

SPONSORSHIP AND MARKETING SALES OPEN JULY 10 AT 12:00 p.m. EDT (U.S.) TO CURRENT CONTRACTED EXHIBITORS. Availability is limited and opportunities are reserved/sold on a **FIRST-COME, FIRST-SERVED** basis. The link for the sponsorship portal will be on the IPPE website, under the EXHIBITORS tab.



EXPERIENCE IT ALL AT IPPE 2024!

The International Production & Processing Expo (IPPE) is focused on bringing together buyers, with the power to make or influence buying decisions, and sellers of the latest technology of products and services to make your business successful. They come to see companies like yours and the new products and resources that make this the premier event for the poultry and egg, meat and animal food industries.

Maximize your impact through sponsorships and marketing to distinguish your company from your competitors.

IPPE's sponsorship and marketing opportunities allow you to start sharing your message before the show, highlight your presence during the show and even extend your reach after IPPE is over. Sponsorship and marketing are key to attracting new prospects, boosting sales and increasing brand recognition. The best way to stay top of mind is to stay in front of your audience every step of the way.

Choose one or multiple opportunities to create a program that fits your IPPE goals. Have an idea? Looking for an idea? Contact Kris Early, director, marketing and membership, to brainstorm a custom package to match your goals.

Kris Early
kearly@uspoultry.org
678.514.1979

All sponsors must be current contracted IPPE exhibitors. The deadline for all banner and digital opportunities is Jan. 10, 2024.

Payment is due within 30 days of invoice. If payment is not received by the due date, sponsorships will be canceled and returned to inventory. Refunds are not given if you choose to cancel your sponsorship or your booth. Sponsorships purchased less than 30 days before IPPE must be paid in full or the sponsorship will not be delivered.

Promote Yourself - COMPLIMENTARY Tools for Exhibitors

You have made the commitment to exhibit. There is a lot to be excited about. To help you spread the word, IPPE has a variety of resources you may use to easily engage with your audiences and customers.

Online press release - IPPE accepts exhibitor press releases to be posted on the Exhibitor Press Releases page of the IPPE website. The press releases will be reviewed weekly and posted accordingly in alphabetical order by exhibitor name. Maximum five press releases per exhibitor.

Media Center: The IPPE Media Center is the go-to spot for members of the media to gather information, take a break and do their work. Drop off copies of your press releases and/or press kits to be displayed for members of the media to pick up.

Map Your Show (MYS) Listing: A standard company listing includes company address, phone, description, company contacts; and product categories. This is free, but there are options for upgrades.

TECHTalks - 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 will be posted to the Exhibitors tab of the IPPE website on August 14.

New Product Showcase – The 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 will be posted to the Exhibitors tab of the IPPE website on September 21.

Expo images and downloadable graphics – Under the Media tab on the IPPE website, you will find the image library with useful media for email signatures, social media, correspondence, etc. You will also find a section of downloadable graphics to use as banner ads, in email promotions and more.

Social media posts - Tag us (#IPPE2024) and use “@yourcompanyname” to promote your presence and share your handle in the EXHIBITOR LOGIN area so we can find and tag you back.

Free guest passes for your customers - Contact Robin Hughes, expo support coordinator, at rhughes@ippexpo.org to get custom promo code.

Export Interest Directory- Take advantage of an exclusive opportunity offered by IPPE and sign up to be included in the Export Interest Directory. **As a 2024 IPPE exhibitor, your listing is FREE.** However, to qualify for a submission, 2024 exhibiting companies must be a company of U.S. origin and certify that at least 51 percent of the products or services exhibited are of U.S. origin.

International attendees will have access to the Export Directory electronically and in print format at the International Trade Center, located in the A/B Connector of the GWCC.

Let everyone know that they can Experience It All at IPPE 2024!

M2A ELITE

\$17,500 - OFFERINGS ARE EXCLUSIVE TO M2A ELITE PARTICIPANTS

M2A Elite sponsors have a unique opportunity to reach all IPPE attendees through pre-show promotions, including one pre-show email or postcard mailing to all registered attendees, multiple onsite signage placements, printed guides and much, much more.

