



## **For Immediate Release** **International Production & Processing Expo**

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## **Super Bowl Coming to Atlanta Prompts Shift in 2019 IPPE Show Dates**

ATLANTA, Ga. – April 13, 2017 – The Super Bowl is coming to Atlanta in 2019. As a result, the show dates for the International Production & Processing Expo (IPPE) will be moved to Feb. 12 – 14, 2019. IPPE will continue to be held at the Georgia World Congress Center in Atlanta, Ga., and all IPPE contracted hotels will still be available as normal.

“We realize the change in dates is unusual. Many resources are tied up by the NFL in the host city of the Super Bowl, which resulted in the move from our traditional show dates of the fourth week of January. With the Super Bowl scheduled for Sunday, Feb. 3, we worked with the city of Atlanta to find the best possible dates to host the 2019 IPPE without disruption of services normally provided during the week of the trade show.”

“We are continuing to stay with our Tuesday through Thursday format for the exhibitor floor, with industry meetings and educational programs scheduled Monday through Friday. IPPE has turned into a week-long event, and we appreciate the support that all industries provide in sending attendees to our annual trade show,” said IPPE show organizers.

The 2018 IPPE will be held Jan. 30 – Feb. 1, 2018, at the Georgia World Congress Center in Atlanta. Future IPPE show dates beyond 2019 are reserved for the traditional last week in January. For more information about IPPE, visit [www.ippexpo.org](http://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.