SPONSORSHIP AND MARKETING SALES OPEN JULY 27, 2020 AT 9:00 a.m. EDT TO CURRENT CONTRACTED EXHIBITORS. Availability is limited and opportunities are reserved/sold on a FIRST-COME, FIRST-SERVED basis.

Payment is due within 30 days of invoice. If payment is not received by due date, sponsorships will be canceled and returned to inventory. Refunds are not given should you choose to cancel your sponsorship or your booth.

Extend your brand beyond your booth.

The 2021 IPPE is the ONLY exposition of its kind showcasing the latest solutions and technologies for the global animal food and protein industries. The 2021 IPPE will welcome more than 30,000 attendees from countries all over the world. Maximize your impact through sponsorships and marketing to distinguish your company from everyone else. Choose one or multiple opportunities to create a program that fits your IPPE goals.

IPPE's sponsorship and marketing opportunities allow you to start spreading your message before the show, highlight your presence during Expo week and even extend your reach after IPPE is over. Sponsorships and marketing are key in attracting new prospects, boosting sales and increasing brand recognition.

Don't see an item you are interested in listed in the opportunities? Contact Kris Carroll, marketing and membership manager, at kcarroll@uspoultry.org to brainstorm ideas for a custom package to match your goals.

M2A ELITE

$16,000 - OFFERINGS ARE EXCLUSIVE TO THE M2A ELITE PARTICIPANTS

M2A Elite Sponsors have a unique opportunity to reach all attendees to IPPE through pre-show promotions, including one pre-show mailing to all registered attendees, multiple onsite signage placements, printed guides and much, much more.

Sponsorship benefits include:

- IPPE website link from your company logo and booth number to your website.
- Company highlight, including logo, booth number and short write-up in one attendee newsletter.
- Recognition in the official IPPE pocket guide.
- 15-second (looping) marketing message video to be played at hall entrance in which your booth is located. You produce creative /message, still or motion.
- All Elite sponsors are featured at the entrance of each hall with company logo and booth number appearing on signage.
- Your company’s logo on exhibitor locator structure found in the registration lobby in the B-Building and the C-Building lobby.
o Oversized floor cling will be placed prior to show opening at your booth acknowledging your ELITE status.

o A banner displaying your company logo and booth number outside of the GWCC B- and C-Building’s entrances.

o Digital Billboard display throughout show week of your logo and booth number. GWCC digital walls are located inside the lobby areas and outside A-Building (East Plaza) and B-Building (International Blvd.) These give sponsors continuous visual exposure during the entire week of IPPE.

o One attendee postcard mailing. Send us the material and we will send to 2021 preregistered attendees in early January.*

o Company logo on window clings placed at the top of the A-, B-, and C-building escalator guard walls.

o Company logo and booth number window cling on hotel shuttle bus window.

o Company name and logo included in a post-show communication to 2021 attendees.

o **NEW!** All Elite sponsors will be recognized with a logo and link to your website in each of the four daily show e-blasts.

o **NEW!** All Elite sponsors will be recognized with your company logo on registration confirmation email to attendees.

*One regular size (4x6) nonglossy postcard. All creative must include your booth number.

**By participating in the M2A Elite Sponsorship, you are agreeing to and giving permission for your company logo to be printed on products and signage approved by IPPE.

IPPE reserves the right to add or upgrade benefits as needed.

**IPPE Welcome Video Title Sponsorship**

**$5,000 – Exclusive - One Opportunity**

IPPE attendees start planning their Expo experience months before the actual show. Reach registered attendees and potential attendees by sponsoring the IPPE Welcome Video. The title sponsor’s logo and message will be featured in the IPPE Welcome Video with the goal of providing year-round brand recognition. The Welcome video is on IPPE’s YouTube page and is featured in the IPPE monthly attendee newsletters and daily e-blasts while at IPPE, as well as on IPPE’s social media channels (Facebook, Twitter, Instagram).