Sponsorship benefits include:

- Company logo and booth number featured on the home page of the IPPE website with a link to your website (will stay on the IPPE site until sales open for IPPE 2024)
- Company highlight, including logo (with link to your website), booth number and short write-up in one attendee newsletter
- Recognition in the official IPPE pocket guide
- Elite sponsors’ logos rotated with schedule on monitors throughout the Georgia World Congress Center (GWCC). 53 monitors total
- All Elite sponsors are featured at the entrance of each hall with company logo and booth number appearing on signage
- Your company logo and booth number displayed on new 10’ x 5’ LED digital screens located outside the A- and B-Building of the GWCC
- Digital billboard display throughout show week of your logo and booth number. GWCC digital walls are located

inside the lobby areas; over the B-Building escalators; at the top of the escalator coming up from the Red Deck parking lot; A-Building lobby and outside A-Building (East Plaza); B-Building (International Blvd.); and C-Building (Marietta Street Parking Deck). These give sponsors continuous visual exposure during the entire week of IPPE. Eight monitors total

- One attendee postcard mailing or **EMAIL** blast. Send us the printed postcards or the HTML material for the email blast, and we will send to 2023 preregistered attendees in the categories you choose in January*
- Company logo on window clings placed at the top of the B- and C-Building escalator guard walls
- Company logo and booth number window cling on hotel shuttle bus windows; 40 buses servicing 46 hotels
- Company name and logo included in a post-show communication to 2023 attendees (approximately 25,000 emails)
- All Elite sponsors will be recognized with a logo and link to your website in each of the four daily show e-blasts sent out during the week of IPPE (approximately 100,000 emails throughout Expo week)
- All Elite sponsors will be recognized with your company logo on a registration confirmation email to all attendees
- Each Elite sponsor will have one push notification sent from the official IPPE mobile app during the show. IPPE to determine schedule

*Post card must be nonglossy/uncoated material. All creative must include your booth number.

**By participating in the M2A Elite sponsorship, you are agreeing to and giving permission for your company logo to be printed on products and signage approved by IPPE.

IPPE reserves the right to add or upgrade benefits as needed.

IPPE Welcome Video Title Sponsorship

\$7,500 Exclusive - One Opportunity

IPPE attendees start planning their Expo experience months before the actual show. Reach registered attendees and potential attendees by sponsoring the IPPE Welcome Video. The title sponsor's logo and message will be featured in the IPPE Welcome Video with the goal of providing year-round brand recognition. The Welcome Video is on IPPE's YouTube page and is featured in the IPPE monthly attendee newsletters and daily e-blasts while at IPPE, as well as on IPPE's social media channels (Facebook, Twitter, Instagram, YouTube). The video will also be played on mobile monitors in the registration areas of the GWCC during the week of IPPE.

Sponsorship benefits include:

- Sponsor's logo in opening animation of video
- Sponsor's watermark displayed throughout video (where appropriate)
- Insertion of a sponsor-provided commercial of up to 30 seconds at end of video

[The 2023 IPPE Welcomes You to Atlanta!](#)



GET IN TOUCH WITH IPPE ATTENDEES BEFORE IPPE AND/OR FOLLOW UP WITH THEM AFTER!

\$1 per card, U.S. addresses; \$1.30 per card, Canadian addresses

IPPE will mail your printed, **non-coated** postcard to our registered attendees prior to the show or post-show. All postcards must contain your booth number.

Attract attendees from the feed/live production, processing/packaging areas of the industries or select to contact all pre-registered domestic attendees.

The postcards will be mailed to attendees indicating interest in the areas you select beginning the first week of January. This ensures attendees receive the postcard and add your booth to their list to visit. The mailings are individual and not grouped.

You design your postcard (must include your IPPE booth number) and have it printed on non-coated paper. Then, ship them to us for mailing. Cards that do not meet our requirements will not be mailed.

