SPONSORSHIP OPENS JULY 1, 2019, 9:00 A.M. EST TO CURRENT CONTRACTED EXHIBITORS
Opportunities are reserved/sold on a FIRST COME-FIRST SERVED basis. Sponsorship will not be held prior to or at any time prior to IPPE.

The sponsorship ordering link will become active under the EXHIBITORS > Marketing/Sponsorship Opportunities menu option on the IPPE Web site on July 1, 2019 at 9 a.m. EST.

IPPE will welcome more than 32,000 attendees from more than 125 countries. The decision to partner with IPPE as a sponsor is easy. Sponsorships are key in attracting new prospects and boosting sales and brand recognition. Choose a sponsorship that will showcase your company and draw traffic to your booth.

Your company may choose one or a combination of sponsorships to build the most effective traffic-building program possible.

**M2A ELITE**

**$16,000 OFFERINGS ARE EXCLUSIVE TO THE M2A ELITE PARTICIPANTS**

You will reach close to 10,000 people with your pre-show postcard mailing. Your company's brand will be seen by every attendee that enters the Georgia World Congress Center (GWCC), the registration area, the exhibit halls, and more.

1. IPPE website link from your company logo and booth number to your website.
2. Company highlight in one attendee newsletter.
3. Recognition in the official IPPE pocket guide.
4. 15 second (looping) marketing message video to be played at hall entrance of where your booth is located. You produce your creative/message, still or motion.
5. All Elite sponsors are featured at the entrance of each hall by your logo and booth number appearing on directional signage.
6. Your company’s logo on primary information (exhibitor locator) structure found in the registration lobby in B-Building and the C-Building lobby.
7. Oversized floor cling at your booth acknowledging your ELITE status.
8. A banner displaying your company logo and booth number outside of the GWCC B and C=Building’s entrances.
9. Digital Billboard display throughout show week of your logo and booth number. GWCC digital walls are located inside the lobby areas and outside A-Building (East Plaza) and B-Building (International Blvd.) These give sponsors continuous visual exposure during the entire week of IPPE.
10. One attendee postcard mailing. Send us the material and we will send to 2020 preregistered attendees in early January.*
11. Company logo on window clings placed at the top of the A, B, and C building escalator guard walls.

12. Company logo and booth number window cling on show shuttle bus window.

13. Included in a post-show communication to 2020 attendees.

14. IPPE Welcome Reception sponsor. Company recognition on all reception pre-show promotion, during IPPE, and at The Georgia Aquarium. Elite Sponsors will receive VIP reception tickets to distribute at their booth, as well as two* “Behind the Scenes” tour tickets to be used during the reception.

15. Company name and logo will be displayed on The Georgia Aquarium digital wave during the reception.

*One regular size (4x6) nonglossy postcard. All creative must include your booth number.
*Two Behind the Scenes tour – two tickets may be increased to four based on Aquarium availability. No one under the age of 10 permitted on tour.
**By participating in the M2A Elite Sponsorship, you are agreeing to and giving permission for your company logo to be printed on products and signage approved by IPPE.
IPPE reserves the right to add or upgrade benefits as needed.

**ATLANTA FOOD BANK DONATION**

JOIN IPPE IN GIVING BACK TO THE COMMUNITY WITH YOUR DONATION TO ATLANTA COMMUNITY FOOD BANK.

The meat, poultry, and feed industries work together to produce safe and healthy food products to feed the world. Production and efficiency levels and genetic improvements have made tremendous gains in the last decade alone. That being said, many people still suffer from hunger. One in seven Americans, and an estimated 755,400 people in metro Atlanta, turn to food pantries and meal service programs to feed their families each year. This includes more than 164,000 children and more than 64,000 seniors.

The International Production & Processing Expo (IPPE) wants to help the local community where our annual convention is held, with roots dating back to 1948. We can think of no better way as a provider of food products than to give back to the Atlanta Community Food Bank (ACFB). IPPE has committed $5,000 to the ACFB, and we welcome our exhibitors and attendees to join us in making a contribution that will help us all fight hunger.

Contributors of $2000 or more will receive special recognition during a check presentation to ACFB. Contributions of $5000 or more, will be given a 10 second digital logo ad which includes your booth number, displayed on all digital screens at the Georgia World Congress Center during the Expo.

At the conclusion of IPPE, we will present ACFB with the grand total of contributions. Help us make a difference in fighting hunger as we Give Back to Atlanta!

Any amount is greatly appreciated. You will be invoiced for payment. Questions? Contact Pennie Stathes, pstathes@ippexpo.org.