Sponsorship benefits include:

- Sponsor’s logo in opening animation of video
- Sponsor’s watermark displayed throughout video (where appropriate)
- Insertion of a sponsor-provided commercial of up to 30 seconds at end of video

https://www.youtube.com/watch?v=R8fqLCCMOJs

**IPPE Testimonials and Show Recap Video Title Sponsorship**

**$15,000 – Exclusive - One Opportunity**

Are you looking for year-round advertising and brand promotion? IPPE is “live” all year long at ippexpo.org as well as on IPPE social media pages. The IPPE testimonial videos and show recap video are on IPPE’s YouTube page and are featured in the IPPE monthly attendee newsletters and on IPPE’s social media channels (Facebook, Twitter, Instagram). The IPPE show recap video is also featured on the IPPE website homepage. The title sponsor’s logo and message will be featured in the IPPE testimonials and show recaps with the goal of providing year-round brand recognition.

Sponsorship benefit includes:

- Sponsor’s logo in opening animation of four videos
IPPE PRE-SHOW or POST-SHOW POSTCARD MAILING

GET IN TOUCH WITH IPPE ATTENDEES BEFORE THE EXPO AND/OR FOLLOW UP WITH THEM AFTER IPPE!

$1 per card, US addresses; $1.25 Canadian addresses

IPPE will mail your regular size (4"x6") printed, non-coated postcard to our registered attendees prior to the show or post-show. All postcards must contain your booth number.

Attract attendees from feed/live production, processing/packaging areas of the industries or select to contact all pre-registered domestic attendees.

The postcards will be mailed to attendees indicating interest in the areas you select beginning the first week of January. This ensures attendees receive the postcard and add your booth to their list to visit. The mailings are individual and not grouped.

You design your 4x6 postcard (must include your IPPE booth number) and have it printed on non-coated paper. Then, ship them to us for mailing. Cards that do not meet our requirements will not be mailed.

Additional information, including specifications and a form to indicate interest area(s) and quantities desired, will be sent via email.

Deadline for participation is Dec. 1. Postcards must be received by Dec. 15. Sponsor will be invoiced after mailing completion.

IPPE MOBILE APP

$10,000 Exclusive - One Opportunity

Be seen first, every time attendees open the IPPE MOBILE APP. One exclusive opportunity (digital banner with company name and booth number) is available for the sponsor with a direct link to your website. Sponsor will also be recognized in pre-show promotions and in onsite show signage throughout all halls encouraging attendees to “download the app”.

DAILY “THANK YOU FOR REGISTERING” EMAIL

$5,000 Exclusive - One Opportunity

Different than the Registration Confirmation, the daily “Thank You for Registering” email is sent to every attendee within 24 hours of their registration. The email contains basic information about IPPE, overviews of programs and events, directions on how to build their Show Planner, and more! Sponsor’s banner ad will be included in every email with link to their website. This is a wonderful opportunity to start marketing to IPPE’s 30,000+ attendees from the moment they decide to attend the show.

BANNER LOCATIONS

- Sponsor’s watermark displayed throughout videos (where appropriate)
- Insertion of a sponsor-provided commercial of up to 30 seconds in end of the show recap video

https://www.youtube.com/watch?v=hnUZsAxA6JY
https://www.youtube.com/watch?v=q0ILgTwUrQ
Deadline for all banner and digital opportunities is Jan. 10, 2021

PRICE VARIES BY LOCATION and SIZE (Additional information will be sent via email)

Please note the cost for design, production and rigging of the banner is not included in the location price.

This signage opportunity is a great way to maximize brand recognition and improve traffic to your booth. Opportunities exist in A-Building, B-Building, (levels 2-4) and C-Building, (level 1)

- The banner program location selection is first-come, first-served.
- Cost is based on location and size.
- All rigging of banners must be completed by GES. Additional Information will be sent via e-mail with invoice.