Additional information, including specifications and a form to indicate interest area (s) and quantities desired, will be sent via email.

Deadline for participation is Dec. 1. Postcards must be received by Dec. 15. Sponsor will be invoiced after the interest form is received. Invoice must be paid prior to postcard mailing.

IPPE Wi-Fi Network Sponsor

\$25,000 Exclusive - One Opportunity

Be seen every time attendees access the Wi-Fi network at the GWCC during IPPE. **New for 2024! Free Wi-Fi will be available across the entire GWCC campus (on the show floor, in common areas, lobby areas and meeting rooms).** GWCC has upgraded the facility's Wi-Fi technology so you can reach more attendees faster. One exclusive opportunity is available for the sponsor to name the Wi-Fi network, with a limited number of letters/numbers, and IPPE's approval. The sponsor will also be recognized in pre-show promotions to attendees, IPPE show guides and pocket planners, and on onsite signage throughout all halls and common areas with information on how to access the Wi-Fi network during the show.

IPPE MOBILE APP

\$15,000 Exclusive - One Opportunity

Be seen first, every time attendees open the IPPE mobile app. One exclusive opportunity. The sponsor will also be recognized in pre-show promotions and in onsite show signage throughout all halls encouraging attendees to "download the app."

Sponsorship benefits include:

- A non-linkable splash screen to launch right after the show branding screen for 5-10 seconds.
- Digital banner with company name and booth number linked to a URL of your choice
- Company name as sponsor in the drop-down listings for the mobile app navigation linked to a URL of your choice.
- A "tile" on the home page of the app. The tile will be customized to include the art/imagery of your banner ad. This can link to any URL of your choice.

These benefits will all translate to the desktop version of the app as well.

DAILY "THANK YOU FOR REGISTERING" EMAIL

\$7,500 each – Four Opportunities

Different than the Registration Confirmation, the daily "Thank You for Registering" email is sent to every attendee within 24 hours of their registration. The email contains basic information about IPPE, overviews of programs and events, directions on how to build their MYS Show Planner, and more! Sponsor's banner ad will be included in every email with a link to your website. This is a wonderful opportunity to start marketing to IPPE's thousands of attendees from the moment they decide to attend the show and to reach the specific segment you want to target. (Approximately 30,000 registrants)

BANNER LOCATIONS

The deadline for all banner and digital opportunities is Jan. 10, 2024.

PRICE VARIES BY LOCATION and SIZE (Additional information will be sent via email)

Please note the cost for design, production and installation and dismantle of the banner is not included in the location price.

This signage opportunity is a wonderful way to maximize brand recognition and improve traffic to your booth. Opportunities exist in A-Building (level 4), B-Building (levels 2-4) and C-Building (level 1)

- The banner program location selection is first-come, first-served
- **Cost is based on location and size and does not include design, production and installation and dismantle of the banner**
- All installation and dismantle of banners must be completed by GES, IPPE's general service provider. Additional Information will be sent via email. You may use GES for production of your banner or your own vendor. The banner must meet GES/GWCC specifications

LED WALL

INSIDE

\$3,250 Includes (1) 10-SECOND INCREMENT in B-Hall Registration - Two areas (6 Spots)

\$3,250 Includes (1) 10-SECOND INCREMENT in B-Hall at Level 4 Escalator (6 Spots) This location is the first set of escalators used in B-Building and from the entry level to the hall.

GWCC digital walls are located inside the A-B lobby area and over the B-Building Level 4 escalator. These give the sponsors continuous visual exposure during the entire week of IPPE. Each 10-second graphic will be looped every 90 seconds.

The exhibitor is responsible for the creative used, based on requirements of IPPE and the GWCC. Graphic must contain booth number. Graphic can be static or animated/video.

HANGING CROSS-AISLE SIGNS

\$750 EACH, DOUBLE-SIDED

A-Hall: Aisles ----- (1 for each aisle)

B-Hall: Aisles ----- (1 for each aisle)

C-Hall: Aisles ----- (1 for each aisle)

Available above the main tram line at each cross-aisle sign. Once you place your order, you will be contacted to choose your aisle location. Sponsor must choose the closest available aisle to your booth.