**HOTEL KEY CARDS - (21) opportunities**

**Prices Vary Based on Hotel Property**

This sponsorship is made available for hotels in the IPPE hotel block.

- Your name, booth number, and marketing message will be printed directly on guestroom keycards.
- All hotel guests staying in the IPPE hotel block will receive two keys with your marketing message.
- Cost includes production of two keycards per room in block, shipping, and distribution to guests in the IPPE room block.
- The deadline to purchase a hotel keycard sponsorship is Oct. 6. Locations are sold on a first-come, first-served basis.
Additional information will be sent via e-mail.

**BANNER LOCATIONS**

**PRICE VARIES BY LOCATION and SIZE**

Please note the cost for design, production, and rigging of the banner is not included in the location price.

This signage opportunity is a great way to maximize brand recognition and improve traffic to your booth.

To view and select banner locations, click HERE then click on "View venue for this show" located on the left side of the GES Interactive Venue homepage. Opportunities exist in A-Building, B=Building, (levels 2-4) and C-Building, (level 1.)

- The banner program location selection is first-come, first-served.
- Cost is based on location and size.
- All rigging of banners must be completed by GES.

Additional Information will be sent via e-mail with invoice.

**DIGITAL WALL (INSIDE/OUTSIDE)**

**INSIDE**

**$3,250 Includes One 10 SECOND INCREMENT in B-Hall Registration 2 Areas**

(6 Spots)

**$3,250 Includes One 10 SECOND INCREMENT in B-Building Level 4 Escalator**

(6 Spots) This location is the first set of escalators used in B-Building and from the entry level to the hall.

**$3,250 Includes One 10 SECOND INCREMENT in C-Hall Registration Areas**

(6 Spots)

**OUTSIDE**

**$3,250 Includes One 10 SECOND INCREMENT on A Building (Next to Omni Hotel – East Plaza)**

(6 Spots)

**$3,250 Includes One 10 SECOND INCREMENT on B Building (International Blvd.)**

(6 Spots)

GWCC digital walls are located inside the lobby areas and outside A Building (East Plaza) and B Building (International Blvd.) These give the sponsors continuous visual exposure during the entire week of IPPE.

Exhibitor is responsible for the creative used based on requirements of IPPE and GWCC. *Must contain booth number.

(10-second increments looping every 90 seconds). Graphic can be static or animated/video.

**HANGING CROSS AISLE SIGNS**

**$525 EACH and are DOUGLE SIDED**

**A-Hall: Aisles---------- (1 for each aisle)**

**B-Hall: Aisles ------------ (1 for each aisle)**

**C-Hall: Aisles ----------- (1 for each aisle)**
Hang in your booth aisle or in various aisles to direct attendees to your booth.

**LANYARDS**

**$3,750**

Stay in front of attendees during the entire 2020 IPPE with bright colorful lanyards!

Give attendees the option to wear your company brand on the IPPE lanyard during the show. Be creative as our new lanyards are printed in FULL COLOR!

Exhibitors will have their company brand and booth number printed on lanyards using your creative. The lanyards are placed on carousels in the registration area for the attendee to select the company brand they choose to wear.

Those exhibitors not participating in the sponsorship will be provided an IPPE logo lanyard to hold their badges. They will be available in the exhibitor registration area only.

*The deadline to purchase a lanyard sponsorship is Oct. 6.*

**TRAMS**

**$4000. Per Tram**

**Two in A-Hall, seven shared between B, BC, and C-Halls**

Keep your brand on the move while providing transportation to IPPE attendees.

Sponsors will have their company brand/message and booth number printed and attached as a large header, as well as the front or back of the tram. You can select one or more trams. Trams run continuously on the center aisle of A-hall. B and C-Hall trams will be looping through B, BC, and C-Halls. Additional tram signage will be displayed encouraging attendees to ride.

**TRAM STOP BENCHES**

**$1,750 Includes 6 Benches in A-Hall**

**$3,500 Includes 12 Benches in B-Hall**

**$1,750 Includes 6 Benches in C-Hall**

**$1,170 Includes 4 Benches in BC-Hall, the new connecting space between B and C halls**

Positioned strategically through all halls.

These rest stops have your brand as a focal point for the attendees while they are waiting for a tram in either A, B and C-Halls.

Each sponsor will have their company logo and booth number printed and attached as a large floor sticker at each tram stop/bench.

**SHOW TOTE BAGS**

**$5,000 One Opportunity in each of the A, B, and C halls.**

Attendees love show bags! They're great for conveniently collecting literature and giveaways during the show and they are used after the show. Add your sponsored logo and booth number to the official show bags and share the limelight with IPPE.
throughout the entire show and for years to come! Show bags will be distributed in the registration area and information desk in the main lobby.

