Get eyes on your innovations and solutions by thousands of decision-makers from the poultry and egg, meat and animal food industries at IPPE. Buyers from around the world know that IPPE is the place to find next-generation technology, new services and the latest efficiencies from top suppliers, all under one roof. Reserve your place by submitting your application today!

The IPPE is the world’s largest annual trade show for the meat, poultry and egg, and animal food industries. It is sponsored by the U.S. Poultry & Egg Association (USPOULTRY), American Feed Industry Association (AFIA) and North American Meat Institute (NAMI).

<table>
<thead>
<tr>
<th>2024 IPPE</th>
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<tbody>
<tr>
<td>3</td>
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<tr>
<td>INTEGRATED INDUSTRIES</td>
</tr>
<tr>
<td>30,000+</td>
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<tr>
<td>INDUSTRY LEADERS WORLDWIDE</td>
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<tr>
<td>80+</td>
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<tr>
<td>HOURS OF EDUCATION SESSIONS</td>
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<td>1,200+</td>
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<tr>
<td>INTERACTIVE EXHIBITS</td>
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<td>12.5</td>
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<td>ACRES OF INNOVATIONS, TECHNOLOGY, EQUIPMENT &amp; SERVICES</td>
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<td>RANKED</td>
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<tr>
<td>#21 IN THE TOP TRADE SHOWS IN THE U.S.</td>
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**IPPE HIGHLIGHTS**

**Show Sponsored By**

**Additional Industry Support**

Reserve your space today. www.ippexpo.org
BUYER INFORMATION

ATTENDEE BUYING POWER

- 41% Authorized Decision-Makers
- 17% Influence Buying Decisions
- 13% Recommend Buying Decisions
- 7% Part of a Buying Team

78% of attendees are purchasing decision-makers.

WHY ATTENDEES COME:

1. Keep Current on Latest Trends
2. Networking Opportunities
3. Learn About New Products and Services
4. Experience the Latest Technology
5. Visit Existing Suppliers and Partners
6. Visit New Suppliers and Partners

42% of IPPE attendees are new faces you will not have seen at an IPPE show!

BUYER INTEREST

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

AREAS OF INTEREST

Broilers 47%
Commercial Eggs 22%
Pork/Swine 19%
Beef/Cattle 18%
Animal Food/Feed 17%
Turkeys 13%
Other... 13%

Reserve your space today. www.ippexpo.org
WHO ATTENDS IPPE?

IPPE’s comprehensive promotional campaign attracts executives, operations and plant managers, purchasing agents, engineers, researchers and more from the world’s top animal food, meat, and poultry and egg companies. Additionally, IPPE partners with international trade associations, overseas travel agencies, industry publications and others to recruit buyers and decision-makers from across the world. For the 2024 IPPE, you can generate leads, build relationships and connect with your colleagues, all in one place!

Industry Media Partners: 54
Number of Message Campaigns: 65
Unique Contacts: 86,900
Delivered Emails: 1,005,000
Deliver Rate: 98.5%

HERE IS A SAMPLE OF THE HUNDREDS OF COMPANIES THAT ATTEND:

The following is a small sample of the hundreds of companies that attended the 2023 IPPE. Companies come from all over the world to conduct business at IPPE.

ADM ANIMAL NUTRITION
AGSTATE
AGROPECUARIA EL GRAN CHAPARRAL
AGROSUPER
ALATRADE FOODS
ALLEN HARIM FOODS LLC
AMERICAN FOODS GROUP
AMICK FARMS LLC
ANPARIO PLC
BACHOCO S.A.
B & B POULTRY
BELL & EVANS
BEN E. KEITH FOODS
BOAR’S HEAD PROVISIONS CO., INC.
BRASWELL MILLING COMPANY, INC.
BUTTERBALL LLC
CAL-MAINE FOODS INC
CARDINAL MEAT SPECIALISTS, LTD.
CARGILL ANIMAL NUTRITION
CARGILL, INC.
CARL BUDDIG AND COMPANY
CAVINESS BEEF PACKERS LTD
CCF BRANDS
CENTRAL MEAT & PROVISION
CLAXTON POULTRY
COLORADO PREMIUM FOODS
COOPER FARMS, INC.
COUNTRY CHARM EGGS
CRIDER FOODS
CTI FOODS
CULVER DUCK FARMS, INC.
DAKOTA PROVISIONS
DAYBREAK FOODS, INC.
DEVENISH NUTRITION
DIETZ & WATSON, INC.
FARBEST FOODS INC
FEEDWORKS USA
FIELDALE FARMS CORPORATION
FOSTER FARMS, INC.
FPL FOOD
FRESHPET
FURST-MCNESS
GEORGE’S INC
GOLD CREEK PROCESSING
GRANJA BRASILIA
HARRISON POULTRY INC
HERBRUCKS POULTRY RANCH
HILLANDALE FARMS
HILLS PET NUTRITION, INC.
HOLMES FOODS
HORMEL FOODS CORPORATION
HOUSE OF RAFORD
INGRAM FARMS
JACK LINKS BEEF JERKY
JBS USA
JENNIE-O TURKEY STORE INC
JOE JURGIELEWICZ & SON LTD
JOHNSONVILLE SAUSAGE, LLC
JTM FOOD GROUP
KALMBACH FEEDS INC
KENOSHA BEEF INTERNATIONAL, LTD.
KENT NUTRITION COMPANY
KCOH FOODS
KREAMER FEED, INC.
LAND O’FROST, INC.
LAND O’LAKES, INC.
LINCOLN PREMIUM POULTRY
LOPEZ-DORADA FOODS
MAPLE LEAF FARMS INC.
MAPLE LODGE FARMS LTD.
MAR-JAC POULTRY INC.
MARS PETCARE US
MERRICK’S PET CARE, INC.
MICHAEL’S FINER MEATS, LLC
MILLER POULTRY
MONTAIRE CORPORATION
MPS EGG FARMS
NATIONAL BEEF PACKING CO., LLC
NESTLE PURINA
NUESKE’S APPLEWOOD SMOKED MEATS
NUTRA BLEND
OBERTO SAUSAGE COMPANY
OPAL FOODS, LLC
OSI GROUP, LLC
PECO FOODS INC.
PERFORMANCE FOOD GROUP
PERDUE FARMS INC.
PILGRIM’S
POLLOS VIDARRI
PERFORMIX NUTRITION SYSTEMS
PRESTAGE FARMS INC.
PURINA ANIMAL NUTRITION
PRONACO
RANDALL FOODS
REDONDOS SA
ROSE ACRE FARMS INC.
SALM PARTNERS LLC
SAUERFEEDS, INC.
SEABOARD FARMS
SHANDOAH VALLEY ORGANIC
SIMMONS FOODS INC.
SMITHFIELD FOODS, INC.
STANDARD MEAT COMPANY
SUGAR CREEK PACKING COMPANY
SUZANNA’S KITCHEN
SYFRETT FEED COMPANY
THE WENGER GROUP
TIPTOP POULTRY INC.
TURKEY VALLEY FARMS
TYSON FOODS, INC.
VITA PLUS
VIRGINIA POULTRY GROWERS COOP INC.
WALNUT HILL FEEDS
WAYNE-SANDERSON FARMS LLC
WEST LIBERTY FOODS
WESTERN MILLING
WILBUR-ELLIS NUTRITION
PRESTAGE FARMS INC.
PURINA ANIMAL NUTRITION
PRONACO
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WEST LIBERTY FOODS
WESTERN MILLING
WILBUR-ELLIS NUTRITION
PRESTAGE FARMS INC.
As an exhibitor, you can take advantage of the following benefits:

