

EXHIBITOR PROSPECTUS



Jan. 30 – Feb. 1, 2024

IPPEXPO.ORG

Produced by:





2024 IPPE

3

INTEGRATED INDUSTRIES

30,000+
INDUSTRY LEADERS
WORLDWIDE

80+

HOURS OF
EDUCATION
SESSIONS

1,200+
INTERACTIVE
EXHIBITS

12.5

ACRES OF
INNOVATIONS,
TECHNOLOGY,
EQUIPMENT &
SERVICES

RANKED

#21 IN THE TOP
TRADE SHOWS
IN THE U.S.

IPPE HIGHLIGHTS

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).

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%

WHO ATTENDS IPPE?

WHO ATTENDS IPPE?

ATTENDEE JOB FUNCTIONS



33% C-Level Management

16% Sales & Marketing

12% Plant/Live Operations

8% Engineering/Facility & Research & Development

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

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!



MARKETING AND SPONSORSHIP OPPORTUNITIES

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

2024 EXHIBITOR INFORMATION:

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.



**General booth sales
begin June 12!**



Base Price:

\$26/square foot through
Sept. 30. and \$28/square foot
beginning Oct. 1.



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

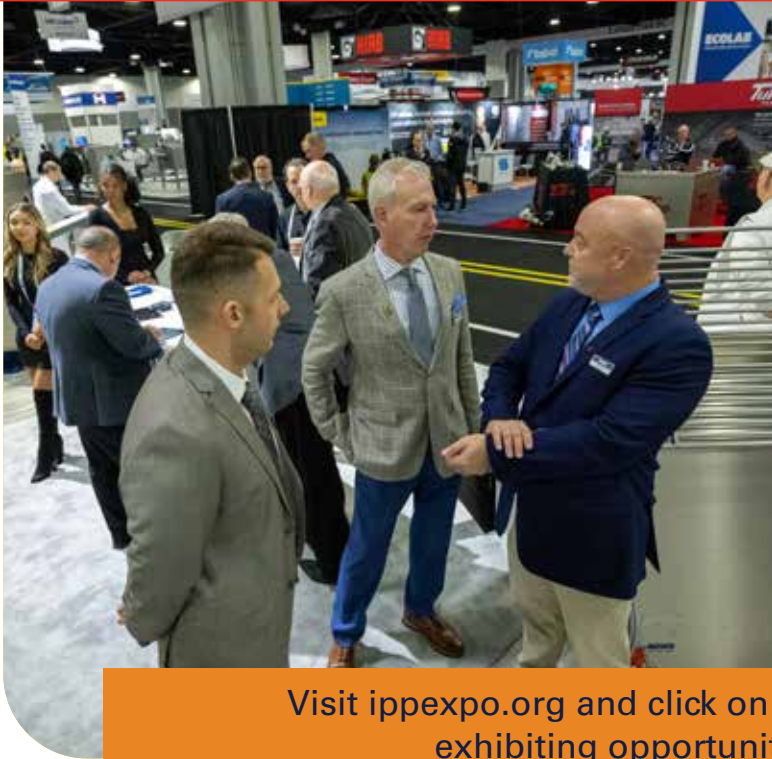
EASY ONLINE EXHIBITOR SERVICE KIT is a practical
guide to planning, installation and dismantling
of exhibit space, including discounts for
advance orders

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



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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SPONSORSHIPS AND PROMOTIONAL OPPORTUNITIES

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EXHIBIT SALES

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