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MAPP Announces Benchmarking and Best Practices Conference 2020 Will Go Virtual

INDIANAPOLIS (May 22, 2020) — The Manufacturers Association for Plastics Processors (MAPP) announced that The Benchmarking and Best Practices Conference, originally slated for October 2020 in Indianapolis, will convert to a virtual event due to health and safety concerns related to COVID-19. The decision was made after extensive consideration and in consultation with the MAPP Board of Directors and conference team.

“The Benchmarking Conference is the highlight of our year, and we know that it means as much to our attendees, sponsors, members and partners as it does to us,” said MAPP Board President Tim Capps, Par4 Plastics. “But after carefully monitoring the situation and conducting ongoing conversations with experts, it became clear that the only responsible option was to host a virtual event this year.”

“Going virtual has opened up all kinds of opportunities that just wouldn't have been possible with past models,” said Letha Keslar, conference director. “The caliber of speakers and programming is incredible, and we expect our audience to triple due to the ease of not having to travel this year.”

This year’s conference theme is *Opportunity is Knocking*, a theme that is critically relevant given the current state of the world. Conference organizers are addressing the questions that are top-of-mind right now. “Where do we go from here? How do we keep both innovation going and the ecosystem strong? Has this pandemic identified new needs?”

In place of the in-person event, originally scheduled October 20-22, 2020, the conference team plans for a virtual conference experience running the week of October 19-23. The virtual event will feature livestreaming content, with remote networking and other online programming including keynote speaker Phillip Van Hooser. Additional details about the Benchmarking and Best Practices Conference,



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including programming, agenda, and more, will be announced in the coming weeks at mappinc.com/conference. Registration opens June 1.

About the Benchmarking and Best Practices Conference

The annual Benchmarking and Best Practices Conference is the Manufacturers Association for Plastics Processors (MAPP) largest annual event, and traditionally draws over 625 manufacturing professionals in Indianapolis, IN.

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About MAPP

Established in 1996, the *Manufacturers Association for Plastic Processors* is managed by plastics business leaders and has over 450 member companies nationwide. The association works to provide plastics processors with bottom line impacting programs, networking, benchmarking and additional beneficial services. Learn more at www.mappinc.com.
