THE INTERNATIONAL PRODUCTION & PROCESSING EXPO (IPPE) is the world’s largest annual poultry, meat and feed industry event, taking up all three halls of the Georgia Convention Center and drawing more than 30,000 attendees and 1,400+ exhibitors. Your exhibit is at the center of your show marketing efforts, but driving traffic there is equally important. You are competing with more exhibitors, and trying to stand out in a huge venue.

THE 2020 IPPE POCKET PLANNER

As a tool that helps attendees figure out which events and exhibits they want to see, the IPPE Pocket Planner is more relevant than ever. The IPPE Pocket Planner should be the essential element of your IPPE “at the show” marketing plan, where the primary purpose is to drive traffic to your exhibit. It provides attendees with quick and easy access to everything they need–booth numbers, exhibitor listings, a schedule of events, educational opportunities and more.

With distribution in the registration area and front entrance, your advertising in the IPPE Pocket Planners sparks interest in your company right from the start, driving traffic and maximizing your trade show investment. The convenient 4” x 9” size makes it easy for attendees to keep it by their side or in their pocket, as they walk the show. The Pocket Guide may be your last opportunity to reach potential buyers attending the show.

2020 IPPE POCKET PLANNER  Ad Close: November 15  Material Close: December 5
WHAT MARKETERS NEED TO KNOW ABOUT THE IPPE POCKET PLANNER

- No wasted advertising dollars—the Planner reaches only IPPE attendees
- Ideal timing—messages reach attendees right on the show floor
- A proven, reliable resource for IPPE attendees, published for 28 years
- The ONLY convenient pocket-size guide to the IPPE Show—featuring all exhibitor listings and show event information
- A cost-effective way to generate interest in your company and products among attendees

RATES

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<tr>
<th>Full Page</th>
<th>$3,850 net  ($4,529 gross)</th>
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<tbody>
<tr>
<td>1/2 Page</td>
<td>$2,300 net  ($2,705 gross)</td>
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DISTRIBUTION

- At registration and main entrance

SPECIFICATIONS

- See following page for details.
- Contact Meatingplace Production
- 312-274-2204

AUDIENCE

30,000 IPPE attendees, representing the entire chain of protein, feed production and processing

RESERVE YOUR SPACE TODAY

CONTACT  Bill Kinross, VP/Group Publisher Meatingplace
TEL: +1 312-274-2214
EMAIL: bkinross@meatingplace.com
AD CLOSING: November 15
MATERIALS CLOSING: December 5

AT-THE-SHOW MARKETING ESSENTIALS FOR IPPE EXHIBITORS

1. Keep your exhibit brand messaging short and to the point.
2. Train front-line staff to confidently answer questions about your products and services.
3. Engage attendees with interactive displays, games, interesting give-aways or speakers.
4. Encourage activity on social media with unique hashtags and interactive activities.
5. Promote media coverage for your business on social media during the show.
6. Create a valuable offer that will generate qualified leads.
7. Advertise in the IPPE Pocket Planner.
FULL PAGE AD IN IPPE SHOW POCKET PLANNER
4 x 9 inches

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<tr>
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<tr>
<td>Bleed Area</td>
<td>4 3/8&quot; x 9 1/8&quot; (108 x 235 mm)</td>
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<td>Bleed Area</td>
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HALF PAGE AD IN IPPE SHOW POCKET PLANNER
4 x 4 1/2 inches

|                  |                  |
| Trim             | 4" x 4 1/2" (102 x 115 mm) |
| Live Area        | 3 1/2" x 4" (89 x 102 mm) |
| Bleed Area       | 4 3/8" x 4 3/8" (108 x 120 mm) |

IPPE POCKET PLANNER SPECIFICATIONS

Digital Specifications Highlights
The show guide is a 4" wide x 9" deep trim perfect-bound booklet.

Acceptable File Formats
We prefer press optimized PDFs, but we also accept native files, such as Mac applications QuarkXPerss (6.0 preferred), Illustrator or Photoshop. Other Key highlights:

- 4/C scans must be saved as either EPS or TIFF in Photoshop CMYK mode at 266–300 dpi.
- All art should be saved as CMYK or Grayscale (not RGB).
- All fonts must be embedded.
- All images/scans, logos/artwork must be included.
- If supplying QuarkXPress documents please provide a “Collect for Output” or a contents report along with the disk and proof.

Not Acceptable File Formats

- Web graphics, including .jpg or .gif files: These files are at a lower resolution (usually 72 dpi) than is required for the printing process.
- PowerPoint files, Microsoft Publisher or CorelDraw

Send Materials to
Karen Ruesch, Production Manager
IPPE Show Pocket Planner
c/o MTG Media Group
1415 N. Dayton Street, Chicago, IL 60642
phone: +1-312-274-2204 Fax: +1-312-266-3385
e-mail: printmaterialspip@meatingplace.com
or upload to http://sendit.mtgmediagroup.com.
Follow the easy directions once there to upload files, providing advertiser name and description.