs and enhanced visibility on the CPC platform.
- A unique landing page will be created, and a CPA member can add information and edit their page.
- The CPC system will only send an alert that matches the request and capability, reducing the volume and frequency of alerts.

For more information, view the [FAQ document](#) or set up your account [here](#).

2. CPA's Request for Quote (RFQ) Tool

The CPA RFQ tool provides contract packagers and manufacturers with direct access to qualified opportunities from brands and CPGs of all sizes. When a brand submits an RFQ, the system matches it to members whose capabilities align best with the project requirements. This process ensures efficient communication, simplifies opportunity management, and gives members access to a wide range of brands actively seeking qualified partners.



How It Works

- **Receive Submissions:** Get automated notifications when a project matches your selected RFQ categories.
- **Review Projects:** Review the details. If it's a fit, respond directly to the requester with relevant information.
- **Respond Promptly:** Reply efficiently to stay competitive and be considered a viable partner.



CPA Member Benefits

CPA provides members with a steady flow of qualified RFQ opportunities, creating consistent potential to secure new business and strengthen industry connections.

As a CPA member, you have the ability to customize the types of RFQs you receive through the CPA Info Hub. By refining your preferences, you ensure that only the most relevant opportunities are directed to you, saving time and focusing efforts on projects that align with your capabilities. This targeted approach not only highlights your strengths, but also positions your company as a qualified partner for brands seeking specific services.

CPA ANNUAL EVENT



THE CONTRACT PACKAGING
AND MANUFACTURING EXPERIENCE

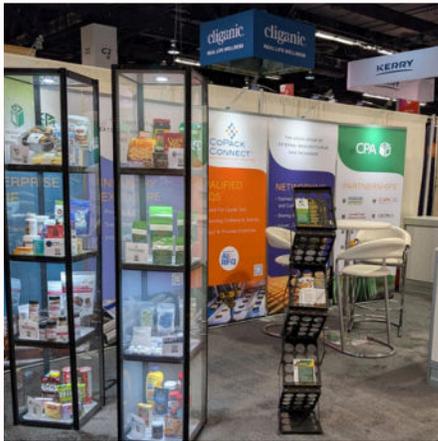
CPA's annual event, ENGAGE, brings together contract packagers, contract manufacturers, brands, CPGs, and key industry players to network and share experiences in the space.



The meeting gives members and non-members a chance to learn the latest trends, collaborate with key experts in the field, and expand their network to improve future business practices. Individuals at the meeting can attend speaker presentations, roundtable discussions, networking sessions, on-site company tours, and social events to foster growth and build relationships within the industry. Visit our website to learn more!



contractpackaging.org/ENGAGE



CPA TRADESHOW ACTIVITY

CPA attending tradeshow are an incredible opportunity for contract packagers and contract manufacturers to display their work.

CPA members that attend the show are able to volunteer at the booth to further grow their network and meet new professionals in the industry. All leads collected from the show are sent to the companies that are sponsors of the event.



TOWER SPONSOR PROGRAM

The Tradeshow Program is a great opportunity to attend the most popular tradeshows at a discounted price without the hassle of purchasing, shipping, and staffing a booth.

Sponsors will receive a tower shelf to display their company's product capabilities directly to your customers. Each shelf comes with a contact card so attendees interested in your products can reach out to your designated primary contact directly. Additionally, you can volunteer at the CPA booth and will receive all leads the CPA collects during the duration of the event!



Meet & Greet Event Sponsorship

The Meet & Greet Event Sponsorship exclusively highlights members of the Tradeshow Sponsor Program to sponsor the food and drink networking reception at tradeshows.



Optimize your marketing presence even when you're not attending the show!

ANNUAL SPONSOR PROGRAM

The Annual Sponsor program is an opportunity for companies to reach all CPA members and leads with a year's worth of marketing exposure. Highlighted by the PACK EXPO Meet & Greet event sponsorship, CPA Annual Sponsors receive valuable coverage across a variety of platforms.

CPA Marketing Exposure

Deepen your connection in the external manufacturing community with a hyperlink of your choice published on our website to boost your exposure.



Contract Packaging Newsletter Promotion

Receive an exclusive opportunity to amplify your brand with one complimentary advertisement in the CPA Newsletter—powered by our strategic partnership with Association Revenue Partners (ARP). This high-visibility benefit places your message directly in front of a targeted, engaged audience that includes CPA members, industry contacts, and ARP's extended professional network.

Marketing Email to all CPA Members

Each CPA Annual Sponsor receives one email sent to our members on behalf of CPA with your company logo, text, and photos of your choice.

Benefits at CPA Annual Event - ENGAGE

Sponsors receive recognition at and during the event and on the registration website. They get first choice for exhibition tables and a free comped registration for the entire event.

And more!

