



This month's 2024 International Production & Processing Expo (IPPE) exhibitor newsletter contains information on the following topics:

- IPPE exhibitor planning calendar
- Sponsorships and marketing - now open!
- Certificate of Insurance
- Exhibitor to-do list
- Food safety, worker safety and energy pavilions
- Registration and housing; obtain customer promo codes
- Complimentary booth staff registration

Download the 2024 IPPE Exhibitor Planning Calendar Today!

Download the exhibitor planning calendar today to assist you in your planning. Be sure to add deadline information to your planning calendar, so you do not miss anything!

Sponsorships and Marketing Opportunities Are Open!

IPPE's sponsorship and marketing opportunities allow your company to start spreading its brand messaging before the show, highlight your company's presence during Expo week, and extend your company's reach after IPPE is over.

Availability is limited and first-come, first-served. Be sure to order your sponsorship now, and hurry! Many items are already selling out.

Don't see an item you are interested in listed in the opportunities? Contact Kris Early, director of marketing and membership, to brainstorm ideas for a custom package to match your goals.

Order Your IPPE Sponsorships Now!

Certificate of Insurance No Longer Required for Exhibitors

As part of your company's 2024 booth space contract, IPPE show management now includes liability insurance that meets all IPPE insurance requirements. The insurance is provided through Rainprotection Insurance and is a benefit to all exhibitors. The IPPE Exhibitor Insurance Program will result in your company no longer needing to submit an insurance certificate and eliminate extra work or broker fees on your company's end.

Exhibitor To-Do list

Can you believe IPPE 2024 is only six months away? The show floor is already selling fast, with more than 1,045 exhibitors and 565,000-plus sq. ft. of exhibit space already booked. Before registration opens on **October 16**, here are a few tasks you may want to put on your to-do list.

Exhibitor Kit – Available August 14

The 2024 Exhibitor Kit/Manual, to be posted online on August 14, can also help guide you as you plan your presence at the show. The 2024 Exhibitor Kit/Manual will include approved vendor ordering information, such as electricity, compressed air/gas, florals and plants, refrigeration, booth furnishings, etc. Be sure to access it.

Exhibitor Dashboard: Ensure Your Exhibit Information Is Up to Date

Primary booth contacts were sent a link to the exhibitor dashboard with a username and password upon booth approval. If you have forgotten your ID and/or password, use the "Forgot ID or password?" link to obtain this information. If you are still not able to access the exhibitor dashboard after doing this, email Anne Sculthorpe, IPPE senior exhibitor manager, to request your information to be resent. This dashboard displays your company information, contact information, product category listing and key links to exhibitor information for the 2024 IPPE. Please ensure this information is accurate, providing all relevant names and contact information so that IPPE notifications are delivered to the correct recipients in your company.

Product Categories: Help Attendees Looking for Your Business Find You on the Show Floor

Login to the exhibitor dashboard to review your company information and set or edit your product categories so attendees can find your product/service using the website search function.

1. Select the tile for company profile and product listing within the exhibitor dashboard.
2. Review the company and contact information and update as necessary.
3. Scroll below the company and contact information to the product category section and select the edit information button.
4. Select the option to view the entire list of product categories to find the best matches for the products/services you will be exhibiting at IPPE. You may select up to 20 categories.
5. Once selections are made, scroll down and select the "Save Selection" button to ensure your update is complete.

Have a Large Booth? Don't Forget to Send Your Layout

Booth layouts for spaces measuring 15'x20' or larger must be submitted by **October 31**. These layouts assist in organizing freight operations and coordinating move-in and move-out procedures. Your cooperation in submitting the layouts for early approval is appreciated, particularly if you have specific requirements such as signage rigging or the presence of large machinery that necessitates early move-in.

Please send layout design in PDF format to Anne Sculthorpe.

Food Safety, Worker Safety and Energy Pavilions

IPPE will again feature three focused pavilions in Hall B on food safety, worker safety, and alternative and renewable energy.

