



## Looking Forward to IPPE 2024!

Thank you for participating in the 2023 International Production & Processing Expo (IPPE)! We have already started working on the 2024 IPPE and look forward to seeing you there!

Did you know that funds generated through the IPPE are given back to the protein and animal food industries? The [American Feed Industry Association \(AFIA\)](#), [North American Meat Institute \(NAMI\)](#) and [U.S. Poultry & Egg Association \(USPOULTRY\)](#) use the revenue to provide critical research, education, crisis management assistance, public relations and regulatory assistance for your business.

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## Information on 2024 Booth Applications and Placement

A survey announcement was emailed to 2023 IPPE exhibitor contacts on January 26 for one survey submission per company on or before the **deadline date of February 28**. The survey requests your company's preferred booth space size, booth type and exhibitor contact information for next year. The results allow the show management to create and prepare floor plans for returning exhibitor booths, as well as prepare the schedule for booth selection. The online booth application and booth selection process for IPPE 2024 will be scheduled based on seniority, in highest to lowest order. Seniority is based on consecutive years of exhibiting in IPPE. In mid-April, exhibitor contacts will be notified by email of their scheduled day and time of booth selection. New floor plans will be posted to the IPPE website for exhibitor review the last week of April. For any questions, contact [Anne Sculthorpe](#).

The online booth application and space selection will begin **May 1** and continue through mid June. New exhibitors, and those returning from exhibit years prior to 2023, will gain access to the online booth application and space selection on June 12 with the opening of general booth sales.

Contracts and invoices will be emailed as booth applications are approved, usually within 1-2 business days of online submission. A \$500 non-refundable application fee will be due at the time of application, payable by credit card or wire transfer only. Please note that your contract is not approved until receipt of the application fee.

Booth space pricing for IPPE 2024 is as follows:

- **Standard Rate:** \$28/square foot
  - **Advanced Booking Discount:** \$2/square foot through September 30
  - **Tenure Discount:** \$4/square foot (available to exhibitors of the 2023 IPPE)
  - **Member Discount:** \$2/square foot (available to members of USPOULTRY, AFIA and NAMI at the time of booth selection and in good standing at the time of the show)
  - **Open Corners:** \$250/corner
  - **Booth Application Fee:** Non-refundable \$500, payable online by credit card or bank transfer on day of application; applied to the final balance for each purchased booth
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## **Register for the IPPE Exhibitor Advisory Committee Webinar on March 16**

Thank you again for taking part in the 2023 IPPE. It was a successful show with increased exhibit space and attendance. The education programs were also well attended and offered timely information.

IPPE looks forward to building on that success for 2024. An annual post-show exhibitor meeting will be held via webinar, and you are invited to participate. The IPPE Exhibitor Advisory Committee (EAC) webinar is scheduled for 10:00 - 11:30 a.m. EST on Thursday, March 16. Be sure to [register](#) to attend! This is an opportunity to hear about the results of the 2023 IPPE, learn more about the 2024 IPPE, and provide valuable feedback.

This invitation is being sent to the primary booth contact, secondary booth contact and marketing contact according to 2023 IPPE listings. It can be forwarded to others within your company, as needed.

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## **IPPE Wraps a Successful 2023 Trade Show**

The IPPE wrapped up a successful 2023 trade show with 1,175 exhibitors showcasing their latest technology and solutions and occupying 532,190 square feet of exhibit space. IPPE is the world's largest annual poultry and egg, meat and animal food industry event of its kind and is one of the 30 largest trade shows in the United States.

Read more [here](#).

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## **2023 IPPE Donates \$30,000 to Atlanta Community Food Bank**

As part of the effort to fight hunger, the 2023 IPPE raised \$30,000 for the Atlanta Community Food Bank through its 'Giving Back to Atlanta' campaign. The donation included \$14,503 in contributions from IPPE, Hawkins Inc. and WATT Global Media, with an additional \$3,422 provided through a contribution from Expo Auctions and \$12,075 by numerous individual donations.

Read more [here](#).

# INTERNATIONAL PRODUCTION & PROCESSING EXPO



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