



For Immediate Release

International Production & Processing Expo

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IPPE Launches Website Redesign and Mobile App

TUCKER, Ga. – Dec 9, 2015 - The International Production & Processing Expo (IPPE) is excited to announce the launch of its newly redesigned website, www.ippexpo.org. The user-friendly and responsive website has been updated to enhance the online experience of show attendees and offers easy navigation with access to key areas from the main menu. It is quick to load and highlights relevant attendee and exhibitor information. IPPE welcomes users to browse the redesigned website to experience the new, improved, responsive and user-friendly platform.

IPPE has also launched its mobile app that contains everything about the show, in the palm of your hand. The app contains several key features, including a built-in keyword search for exhibitors, products and educational programs; an interactive floor plan that allows zoom in and out capabilities with touchscreen controls; access to the latest announcements from the show; key information about registration, hotels, bus routes and other travel-related information; and links to IPPE's social media pages. Stay current on the information, education programs and activities planned for IPPE by downloading the IPPE Mobile App [here](#).

The International Production & Processing Expo is scheduled Tuesday through Thursday, Jan. 26-28, 2016, at the Georgia World Congress Center in Atlanta. IPPE is expected to attract more than 28,000 attendees and is a collaboration of three trade shows—International Feed Expo, International Poultry Expo and International Meat Expo—representing the entire chain of protein production and processing. More information about IPPE, including registration details, lodging and education offerings, is available at www.ippexpo.org.

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ABOUT IPPE

The International Production & Processing Expo (IPPE) is a collaboration of three shows - International Feed Expo, International Meat Expo and the International Poultry Expo - representing the entire chain of protein production and processing. The event is sponsored by the American Feed Industry Association (AFIA), North American Meat Institute (NAMI) and U.S. Poultry & Egg Association (USPOULTRY).

ABOUT AFIA

The American Feed Industry Association (AFIA) is the world's largest organization devoted exclusively to representing the business, legislative and regulatory interests of the U.S. animal feed industry and its suppliers. AFIA also is the recognized leader on international industry developments. Member-companies are livestock feed and pet food manufacturers, integrators, pharmaceutical companies, ingredient suppliers, equipment manufacturers and companies which supply other products, services and supplies to feed manufacturers.

ABOUT NAMI

The North American Meat Institute (NAMI) is the leading voice for the meat and poultry industry. Formed from the 2015 merger of the American Meat Institute (AMI) and North American Meat Association (NAMA), the Institute has a rich, century-long history and provides essential member services including legislative, regulatory, scientific, international and public affairs representation. NAMI's mission is to shape a public policy environment in which the meat and poultry industry can produce wholesome products safely, efficiently and profitably. Together, the Institute's members produce the vast majority of U.S. beef, pork, lamb and poultry and the equipment, ingredients and services needed for the highest quality products.

ABOUT USPOULTRY

U.S. Poultry & Egg Association (USPOULTRY) is the all-feather organization representing the complete spectrum of today's poultry industry, whose mission is to progressively serve member companies through research, education, communication and technical assistance. Founded in 1947, USPOULTRY is based in Tucker, Ga.