

Exhibiting Helpful Hints

Thank you for your decision to participate in the International Production & Processing Expo (IPPE), the world's largest annual trade show for the meat, poultry and egg, and animal food industries. Whether you are new to exhibiting in IPPE or you've been away for some time, you may be searching for helpful hints in navigating the details and deadlines of the Expo. We have assembled some touch points to help you dig in and gain ground in traversing the information provided. Most information can be found tucked into our IPPE website, www.ippexpo.org. Please review available links under the Exhibit tab of the website menu.

In the Exhibitor Resources section of the Exhibit tab, you will find the following:

- Exhibitor Dashboard – Online Exhibitor Tool Kit Accessible by Login (Company listing record including company address, phone, description, company contacts, product categories, lead generation, seniority/tenure, housing, etc.).
- Exhibitor Planning Calendar – Dates and Deadlines
- Exhibitor Kit /Manual/GES Online Ordering – General IPPE Information and Vendor Online Ordering Details
- Booth Display Rules - Know the Rules to Avoid Display Violation Surprises Onsite
- Show Rules & Regulations – The Fine Details
- Certificate of Insurance No Longer Required: Insurance is provided through Rainprotection Insurance and is a benefit to all exhibitors.
- Approved Vendors List – Our Trusted Partners Involved in All Aspects of IPPE
- Alerts – Avoid Scams
- Webinar Recordings – Helpful Source of WHAT TO DO in Planning for Expo

TECHTalks is an opportunity for exhibitors to share their expertise through 20-minute on-floor presentations that address a variety of areas, including food safety, animal welfare, feed production, sustainability, renewable or alternative energy, etc. An application can be found under the Exhibit tab of the IPPE website.

New Product Showcase is a great marketing opportunity for exhibitors to post video submissions highlighting your newest solution for customers to improve their business. An application can be found under the Exhibit tab of the IPPE website.

Under the Marketing & Sponsorship section of the Exhibit tab, you will find a full listing of offered sponsorships and marketing opportunities for the coming Expo. Items at different price points to satisfy exhibitor quests for advertising during the Expo.

In the AIR TRAVEL section of the tab, you will find information on how to access our airline travel discounts available for certain travel fares on Delta Air Lines.

In the ATTEND tab of the website menu, you can find information regarding our many educational programs offered during IPPE.

In the MEDIA tab of the website menu, you can find IPPE press releases, exhibitor press releases, media partners, image library (useful images for email signatures, correspondence, etc.), and our list of press/publications affiliated with IPPE.

Exhibitor complimentary registration begins October 16. Simply use the exhibitor registration link located on the IPPE website home page and the login credentials emailed to the primary booth contact at time of booth approval. Contact Robin Hughes, rhughes@ippexpo.org, if you need these credentials resent.



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Exhibitors may invite their customers for complimentary admission to the Expo. Beginning October 16, exhibitors may request a promo code from us to send in their customer invitations. Customers must pre-register before January 13 to take advantage of this opportunity. Contact Robin Hughes, rhughes@ippexpo.org, to request your company's promo code.

Need a meeting room before, during, or after show hours? We offer industry-related meeting rooms before daily show opening, during lunch and after daily show closing for \$350. Meeting rooms during show hours are also available through Customer Connection Center reservations. Information and reservation links will be made available under the Exhibit tab of the IPPE website menu beginning October 16.

As an exhibitor, you will be automatically enrolled in our IPPE Newsletter which is published once a month until a few weeks prior to the Expo when it becomes weekly, then daily during the week of Expo.

If you have any questions along the way, please contact Senior Exhibit Manager, Anne Sculthorpe, ascalthorpe@ippexpo.org, 678-514-1976, or Expo Support Coordinator and Registration Manager, Robin Hughes, rhughes@ippexpo.org, 678-514-1975.