FLOOR CLING ADD-ON

\$250 EACH

We all know some IPPE attendees walk the halls looking up for navigation and some walk around looking down to navigate (or look at their phone). Increase your visibility to all attendees by purchasing a floor cling to be displayed beneath your hanging cross-aisle sign. Your cling includes your logo, booth number and an arrow pointing in the direction of your booth.

IPPE DIRECTIONAL FLOOR MESSAGE ARROWS

\$7,500 EACH - One Opportunity in each of A-, B- and C-Halls

Direct the Attendees to Your Booth from the Time They Enter the Venue

Add your company logo, short message and booth number to large floor arrows used to lead attendees throughout the venue and show halls. By following your brand, they will be ready to discuss that much needed product or service only you can provide! Directional arrows begin at the entrances and continue to the connector. The count is 50-60 total arrows per building.

SIDEWALK GRAPHICS

\$1,000 EACH – Eight Opportunities Each Outside A-, B- and C-Building

Capture attendees' attention before they even enter the building with a 6 ft x 4 ft sidewalk graphic. You design the artwork (must include booth number) to meet your company's specific marketing goals. (Subject to IPPE approval.) Purchase one or multiple locations to design the impact you desire. Choice of location is first-come, first-served.

\$10,000 – Four Opportunities

IPPE will feature one OFFICIAL lanyard for all attendees. Make sure your brand is front and center with thousands of attendees at IPPE by purchasing one of the FOUR brand positions on the custom show lanyard. The IPPE lanyard will include the IPPE logo, the four sponsors' logos with booth numbers and custom artwork, making it a keepsake for attendees to take home and view your brand all year long.

**The deadline to purchase a lanyard sponsorship is Oct. 6. IPPE retains the right to deny competitors, and the opportunity is first-come, first-served.*

OFFICIAL SHOW BAGS

\$5,000 - Four Opportunities

Attendees love show bags! They are great for conveniently collecting literature and giveaways during the show, and they are used after the show. IPPE will feature ONE official custom show bag for all attendees. Show your commitment to sustainability by adding your logo and booth number to the official show bag and share the limelight with IPPE throughout the entire show and for years to come! Show bags will be distributed in the registration area and at the information desk in the main lobbies of the B- and C-Buildings.

**The deadline to purchase a show bag sponsorship is Oct. 6. IPPE retains the right to deny competitors and opportunity is first-come, first-served.*

TRAMS

\$5,000 Per Tram

Six shared between B-, BC- and C-Halls Two in A-Hall

Keep your brand on the move while providing transportation to IPPE attendees.

Sponsors will have their company brand/message and booth number printed and attached as a large header, as well as on the front or back of the tram. Send your custom artwork, and IPPE will have the signage produced and installed for you. You can select one or more trams. Trams run continuously on the center aisle of B- and C-Hall. Trams will be looping through the B-, BC- and C-Halls. Additional tram signage, encouraging attendees to ride, will include sponsors' logos.

TRAM STOP BENCHES

\$2,350 Includes 6 Benches in A-Hall

\$4,700 Includes 12 Benches in B-Hall

\$1,570 Includes 4 Benches in BC-Hall

\$2,350 Includes 6 Benches in C-Hall

Positioned strategically throughout all halls.

These rest stops have your brand as a focal point for attendees while they are waiting for a tram in A-, B-, BC- and C-Halls or while they are walking on the show floor. Each sponsor will have their company logo and booth number printed and attached as a large floor sticker at each tram stop/bench.

TRANSPORTATION SPONSOR

\$10,000 – Four Opportunities

IPPE will bring together more than 30,000 poultry and egg, meat and animal food professionals from around the world. There are 46 hotels on the IPPE hotel shuttle bus routes, serviced by 40 buses. IPPE transportation sponsors will be front and center of attendees, not only at the GWCC but also at the hotels and on the buses bringing attendees to and from the Expo. Reach the thousands of IPPE attendees across multiple platforms to drive your brand and visit your booth.

