

GET THE IPPE SHOW TRAFFIC YOU NEED

THE INTERNATIONAL PRODUCTION & PROCESSING EXPO (IPPE) is the world's largest annual meat, poultry and egg industry event, held in the Georgia Convention Center and drawing more than 25,000 attendees and 1,200 exhibitors.

Your exhibit is at the center of your show marketing efforts, and driving traffic there is important. The Pocket Guide gives you a way to stand out among a large number of exhibitors in a huge venue.

THE 2023 IPPE POCKET GUIDE

As a tool that helps attendees figure out which events and exhibits they want to see, the IPPE Pocket Guide is more relevant than ever. The IPPE Pocket Guide 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 Guide 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.





AT-THE-SHOW MARKETING TIPS 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 Guide.

WHAT MARKETERS NEED TO KNOW ABOUT THE IPPE POCKET GUIDE

- Ideal timing—messages reach attendees right on the show floor
- A proven, reliable resource for IPPE attendees, published for 29 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

Full Page
\$3,850 net (\$4,529 gross)

1/2 Page
\$2,300 net (\$2,705 gross)

AUDIENCE

An estimated 25,000 IPPE attendees, representing the entire chain of production and processing for meat, poultry and eggs.

DISTRIBUTION

At registration and main entrance

SPECIFICATIONS

See following page for details.
Contact Meatingplace Production
Send all electronic materials to:
printmaterialsmp@meatingplace.com

RESERVE YOUR SPACE TODAY

AD CLOSING: November 15

MATERIALS CLOSING: December 2

BILL KINROSS

VP, Group Publisher
bkinross@meatingplace.com
+1-312-274-2214

KAREN MORIARTY

kmoriarty@meatingplace.com
630-877-4115

JEFF SUTLEY

jsutley@meatingplace.com
+1 551-427-2263

MIKE WALSH

mwalsh@meatingplace.com
+1-312-961-5108

FULL PAGE AD IN IPPE SHOW POCKET GUIDE 4 x 9 inches

Single page

Trim—4" x 9" (102 x 229 mm)

Live Area—3½" x 8½" (89 x 216 mm)

Bleed Area—4¼" x 9¼" (108 x 235 mm)

Spread pages

Trim—8" x 9" (204 x 229 mm)

Live Area—7" x 8½" (172 x 216 mm)

Bleed Area—8½" x 9¼" (216 x 235 mm)

HALF PAGE AD IN IPPE SHOW POCKET GUIDE 4 x 4 ½ inches

Trim—4" x 4½" (102 x 115 mm)

Live Area—3½" x 4" (89 x 102 mm)

Bleed Area—4¼" x 4¾" (108 x 121 mm)

IPPE POCKET GUIDE 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 QuarkXPress (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.

Send Materials to

Karen Ruesch, Production Manager

IPPE Show Pocket Guide

MTG Media Group

phone: +1-312-274-2204

e-mail: printmaterialsmp@meatingplace.com

or upload to <http://sendit.mtgmediagroup.com>.

Follow the easy directions once there to upload files, providing advertiser name and description.