**IPPE PRESHOW POSTCARD MAILING**

**GET IN TOUCH WITH IPPE ATTENDEES BEFORE THE EXPO! LET THEM KNOW YOU ARE GOING TO BE AT IPPE!**

$1 per card, US addresses only

IPPE will again offer to mail your regular size (4x6) printed, non-coated postcard to our registered attendees prior to the show or send an email blast with your creative (per our specs). All must contain your booth number.

Attract attendees from feed/live production, processing/packaging areas of the industries or select to contact all preregistered domestic attendees.

The postcards will be mailed to attendees indicating interest in the areas you select beginning the first week of January. This ensures the attendees receive the postcard and put your booth on their list to visit. The mailings are individual and not grouped.

You design your 4X6 postcard (must include your IPPE booth number) and have it printed on non-coated paper. Then, ship them to us for mailing. Cards that do not meet our requirements will not be mailed.

*Postcard Mailing Request Form | Postcard Mailing Template*

*Deadline for participation is Dec. 1. Postcards must be received by Dec. 15.*

**IPPE DIRECTIONAL FLOOR MESSAGE ARROWS**

$7500

Exclusive (1) Opportunity

Direct the Attendees to Your Booth from the Time They Enter the Venue

Add your company logo, short message and booth number to large floor arrows used to lead attendees throughout the venue and show halls. By following your message, they will be ready to discuss that much needed product or service only you can provide! Directional arrows begin at the entrances and continue to the connector. Count is roughly 50-60 total arrows.

**IPPE MOBILE APP**

$5000

Exclusive (1) Opportunity

Be seen first when attendees open the IPPE MOBILE APP. One exclusive opportunity (digital banner with company name and booth number) is available for our sponsors with a direct link to their web site.

**IPPE EXCLUSIVE RECEPTION SPONSORSHIP**

**TUESDAY, JAN. 28 - THE GEORGIA AQUARIUM**
$5,000
Four Opportunities

Make a lasting impression by inviting your VIP customers to the IPPE reception. This opportunity includes a mailing, signage, digital message and so much more!

Sponsorship benefits include:

- Exhibitor logo and booth number will be published on our website as the reception sponsor and will include a link from our site to yours.
- Exhibitor logo and booth number will be included on reception signage within the GWCC and The Georgia Aquarium recognizing your reception sponsorship.
- One 4x6 non glossy postcard regarding your company/booth mailed to preregistered attendees. You provide the postcard and we will mail it. 750 cards.
- IPPE and exhibitor logo will be displayed via creative lighting inside the venue during the reception (provided by The Georgia Aquarium).
- Meet and Great table with your company logo and booth number set at the Georgia Aquarium. Great way to speak to those customers you invited, VIPs, and prospects.
- Sponsor will receive six “backstage passes” to the Georgia Aquarium for your VIPs.
- Sponsor will receive 250 VIP reception tickets with company logo printed on the tickets.
- Sponsor will receive 30 complimentary drink tickets for use/distribution during the IPPE reception.

IPPE ATTENDEE LOUNGE
A, B, C-Halls

$5000 – A and C-Halls
$7500 – B-Hall – Larger space and upscale décor with additional signage, beverage bar, food kiosk

One opportunity in each of A, B, and C-Halls.

Attendees need a break from walking the trade show floor so why not let them enjoy the break while learning about your company by reading your company brochures.

- Comfortable furniture with company logo and booth number clings attached (where possible.)
- Brochure rack.
- Charging tables with company logo and booth number cling attached.
- Signage.
- Marketing via attendee newsletters.
- Lounge locations identified on floorplan online and on mobile app. naming you as the sponsor.

IPPE EVENT ZONE
BC- Hall (new area between B and C halls)

$5000

One exclusive opportunity.
Your company name is included on all of the awards presented for the IPPE Hot Wing Eating Competition, Taste of Atlanta, listed as the sponsor in email blasts, attendee newsletter, signage at the show and in your booth, and much more! Photo op with prize winners. You would be included as the sponsor in our email blasts regarding the Event Zone. You can collect business cards at your booth for additional prize drawings. You keep all of the cards and we send the prizes out. This is a great way to promote your new products.

All sponsors must be current contracted IPPE exhibitors. Deadline for all banner and digital opportunities is Jan. 10.

If payment is not received by day 31 after the invoice date, sponsorships are automatically canceled and returned to inventory. Refunds are not provided should you choose to cancel your sponsorship or your booth.