



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

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2019 IPPE: Updated Look, Bigger Show Floor, New Dates

TUCKER, Ga. – Feb. 1, 2018 – The International Production & Processing Expo (IPPE) continues to evolve and grow to meet the needs of its attendees and exhibitors. In the past six years since the show's three sponsors – the U.S. Poultry & Egg Association (USPOULTRY), American Feed Industry Association (AFIA) and North American Meat Institute (NAMI) – came together, the show has grown significantly in size and attendance. Today, the three sponsors are proud to unveil an updated brand identity that paves the way for the show to continue being the go-to place for experts involved in the processing and production for the world's food supply in the years to come. The following new logo boasts a modern feel with bolder, graphic-style lettering in new colors and fonts as well as updated icons to represent the intersection between the poultry, meat and feed industries.



In 2019, IPPE will be expanding the show floor to all three halls (A, B and C) of the Georgia World Congress Center. This will allow IPPE to accommodate increased demand for new and existing exhibitors for additional space as well as allow for more networking opportunities and engaging events on the show floor.

With the Super Bowl coming to Atlanta in 2019, the IPPE show dates have been moved to Feb. 12 – 14, 2019. Mark your calendar to note this change from January to February for the 2019 IPPE trade show only.

“We are excited to offer not only the new look and feel of our logo, but a bigger and better show that is evolving to meet the needs of our more than 31,000 attendees and 1,200 exhibitors. The 2019 IPPE will provide an excellent location for businesses to collaborate, network, learn about new products and services, and discuss and resolve common issues facing industries represented at the show,” stated IPPE show organizers.

IPPE 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 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

Founded in 1909, the American Feed Industry Association (AFIA), based in Arlington, Va., is the world's largest organization devoted exclusively to representing the business, legislative and regulatory interests of the U.S. animal food industry and its suppliers. The organization's membership is comprised of more than 670 domestic and international companies that represent the total feed industry—manufacturers of commercial and integrated feed and pet food, ingredient suppliers, pharmaceutical companies, industry support and equipment manufacturers. AFIA members manufacture more than 75 percent of the feed and 70 percent of the non-grain ingredients used in the country. AFIA is also recognized as the leader on international industry developments and holds membership in the International Feed Industry Federation (IFIF).

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.