Sponsor benefits include:

- Logo plus booth number on bus route signage at every hotel on the bus routes (46 hotels)
- Logo plus booth number on bus clings identifying the bus's route (40 buses x 2 clings)
- Logo plus booth number on 16 bus route units at the bus pick up/drop off zone
- Logo plus booth number in the IPPE pocket guide
- Logo plus booth number in the IPPE Product Directory guide
- Logo plus booth number on the IPPE transportation guide, which is featured on the IPPE website as well as the IPPE mobile app
- Logo plus booth number on the IPPE "At-a-Glance" featured in the IPPE mobile app
- Logo with booth number plus link to your website featured in the "Know Before You Go" email sent out to all registered attendees prior to IPPE
- Logo with booth number plus link to your website featured in each of the four Daily Newsletter emails sent out the week of the Expo

MEDIA CENTER SPONSOR

\$5,000 – One Exclusive Opportunity

IPPE is covered by industry media from all over the world. As the exclusive sponsor of the IPPE Media Center, your company and marketing materials will be front and center as they check in for their credentials, come by for press releases and presentation copies, or to simply relax while they file their story or have a cup of coffee.

Sponsorship benefits include:

- One banner position up to 3' x 5' in size, choice of available positions within the Media Center. Production included in price; sponsor to provide artwork and IPPE must approve in advance.
- Two pop-up banners can be displayed outside of Media Center front doors. Sponsor to supply banners and IPPE must approve in advance.
- Placement of sponsor's literature in the Media Center

- Recognition of sponsor on signage outside the Media Center, on directional signs, in printed show guides and on the IPPE mobile app
- Recognition in attendee marketing materials mailed prior to the show
- Logo on Media/Press page of IPPE website, noting recognition as sponsor of the Media Center. The logo will link back to the sponsor's website, or a webpage designated by the sponsor.
- Opportunity to provide a gift to all registered media. Sponsor to supply and IPPE must approve in advance.
- Use of the Media Center's conference room for one, two-hour event. Must be scheduled in advance with IPPE staff. Food, beverage and A/V needs for the event are the sponsor's responsibility.

INTERNATIONAL TRADE CENTER SPONSOR

\$10,000 – One Exclusive Opportunity

Attracting more than 8,000 International visitors from 130 countries, IPPE is truly the only show of its kind for the global meat, poultry and egg, and animal food industries. The International Trade Center provides translation assistance, snacks and beverages, printer/copier, internet connection and comfortable furniture for attendees from around the world to relax and recharge or catch up on business. Put your business and products in the forefront with these valuable customers by sponsoring the International Trade Center.

Sponsorship benefits include:

- Recognition of sponsor on signage outside the Center, on directional signs, in printed show guides and on the IPPE mobile app
- Recognition of sponsor on window clings both outside the Center and on the Center's windows overlooking the Expo floor
- Two pop-up banners can be displayed. Sponsor to supply banners and IPPE must approve in advance.
- Placement of sponsor's literature in the Center
- Recognition in attendee marketing materials sent prior to the Expo
- Opportunity to provide other materials such as pens, pads of paper, other branded giveaways

Baggage/Coat Check Sponsor

A-, B-, C-Halls

\$5,000 – One Exclusive Opportunity

- Claim ticket will include your logo and booth number
- Signage with your logo and booth number
- Marketing via attendee newsletters
- Baggage/coat check locations identified on floorplan online, mobile app and printed guides naming you as the sponsor
- Ability to provide collateral to given out along with claim ticket (Sponsor to supply materials and IPPE must approve in advance)

All sponsors must be current contracted IPPE exhibitors.

Payment is due within 30 days of invoice. If payment is not received by the due date, sponsorships will be canceled and returned to inventory. Refunds are not given should you choose to cancel your sponsorship or your booth.