- Reach new, qualified buyers. Attendees come from more than 125 countries and 42% of them are new to the show.
- Grow your sales. Get in front of your customers and new prospects for three days of in-person interaction. IPPE brings in thousands of attendees, with 78% involved in the purchasing decision process!
- Face-to-face interaction. In-person discussions help gauge the end users current and future needs, allowing you to position your products for success.
- Listing by company name and booth number in all printed show guides with more detailed listing of product and service categories, company logo and description in digital guides and attendee planners.
- Access to private meeting rooms.
- Access to hotel suites for after-hours customer meetings and receptions.
- Complimentary exhibitor registration for company employees who work the booth.
- Apply for TECHTalk presentations, where exhibitors can present their innovative technology to attendees.
- Apply for video submissions into the New Product Showcase, highlighting your company’s newest solution for customers to improve their business outcomes.
- Complimentary customer invitations so you can provide free registration for your key customers (requires customers to pre-register before Jan. 12).
- Access to sponsorship opportunities to increase brand awareness, position your organization as a thought leader and many more!
- Early booking of hotels in subsequent years.
- Access to lead retrieval devices and full reports provided with contact information of your newly generated sales leads of the show.
- Begin building tenure as a repeat exhibitor to receive discounts. 2023 returning exhibitors to the 2024 IPPE receive a $4 per square foot discount, which is more than a 15% discount!
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- Access to hotel suites for after-hours customer meetings and receptions.
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Extend your brand beyond your booth.

The 2024 IPPE will welcome thousands of attendees. Stand out from the crowd and maximize your presence through sponsorships. Choose one or multiple opportunities to create a program to build the most effective traffic building program possible.

Sponsorships will open at 12 p.m. EDT (U.S.) on July 10 online via the IPPE website on a first-come, first-served basis.

For more information, please contact Kris Early at kearly@uspoultry.org.

WHO EXHIBITS AT IPPE?

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

- Generate leads from attendees from all over the world
- Enter new markets
- Increase brand recognition and awareness of your company
- Create new connections with purchasing influencers and decision-makers
- Deepen relationships with existing clients and other industry partners
- Differentiate your business from the competition
- Align your company with industry leaders
- Show your support for the industry
EXHIBIT BOOTH RATES

Tenure Discount (available to exhibitors of 2023 IPPE):
$4/square foot

Association Membership Discount:
Members of AFIA, NAMI and USPOULTRY at time of booking and in good standing at show opening receive a $2/square foot discount.

Base Price:

Corner(s):
Additional $250 per corner

Apply by visiting ippexpo.org and clicking on the Exhibitors tab

EXHIBITOR RETURN ON INVESTMENT

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, Maritz Global Events

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

ACCESS TO MEETING ROOMS ON-SITE onsite and at IPPE block hotels, so you can conduct business in private Capture Leads through Maritz Global Event’s lead retrieval devices

CAPTURE LEADS through Maritz Global Events 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

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.

NEW PRODUCT SHOWCASE provides exhibitors with an outstanding opportunity to submit a video highlighting a new product or innovation for IPPE participants, as well as be voted on the

Reserve your space today. www.ippexpo.org
Visit ippexpo.org and click on the Exhibitors tab to explore exhibiting opportunities for the 2024 IPPE.

EXHIBITOR SERVICES TEAM

IPPE GENERAL MANAGERS
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+1.703.558.3574

NAMI, Eric Zito
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HOTEL COORDINATOR
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MEDIA OPPORTUNITIES
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SHOW REGISTRATION
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NAMI, Eric Zito
ezito@meatinstitute.org
+1.202.587.4223

FUTURE DATES:
Jan. 30 – Feb. 1, 2024
Atlanta, GA USA

Jan. 30 – Feb. 1, 2024
Atlanta, GA USA

Jan. 28 – 30, 2025
Jan. 27 – 29, 2026