For Sponsorship Questions

Contact info@contractpackaging.org

MEMBER BENEFIT:

Educational Offerings

CPA Original Content

- CPA Webinar Recordings
- Market Information including Case Studies, White Papers, and Press Releases

Case Studies

Press Releases

White Papers

Member News

**Contract Packaging
State of the Industry
Report**

*Members receive free access to the Executive Summary and discounted full report



To learn more and take advantage of these member benefit, visit

contractpackaging.org/education

MEMBER BENEFIT:

Legal Consultation

Each member company receives a free half-hour consultation on a topic of your choice with CPA General Counsel, Eric Greenberg



ERIC GREENBERG

Eric Greenberg has been practicing law for over 37 years. He is a graduate of Northwestern University and Cornell law school. In addition to his law practice, he is a member of the adjunct faculty of Chicago Kent College of Law, where he teaches Food and Drug Law, and of California Polytechnic State and University (Cal Poly), where he teaches graduate and undergraduate classes in Packaging Law and Regulation. He is a frequent speaker at industry conferences and seminars, and is a monthly columnist on legal developments for Packaging World.

At the law firm of Eric F. Greenberg, P.C., we have experience with contractual agreements for contract packaging companies and their clients, as well as Food and Drug regulatory compliance for clients at every level of the Food and Drug development, manufacturing, distribution, and packaging industries. From our office in Chicago, we represent clients from across the United States and around the world.

More information about our capabilities, including packaging world articles by Eric Greenberg on issues of packaging law and regulation, are available at www.ericfgreenbergpc.com.

MEMBER BENEFIT:

Packaging Consultation

Each member company of CPA, receives a half hour session with a PTIS Principal, who is uniquely capable of helping you understand your packaging material, container and packaging systems needs to be able to support current and new customer needs. PTIS can also help CPA members understand how to work more effectively across the packaging value chain.

PTIS, LLC is a leading business and technology management company focused on Creating Value Through Packaging. We have been helping clients throughout the entire packaging development and implementation process for over 20 years: from applying innovation (and new packaging technology), to specification management, to helping install equipment and run trials. We also utilize foresight through our Future of Packaging programs, and help companies develop long term strategies to better position themselves. Current key focus areas include innovation, consumer insight and design, strategy development, sustainability and circular economy, technology scouting, machinery, equipment and line layouts, contract manufacturing and contract packaging identification, retail and e-commerce packaging solutions and more.

Visit www.ptisglobal.com to learn more.



MEMBER BENEFIT:

Labor/ Employee Management



TOM LANDRY

Landry Consulting offers a free hour of consultation for CPA members to determine if there is an opportunity for efficiency improvement and compliance peace of mind.

Ask yourself this question:

Are you getting what you are paying for and are you happy with the results?

Finding, hiring, training, and relying on your labor management programs have never been so critical. Do you have the right tools and personnel in place? Are you connected with the right partner? Most importantly, does this area of your business dominate your workday? Let's look together and better understand who this aspect of your business can be improved.

Landry Consulting LLC was created to assist companies that rely on labor efficiency to maximize bottom-line. Most facets of the Supply Chain are dependent on labor and it's that labor that generates profitability, customer loyalty and growth. Our goal is to ensure our clients are experiencing that efficiency.

In addition to evaluating labor strategy, we review third party compliance. This includes all aspects of government compliance from immigration, OSHA, Wage and Hour and Workers Comp. With the rise in virtual staffing there is a risk of unknown exposure to multiple compliance issues that could lead to devastating fines and penalties.

Contact Landry Consulting LLC to start protecting your business today:

Call: (832) 656-3534

Email: tlandry@allgst.com

MARKETING AND ADVERTISING OPPORTUNITIES

Utilize CPA marketing expertise to grow your business and increase your exposure across multiple business types and industries.



TRADESHOW VISIBILITY

Sponsor a tower display at a trade show if you can't attend in person! Interact with potential customers and other industry professionals face-to-face at all the tradeshows attended by CPA. CPA Members who hold a booth at trade shows and events separate from the CPA are given a CPA Member sign for display during the show or event.

EMAILS

CPA members are eligible to be featured in CPA emails and monthly newsletters. Annual Sponsors can send a free promotional email to our members while other members can purchase advertisements in emails sent to a wide industry market.

MARKETING AND ADVERTISING OPPORTUNITIES

WEBSITE POSTING

Ensure that your company's profile information is accurate by logging into your CPA Info Hub Account and clicking on Company Info. This information will be displayed on the Directory. We get over 7,000 impressions a month!

ADVERTISING

Each year, CPA members have the opportunity to purchase ads in CPA's monthly newsletter sent to all members and prospects. Members can decide what information to put in their advertisement to best target the wide range of CPGs, CM/CPs, and suppliers.

RESOURCES

CPA members can submit Case Studies, White Papers, and Press Releases to be posted on the CPA website. Submit a post to get your information in front of industry professionals and peers.



ANNUAL SPONSORS

CPA members are eligible to become annual sponsors each year. Annual Sponsors receive benefits such as a sponsor recognition on the CPA website, newsletters, trade shows, CPA ENGAGE and more.

CPA MEMBER BENEFITS



Learn more about the CPA on our website!

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