IPPE is the only annual exposition of its kind showcasing the latest technology, equipment, supplies and services used in the production and processing of eggs, meat and poultry, and those involved in animal food manufacturing. With no other trade show offering the same scope of products and services, IPPE’s extensive range of solutions draws industry professionals committed to implementing best practices, updating operations and remaining competitive. Held every year in Atlanta, IPPE returns Jan. 28-30, 2020. Experience, Learn and Connect with more the 32,000 animal food, meat and poultry industry professionals at this powerhouse of a show!

**IPPE HIGHLIGHTS**

- **3 Integrated Industries**
- **32,000+ Industry Leaders**
- **160+ Hours of Education Sessions**
- **3 Halls with 1,300+ Interactive Exhibits**
- **RANKED #26 IN THE TOP TRADE SHOWS IN THE U.S.**
- **12.5 Acres of Exhibits Showcasing Innovative Technology, Equipment and Services**

Show Sponsored By

Additional Industry Support

Reserve your space today. www.ippexpo.org
WHO ATTENDS IPPE?

IPPE brings the global animal food and animal protein industry to Atlanta every year. IPPE’s aggressive promotional campaign recruits executives, operation and plant managers, purchasing agents, engineers and researchers, and more from the world’s top feed, meat and poultry companies. Additionally, IPPE partners with international trade associations, overseas travel agencies, publications, U.S. embassies and consulates to recruit buyer delegations across the world. Not only can you connect with your current network, but your company can also acquire valuable new leads and business prospects that can be beneficial to your company’s growth.

FROM AROUND THE WORLD

The 2019 IPPE had 8,254 international visitors from 131 countries worldwide.

2019 INTERNATIONAL BREAKOUT

- Latin America – 41%
- Europe – 20%
- Canada – 15%
- Asia/Oceania – 14%
- Africa – 10%

2019 ATTENDEE PROFILE

- 8,254 International
- 23,352 U.S.
- 32,606 Total

ATTENDEE JOB FUNCTIONS

- C-Level Management 30%
- Sales & Marketing 18%
- Plant/Live Operations 14%
- Engineering/Facility 5%
- Research & Development 4%
- Buyer/Purchasing 4%
BUYER INFORMATION

WHY ATTENDEES COME:
- Attend To Keep Up-To-Date On Latest Trends
- Attend For Networking Opportunities
- Attend To Learn About New Products / Services
- Attend To See The Latest Technology
- Attend To Visit Existing Suppliers / Partners
- Attend To Visit New Suppliers / Partners

37% of IPPE attendees are new faces you will not have seen at an IPPE show!

ATTENDEE BUYING POWER
- 73% of attendees are purchasing decision makers.
- 41% Authorized Decision Makers
- 15% Influence Buying Decisions
- 10% Recommend Buying Decisions
- 8% Part of a Buying Team

AREAS OF INTEREST
- Beef/Cattle 12.7%
- Broilers 32.7%
- Commercial Eggs 15.5%
- Animal Food/Feed 13.3%
- Pork/Swine 12.1%
- Turkeys 8.3%
- Other... 2.0%

2019 BUYER INTEREST
- Packaging Equipment/Products 31%
- Housing and Production Equipment 29%
- Further Processing Equipment/Products 28%
- Feed Ingredients 28%
- Animal Health Products 28%
- Food Ingredients/Raw Materials 21%
- Feed Mill Equipment 21%
- Slaughter/Evisceration Equipment/Products 20%
- Processing Related Supplies 20%
- QA/Food Safety Products 20%
- Breeding Stock 16%
- Egg Collection/Grading Equipment 15%
- Environmental Equipment/Products 13%
- Rendering Equipment/Products 12%

Reserve your space today. www.ippexpo.org
IPPE has multiple marketing and promotional opportunities to help put your brand in front of 32,000+ attendees. From exclusive elite sponsorships, hotel keycards, lanyards to gift giveaways, your company will have the option to select one that is right for you.

Sponsorships will open July 1, online via our website on a first come, first served basis.

For more information, please contact Pennie Stathes, pstathes@ippexpo.org

Leading equipment, technology and service suppliers across all sectors of the feed, meat, and poultry industries will showcase their latest innovations and solutions to help their companies achieve real results. IPPE is a recognized, quality investment that produces superior value and brand awareness and provides opportunities to help exhibitors build their business, align their company with industry leaders, and enter into new markets.
2020 EXHIBITOR INFORMATION: EXHIBIT BOOTH RATES

Tenure Discount (available to exhibitors of 2019 IPPE):
$4/square foot

Association Membership Discount:
Members in good standing of AFIA, NAMI or USPOULTRY at time of booking are entitled to $2/per square foot discount.

Base Price:
$23/square foot through Sept. 30. and $25/square foot after Sept. 30.

EXHIBITOR RETURN ON INVESTMENT

UNLIMITED COMPLIMENTARY REGISTRATIONS for your booth staff to ensure you have the on-site expertise you need

COMPLIMENTARY CRATE STORAGE during IPPE

HOUSING SERVICES with early access to discounted rates for hotels in Atlanta through IPPE’s exclusive housing provider

YEAR-AROUND EXPOSURE with online listing on www.ippexpo.org, including product listing and company information

ACCESS TO MEETING ROOMS ON-SITE and at IPPE block hotels, so you can conduct business in private on or off of the exhibit floor

EASY ONLINE EXHIBITOR SERVICE KIT is a practical guide to planning, installation and dismantling of exhibit space, including discounts for advance orders

SHOW UPDATES help exhibitors stay informed about show progress and tips to make the most of your exhibit

EXHIBITOR INVITE PROGRAM enables exhibitors to provide complimentary registration for trade show floor access to key customers and prospects

TECHTALKS enables exhibitors to share their expertise through on-floor presentations that address a variety of areas, including food safety, animal welfare, feed production, sustainability, etc.

Reserve your space today. www.ippexpo.org

Apply at https://ippe20.exh.mapyourshow.com/6_0/boothsales/
Visit https://ippe20.exh.mapyourshow.com/6_0/boothsales/ to explore exhibiting opportunities for the 2020 IPPE.

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