TOGETHER
WE CAN...

EXHIBITOR
PROSPECTUS

WWW.IPPEXPO.ORG

Produced by:

USPOULTRY

AFIA

NAMI

INTERNATIONAL
IPPE
PRODUCTION & PROCESSING EXPO

2021 IPPE
Jan. 26 – 28, 2021
Atlanta, GA USA
IPPE would like to thank you for being part of the animal food, meat and poultry community. The landscape of the world has changed so much, and we are proud that our industry provides an essential service of feeding the world. Nutrition is the backbone of good health, and our industry delivers the highest quality food to both humans and animals every day.

IPPE is the only annual exposition of its kind showcasing the most current technology, equipment, supplies and services used in the global production and processing of eggs, meat and poultry, and those involved in animal food manufacturing...no other trade show offers the same scope of products and services. IPPE’s extensive range of solutions draws industry professionals committed to implementing best practices, updating operations and remaining competitive. Held every year in Atlanta, IPPE is planning for another successful show in January 2021. Together, we can and will look forward to the opportunity to once again bring everyone together to foster the next era of innovation, education and relationship building at the 2021 IPPE.
IPPE brings the global animal food and animal protein industry to Atlanta every year. IPPE’s aggressive promotional campaign recruits executives, operation and plant managers, purchasing agents, engineers and researchers, and more from the world’s top feed, meat and poultry companies. Additionally, IPPE partners with international trade associations, overseas travel agencies, publications and exposition managers. Not only can you create new opportunities and relationships, your company can acquire valuable leads and business prospects that can be beneficial to your company’s growth.

**WHO ATTENDS IPPE?**

The 2020 IPPE had 8,063 international visitors from 129 countries worldwide.

**2020 INTERNATIONAL BREAKOUT**

- Latin America – 41%
- Europe – 20%
- Canada – 15%
- Asia/Oceania – 14%
- Africa – 10%

**2020 ATTENDEE PROFILE**

- 8,063 International
- 23,441 U.S.
- 31,504 Total

**ATTENDEE JOB FUNCTIONS**

- 25% C-Level Management
- 22% Sales & Marketing
- 11% Plant/Live Operations
- 8% Engineering/Facility
BUYER INFORMATION

ATTENDEE BUYING POWER
38% Authorized Decision Makers
15% Influence Buying Decisions
14% Recommend Buying Decisions
8% Part of a Buying Team

WHY ATTENDEES COME:

- Keep Up-To-Date On Latest Trends
- Networking Opportunities
- Learn About New Products / Services
- See The Latest Technology
- Visit Existing Suppliers / Partners
- Visit New Suppliers / Partners

39% of IPPE attendees are new faces you will not have seen at an IPPE show!

75% of attendees are purchasing decision makers.

2020 BUYER INTEREST

<table>
<thead>
<tr>
<th>Category</th>
<th>Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animal Health Products</td>
<td>35%</td>
</tr>
<tr>
<td>Packaging Equipment/Products</td>
<td>32%</td>
</tr>
<tr>
<td>Feed Ingredients</td>
<td>31%</td>
</tr>
<tr>
<td>Further Processing Equipment/Products</td>
<td>31%</td>
</tr>
<tr>
<td>Housing and Production Equipment</td>
<td>28%</td>
</tr>
<tr>
<td>Food Ingredients/Raw Materials</td>
<td>27%</td>
</tr>
<tr>
<td>Processing Related Supplies</td>
<td>23%</td>
</tr>
<tr>
<td>Environmental Equipment/Products</td>
<td>22%</td>
</tr>
<tr>
<td>Feed Mill Equipment</td>
<td>22%</td>
</tr>
<tr>
<td>Egg Collection/Grading Equipment</td>
<td>21%</td>
</tr>
<tr>
<td>QA/Food Safety Products</td>
<td>21%</td>
</tr>
<tr>
<td>Slaughter/Evisceration Equipment</td>
<td>16%</td>
</tr>
<tr>
<td>Breeding Stock</td>
<td>15%</td>
</tr>
<tr>
<td>Rendering Equipment/Products</td>
<td>13%</td>
</tr>
</tbody>
</table>

AREAS OF INTEREST

<table>
<thead>
<tr>
<th>Category</th>
<th>Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broilers</td>
<td>47.0%</td>
</tr>
<tr>
<td>Commercial Eggs</td>
<td>21.6%</td>
</tr>
<tr>
<td>Pork/Swine</td>
<td>19.4%</td>
</tr>
<tr>
<td>Beef/Cattle</td>
<td>17.9%</td>
</tr>
<tr>
<td>Animal Food/Feed</td>
<td>17.4%</td>
</tr>
<tr>
<td>Turkeys</td>
<td>13.2%</td>
</tr>
<tr>
<td>Other...</td>
<td>12.6%</td>
</tr>
</tbody>
</table>

Reserve your space today. www.ippexpo.org
IPPE has multiple marketing and promotional opportunities to help put your brand in front of 30,000+ attendees. From elite sponsorships, premium banner locations, lanyards to digital branding, your company will have the option to select one that is right for you.

