2021 International Production & Processing Expo (IPPE)

Representing the:
International Poultry Expo, sponsored by the U.S. Poultry & Egg Association
International Feed Expo, sponsored by the American Feed Industry Association
International Meat Expo, sponsored by the North American Meat Institute

Pricing:
- **Advanced Booking Base Price**: $23/square foot
  Exhibitors booking space after September 30, 2020, will be assessed an additional $2/square foot. Open corners are an additional $250 each.
- **Tenure Discount (available to exhibitors of 2020 IPPE)**: $4/square foot
- **Member Discount (available to member of any of the above associations)**: $2/square foot.
  Must be member at time of booth selection and in good standing at time of show
- **Booth Application Fee**: $500 payable online by credit card (plus 3% credit card convenience fee) or bank transfer day of application.

Floor Configuration:
- **A HALL**: Feed Equipment & Feed Ingredients Halls
- **B HALL/BC HALL**: Meat and Poultry Processing/Packaging Halls
- **C HALL/BC HALL**: Genetics, Incubation, Live Production and Egg Production/Processing

Refund Policy:
**Up to Oct. 2:**
50% refund of monies paid minus $500 application fee.
Refund requests must be submitted to show management in writing.

**After Oct. 2:**
NO REFUND

Payment Policy:
**Application Fee**: $500 payable online by credit card (plus 3% processing fee) or bank transfer day of application. Payment not received will result in immediate cancellation of booth.

**Contracts issued before Aug. 1, 2020**
- Booths 300 square feet or smaller - payable in full within 45 days of contract date to avoid cancellation
- Booths 301 square feet or larger - 25% of balance payable within 45 days of contract date to avoid cancellation; final balance due by Oct. 2, 2020

**Contracts issued Aug. 1 – Sep. 30, 2020**: Payment in full within 30 days of contract to avoid cancellation

**Contracts issued Oct. 1 – Dec. 15, 2020**: Payment in full within 15 days of contract to avoid cancellation

**Contracts issued Dec. 16, 2020 – Jan. 15, 2021**: Payment in full with order

General Information:
- Booth size begins at 10ft. x 10ft. Larger booths can be configured to fit needs. Two-level stands are permitted subject to show management approval.
- Linear booth space is separated by curtains/drapes and is not hard-wall material. An 8 ft. high drape will be placed along back of booth and a 3 ft. high drape will be placed along each side of booth except on those booths with purchased open corner(s).
- Carpeting/floor covering is REQUIRED for each booth space and can be ordered through GES, the general contractor for the 2021 IPPE, along with any furnishings needed. Hard-wall booth packages are available for rental through GES.
- Electricity and compressed air/gas is purchased separately through the Georgia World Congress Center Engineering Department and can be ordered after Jul. 1, 2020.
- Other items such as lead retrieval, floral and plants, audio/visual equipment, refrigeration, food service, photography, freight transportation, etc., are also purchased separately through approved 2021 IPPE vendors. A list of approved vendors is contained in the Exhibitor Manual and is available after July 1, 2020, under the “Exhibitors” tab on the IPPE website, www.ippexpo.org.
- The 2021 Exhibitor Manual will be available (online only) to all exhibitors in Jul. 2020. All exhibitor information, including order deadlines and preparation calendar, will be included in this manual.
- Complimentary exhibitor registration will be available online beginning Sept. 1, 2020 through Jan. 25, 2021 on-site. On the day of show opening through show closing, exhibitor registration is $125/person.
- Booth application is available online at www.ippexpo.org, utilizing the “Exhibitors” tab. Apply early for best available location.
- Applications received after Oct. 1 cannot be guaranteed a listing in WATT’s International Expo Guide. This printed catalog, published by WATT Global Media, is published separately from show management.
- Applications received after Nov. 1 cannot be guaranteed a listing in the IPPE Pocket Planner.