- The food safety pavilion is for exhibitors that provide products or services directly related to food safety, such as air analysis, analytical equipment, analytical laboratory, food antimicrobials, hand sanitizers, hand washing systems, hygienic monitors, safety intervention methods (processing and production), irradiation systems, lab equipment, microbiological analysis, ozone systems, pasteurization systems, pathogen testing equipment, quality control instruments, UV systems, and X-ray and foreign material detection.

The worker safety pavilion will include exhibitors featuring safety clothing (e.g., shoes, boots, gloves, suits/coverings, eyewear, headgear, harnesses, etc.), safety equipment (e.g., safety railings, ladders, etc.), ergonomics, floor matting, safety signage/labels and safety consultants.

- The energy pavilion is for exhibitors with products and services for alternative and renewable energy (e.g., solar, wind, nuclear, hydro, geothermal, etc.).

All three pavilions are conveniently located in Hall B and are expected to be high-traffic areas that will be identified with overhead hanging banners. Exhibitors in the pavilions will be recognized as a group listing in official show guides. If you have already selected a booth outside one of these pavilions and wish to be moved to these featured areas, please contact Anne Sculthorpe, IPPE senior exhibit manager.

Register and Reserve Housing; Obtain Customer Promo Codes

ALERT! -- Seniority housing and registration dates for the 2024 International Production and Processing Expo (IPPE) are delayed!

As IPPE grows, so does the city of Atlanta. The new Signia Hotel by Hilton (on the GWCC campus) is scheduled to be open for the 2024 IPPE. However, in an effort to gain more clarity on the timeline, IPPE is delaying the housing and registration dates by two weeks. The new seniority housing schedule is as follows:

Seniority Exhibitor Housing Block Request Dates:

August 14 - Group 1:

Exhibitors with 35+ years of seniority

August 28 - Group 2:

Exhibitors with 20 - 34 years of seniority

September 11 - Group 3:

Exhibitors with 10 - 19 years of seniority

September 25 - Group 4:

Exhibitors with 1 - 9 years of seniority

October 9 - Group 5:

New exhibitors without seniority and comp booths

October 16:

General housing and registration open

You may find your hotel seniority in your Map Your Show exhibitor exhibitor dashboard's Company Information tile. Also, be sure your housing contact is updated in your exhibitor dashboard record.

Registration opens Monday, October 16. At this time, you can register your booth staff, send an invitation to your customers that you placed in the room block so they can register themselves, or send them your company's unique promo code to register themselves. Contact Robin Hughes for your company's unique promo code for the 2024 IPPE.

Beware that there are housing pirates/poachers that are sending emails. Those emails ARE NOT from IPPE's approved housing service provider, Maritz Global Events, and you bear the risk of booking with anyone other than Maritz Global Events.

Thank you for being committed, long-term partners of IPPE!

Contact Barbara Jenkins, IPPE hotel coordinator, for housing questions.

Contact Robin Hughes, IPPE expo support coordinator, for registration questions.

Complimentary Booth Staff Registration

IPPE, through its housing and registration provider Maritz Global Events, offers complimentary registration for booth staff until the Tuesday opening of the show. This option is intended for individuals associated with the contracted exhibiting company working in your booth.

Each registered exhibitor must provide their cell phone number and valid email address during registration to receive important pre-show and onsite safety updates. Registration confirmations will be emailed containing this information and cell phone numbers will only be used for critical safety and health messages.

Demographic information gathered during registration is used to target market based on buying authority, industry interests, job titles and other factors. If the attendee's demographics match their correct company and job function, the attendee can be targeted to visit specific booths based on their interests.

Don't Miss Anything: Add Us to Your Safe Senders List

IPPE wants to keep you current on the latest news, events, education programs and more. To ensure you continue receiving IPPE's emails and that they do not get caught in your company's spam filters, please add the following IPPE or IPPE-related domains to your "Safe Senders" list.

- email.ippexpo.org
- maritz.com
- confmail.experient-in.com
- thenexus.net

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