Leading equipment, technology and service suppliers across all sectors of the animal food, meat and poultry industries will showcase their latest innovations and solutions to help companies achieve real results. IPPE is a recognized, quality investment that produces superior value and brand awareness and provides opportunities to help:

- Increase brand recognition and awareness of your company
- Differentiate your business from the competition
- Align your company with industry leaders
- Meet purchasing influencers and decision-makers
- Deepen relationship with leads, clients and industry partners
- Show your support for the industry
- Enter into new markets

Markets and Sponsorship Opportunities

Sponsorships will open July 27, online via our website on a first come, first served basis.

For more information, please contact Kris Carroll, kcarroll@uspoultry.org.
**2021 EXHIBITOR INFORMATION: EXHIBIT BOOTH RATES**

**Tenure Discount** (available to exhibitors of 2020 IPPE):
$4/square foot

**Association Membership Discount:**
Members of AFIA, NAMI or USPOULTRY at time of booking and in good standing at show opening are entitled to $2/per square foot discount.

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**Base Price:**
$23/square foot through Sept. 30. and $25/square foot after Sept. 30.

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**RESERVE YOUR SPACE NOW!**

**EXHIBITOR RETURN ON INVESTMENT**

**UNLIMITED COMPLIMENTARY REGISTRATIONS** for your booth staff to ensure you have the on-site expertise you need

**COMPLIMENTARY CRATE STORAGE** during IPPE

**HOUSING SERVICES** with early access to discounted rates for hotels in Atlanta through IPPE’s exclusive housing provider, Experient, Inc.

**YEAR-AROUND EXPOSURE** with online listing on www.ippexpo.org, including product listing and company information

**ACCESS TO MEETING ROOMS ON-SITE** and at IPPE block hotels, so you can conduct business in private on or off of the exhibit floor

**CAPTURE LEADS** through Experient’s lead retrieval devices

**EASY ONLINE EXHIBITOR SERVICE KIT** is a practical guide to planning, installation and dismantling of exhibit space, including discounts for advance orders

**SHOW UPDATES** help exhibitors stay informed about show progress and tips to make the most of your exhibit

**EXHIBITOR INVITE PROGRAM** enables exhibitors to provide complimentary registration for trade show floor access to key customers and prospects (*terms apply)

**TECHTALKS** enables exhibitors to share their expertise through on-floor presentations that address a variety of areas, including food safety, animal welfare, feed production, sustainability, etc.

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Reserve your space today. www.ippexpo.org

Apply at https://ippe21.exh.mapyourshow.com/6_0/boothsales/
Visit https://ippe21.exh.mapyourshow.com/6_0/boothsales/ to explore exhibiting opportunities for the 2021 IPPE.

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Atlanta, GA USA

EXHIBITOR SERVICES TEAM

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The health and safety of everyone who attends the International Production & Processing Expo (IPPE) is our top priority, as we continue to plan for a successful show in January 2021. We are following guidelines from the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), and state and local governments regarding the coronavirus (COVID-19) and will provide regular updates to all stakeholders as the situation warrants.

On behalf of the three partner organizations that produce IPPE - the American Feed Industry Association (AFIA), North American Meat Institute (NAMI) and U.S. Poultry & Egg Association (USPOULTRY) - we would like to thank our industries, our members and their team members for their hard work feeding the world when so much is unknown right now.

As we plan for the 2021 IPPE, we are focusing on ways we can be as much of a resource to you as possible. We remain ready and able to support your needs. If you have any questions, concerns or suggestions on ways we can be of service to you and our industry, please let us know by emailing info@ippexpo.org or calling:

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The Georgia World Congress Center, where the 2021 IPPE will be held, has committed to being one of the leading convention centers in the country to achieve GBAC STAR™ accreditation for cleaning, disinfection and infectious disease prevention. To achieve GBAC STAR accreditation, facilities must demonstrate compliance with the program’s 20 elements, which range from standard operating procedures and risk assessment strategies to personal protective equipment and emergency preparedness and response measures.