DIGITAL WALL (INSIDE/OUTSIDE)

INSIDE

$3,250 Includes (1) 10-SECOND INCREMENT in B-Hall Registration. Two areas.
(6 Spots)

$3,250 Includes (1) 10-SECOND INCREMENT in B-Building Level 4 Escalator
(6 Spots) This location is the first set of escalators used in B-Building and from the entry level to the hall.

$3,250 Includes (1) 10-SECOND INCREMENT in C-Hall Registration Area
(6 Spots)

OUTSIDE

$3,250 Includes (1) 10-SECOND INCREMENT on A-Building (Next to Omni Hotel – East Plaza)
(6 Spots)

$3,250 Includes (1) 10-SECOND INCREMENT on B-Building (International Blvd.)
(6 Spots)

GWCC digital walls are located inside the lobby areas and outside A-Building (East Plaza) and B-Building (International Blvd.) These give the sponsors continuous visual exposure during the entire week of IPPE.

Exhibitor is responsible for the creative used based on requirements of IPPE and GWCC. *Must contain booth number. (10-second increments looping every 90 seconds). Graphic can be static or animated/video.

HANGING CROSS-AISLE SIGNS

$525 EACH, DOUBLE-SIDED

A-Hall: Aisles------------- (1 for each aisle)
B-Hall: Aisles-------------- (1 for each aisle)
C-Hall: Aisles-------------- (1 for each aisle)

Available above main tram line at each cross-aisle sign. Sponsor must choose closest available aisle to your booth.

IPPE DIRECTIONAL FLOOR MESSAGE ARROWS

$7,500 - One Opportunity in each of the A-, B-, and C-Halls.
Direct the Attendees to Your Booth from the Time They Enter the Venue

Add your company logo, short message and booth number to large floor arrows used to lead attendees throughout the venue and show halls. By following your message, they will be ready to discuss that much needed product or service only you can provide! Directional arrows begin at the entrances and continue to the connector. Count is roughly 50-60 total arrows per building.

LANYARDS

$10,000 – FOUR OPPORTUNITIES

New this year! IPPE will feature one OFFICIAL lanyard for all attendees. Make sure your brand is front and center with the 30,000 attendees to the 2021 IPPE by purchasing one of the FOUR brand positions on the custom Show lanyard. The IPPE lanyards will include the IPPE logo, the four sponsors’ logos and custom artwork making it a keepsake for attendees to take home and view your brand all year long.

*The deadline to purchase a lanyard sponsorship is Oct. 6. IPPE retains the right to deny competitors and opportunity is first-come, first-served.

SHOW TOTE BAGS

$5,000 - One Opportunity in each of the A-, B-, and C-Halls.

Attendees love show bags! They're great for conveniently collecting literature and giveaways during the show and they are used after the show. Add your sponsored logo and booth number to the official show bags and share the limelight with IPPE throughout the entire show and for years to come! Show bags will be distributed in the registration area and information desk in the main lobby.

TRAMS

$4,000 Per Tram

Two in A-Hall; Seven shared between B-, BC- and C-Halls

Keep your brand on the move while providing transportation to IPPE attendees.

Sponsors will have their company brand/message and booth number printed and attached as a large header, as well as on the front or back of the tram. You can select one or more trams. Trams run continuously on the center aisle of A-Hall, B- and C-Hall. Trams will be looping through the B-, BC- and C-Halls. Additional tram signage, encouraging attendees to ride, will include sponsors’ logos.

TRAM STOP BENCHES

$1,750 Includes 6 Benches in A-Hall
$3,500 Includes 12 Benches in B-Hall
$1,750 Includes 6 Benches in C-Hall
$1,170 Includes 4 Benches in BC-Hall

Positioned strategically throughout all halls.

