

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 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 EXHIBITORS tab of the website menu.

In the EXHIBITOR PLANNING & LOGISTICS section of the Exhibitors 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 Manual/Kit (Available beginning AUGUST) –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
- Approved Vendors List – Our Trusted Partners Involved in All Aspects of IPPE
- Alerts – Avoid Scams
- Webinar Recordings (As made available) – 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 will be posted to the Exhibitors tab of the IPPE website on August 14.

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.

Beginning June 19 in the MARKETING/SPONSORSHIP section of the Exhibitors 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.

Beginning OCTOBER in the ATTENDEES 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, trade sponsors, image library (useful media for email signatures, correspondence, etc.), and our list of press/publications affiliated with IPPE.

Exhibitor complimentary registration begins October 2. Simply login to exhibitor dashboard using login credentials emailed to the primary booth contact at time of booth approval, select the tile for exhibitor registration and access the exhibitor registration link to proceed. Contact Robin Hughes, rhughes@ippexpo.org, if you need these credentials resent or have questions regarding show badge registration.



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Exhibitors may invite their customers for complimentary admission to the Expo. Beginning October 2, exhibitors may request a promo code from us to send in their customer invitations. Customers must pre-register by January 12 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 \$400. Meeting rooms during show hours are also available through Customer Connection Center reservations. Information and reservation links will be made available under the Exhibitors tab of the IPPE website menu beginning October 2.

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, asculthorpe@ippexpo.org, 678-514-1976, or Expo Support Coordinator and Registration Manager, Robin Hughes, rhughes@ippexpo.org, 678-514-1975.