These rest stops have your brand as a focal point for attendees while they are waiting for a tram in A-, B-, BC- and C-Halls or while they are walking the Show floor. Each sponsor will have their company logo and booth number printed and attached as a large floor sticker at each tram stop/bench.
IPPE EXCLUSIVE RECEPTION SPONSORSHIP

TUESDAY, JAN. 26 - THE GEORGIA AQUARIUM

$5,000 - Four Opportunities

Make a lasting impression by inviting your VIP customers to the IPPE reception. This opportunity includes a mailing, signage, digital message and so much more!

Sponsorship benefits include:

- Exhibitor logo and booth number will be published on our website as the reception sponsor and will include a link from the IPPE site to yours.
- Exhibitor logo and booth number will be included on reception signage within the GWCC and The Georgia Aquarium.
- One 4” x 6” non-glossy postcard regarding your company/booth mailed to pre-registered attendees. You provide the postcard and we will mail it. 750 cards.
- IPPE and exhibitor logo will be displayed via creative lighting inside the venue during the reception (provided by The Georgia Aquarium).
- Meet and Greet table with your company logo and booth number at the Georgia Aquarium. Great way to speak to those customers you invited, VIPs and prospects.
- Sponsor will receive six “backstage passes” to the Georgia Aquarium for your VIPs.
- Sponsor will receive 250 VIP reception tickets with company logo printed on the tickets.
- Sponsor will receive 30 complimentary drink tickets for use/distribution during the IPPE reception.
- NEW! Attendee badges will be scanned and sponsors will receive the file with attendees’ information.

IPPE ATTENDEE LOUNGE
A-, B-, C-Halls

$5,000 EACH – A- and C-Halls
$7,500 – B-Hall – Larger space and upscale décor with additional signage, beverage bar, food kiosk

One opportunity in each of A-, B-, and C-Halls.

Attendees need a break from walking the trade show floor, so why not let them enjoy the break while learning about your company by reading your company brochures.

- Comfortable furniture with company logo and booth number clings attached (where possible)
- Brochure rack
- Charging tables with company logo and booth number cling attached
- Signage
- Marketing via attendee newsletters
- Lounge locations identified on floorplan online and on mobile app. naming you as the sponsor

IPPE EVENT ZONE Title Sponsorship
BC-Hall

$8,000 – Exclusive - One Opportunity
Start reaching attendees months before the Show! The Event Zone – location of some of IPPE’s most attended events – will be branded with your company name and booth number (i.e. XYZ Company Event Zone) and will be listed as such in show promotions.

Sponsorship benefits include:

- Promotion in twice monthly e-newsletters to attendees and attendee prospects with link to your website. Attendee newsletters begin in Sept. 2020.
- Promotion on the IPPE website listing of Event Zone activities
- Signage in all halls listing the Event Zone activities and location
- Promotion in the official IPPE Pocket Guide and IPPE Directory
- Company name included on all awards presented at Event Zone activities and a photo op with prize winners.
- You can collect business cards at your booth for additional prize drawings. You keep all the cards and we send the prizes out. This is a great way to promote your new products.

**IPPE Fuel Market Title Sponsorship**

**BC-Hall**

$5,000 – Exclusive - One Opportunity

New in 2020, the Fuel Market was THE place to grab a quick snack, beverage or a meal for attendees in the B-, BC- and C-Halls. Start reaching these hungry attendees months before the show! The Fuel Market will be branded with your company name and booth number (i.e. XYZ Company Fuel Market) and will be listed as such in show promotions.

Sponsorship benefits include:

- Promotion in twice monthly e-newsletters to attendees and attendee prospects with link to your website. Attendee newsletters begin in Sept. 2020.
- Promotion on the IPPE website listing of the Fuel Market
- Signage in all halls promoting the Fuel Market location
- Promotion in the official IPPE Pocket Guide and IPPE Directory
- Sponsor will also receive a reserved VIP table and 10 meal vouchers for use during the Expo
- You can collect business cards at your booth for additional prize drawings. You keep all the cards and we send the prizes out. This is a great way to promote your new products.

*All sponsors must be current contracted IPPE exhibitors.*