



INTERNATIONAL  
**IPPE**

PRODUCTION & PROCESSING EXPO

**JAN. 28 - 30, 2025**

[IPPEXPO.ORG](http://IPPEXPO.ORG)

# **EXHIBITOR PROSPECTUS**

Produced by:

**USPOULTRY**  
U.S. POULTRY & EGG ASSOCIATION



# 2025 IPPE

3

INTEGRATED  
INDUSTRIES

30,000+  
INDUSTRY  
LEADERS  
WORLDWIDE

80+

HOURS OF  
EDUCATION  
SESSIONS

1,200+  
INTERACTIVE  
EXHIBITS

13.75+

ACRES OF  
INNOVATIONS,  
TECHNOLOGY,  
EQUIPMENT & SERVICES

RANKED

#21 IN THE TOP  
TRADE SHOWS  
IN THE U.S.

## IPPE HIGHLIGHTS

Your innovations and solutions are seen by thousands of decision-makers from the poultry and egg, meat and animal food industries when you exhibit at IPPE.

IPPE Connects buyers from around the world with cutting-edge technology, novel services, and recent advancements from leading providers, all conveniently located in one venue. Secure your space now by submitting your application today!

The IPPE is the world's largest annual trade show for the meat, poultry and egg, and animal food industries. It is sponsored by the U.S. Poultry & Egg Association (USPOULTRY), American Feed Industry Association (AFIA) and the Meat Institute.



Show Sponsored By



## Additional Industry Support



Reserve your space today. [www.ippexpo.org](http://www.ippexpo.org)

# BUYER INFORMATION

## ATTENDEE BUYING POWER

- 46%** Authorized Decision-Makers
- 15%** Influence Buying Decisions
- 18%** Recommend Buying Decisions
- 8%** Part of a Buying Team

**87%** of attendees are purchasing decision-makers.

## WHY ATTENDEES COME: .....

1. Networking Opportunities
2. Learn About New Products & Services
3. Visit Existing Suppliers & Partners
4. Experience the Latest Technology
5. Keep Current on Latest Trends
6. Visit New Suppliers & Partners

**36%**

of IPPE attendees are new faces you will not have seen at an IPPE show!



## BUYER INTEREST

Animal Health Products	35%
Packaging Equipment/Products	32%
Feed Ingredients	31%
Further Processing Equipment/Products	31%
Housing & Production Equipment	28%
Food Ingredients/Raw Materials	27%
Processing Related Supplies	23%
Environmental Equipment/Products	22%
Feed Mill Equipment	22%
Egg Collection/Grading Equipment	21%
Quality Assurance/Food Safety Products	21%
Slaughter/Evisceration Equipment/Products	16%
Breeding Stock	15%
Rendering Equipment/Products	13%

## AREAS OF INTEREST

Broilers	46%
Commercial Eggs	20%
Pork/Swine	13%
Beef/Cattle	14%
Animal Food/Feed	21%
Turkeys	9%
Other	16%

# WHO ATTENDS IPPE?

## WHO ATTENDS IPPE?

### ATTENDEE JOB FUNCTIONS



40% C-Level Management

22% Sales & Marketing

12% Plant/Live Operations

8% Engineering/Facility & Research & Development

IPPE's comprehensive promotional campaign attracts executives, operations and plant managers, purchasing agents, engineers, researchers and more from the world's top animal food, meat, and poultry and egg companies. Additionally, IPPE partners with international trade associations, overseas travel agencies, industry publications and others to recruit buyers and decision-makers from across the world. For the 2025 IPPE, you can generate leads, build relationships and connect with your colleagues, all in one place!

**Industry Media**

**Partners: 54**

**Number of Message**

**Campaigns: 65**

**Unique Contacts: 105,000**

**Delivered Emails:**

**1,406,051**

**Deliver Rate: 98.68%**

## HERE IS A SAMPLE OF THE HUNDREDS OF COMPANIES THAT ATTEND:

The following is a small sample of the hundreds of companies that attended the 2024 IPPE. Companies come from all over the world to conduct business at IPPE.

ADM ANIMAL NUTRITION	CULVER DUCK FARMS, INC.	KALMBACH FEEDS INC	PRESTAGE FARMS INC.
AGRI BEEF	DAKOTA PROVISIONS	KENOSHA BEEF INTERNATIONAL, LTD.	PRONACA
AGROPECUARIA EL GRAN CHAPARRAL	DAYBREAK FOODS, INC.	KENT NUTRITION COMPANY	RANDALL FOODS
AGROSUPER	DIETZ & WATSON, INC.	KOCH FOODS	REDONDOS SA
ALATRADE FOODS	EW NUTRITION	KREAMER FEED, INC.	ROSE ACRE FARMS INC.
ALLEN HARIM FOODS LLC	FARBEST FOODS INC	LAND O'FROST, INC.	SALM PARTNERS LLC
AMERICAN FOODS GROUP	FEEDWORKS USA	LAND O'LAKES, INC.	SAUDER EGGS
AMICK FARMS LLC	FIELDALE FARMS CORPORATION	LINCOLN PREMIUM POULTRY	SAUDER FEEDS, INC.
ANPARIO PLC	FOSTER FARMS, INC.	LOPEZ-DORADA FOODS	SEABOARD FOODS
BACHOCO S.A.	FPL FOOD	MAPLE LEAF FARMS INC.	SIMMONS FOODS INC.
B & B POULTRY	FRESHPET	MAPLE LEAF FOODS	SMITHFIELD FOODS, INC.
BEEFSNACKS USA	FURST-MCNESS	MAPLE LODGE FARMS LTD.	STANDARD MEAT COMPANY
BELL & EVANS	GEORGE'S INC	MAR-JAC POULTRY INC.	SUBWAY
BOAR'S HEAD PROVISIONS CO., INC.	GOLD CREEK PROCESSING	MARS PETCARE US	SUGAR CREEK PACKING COMPANY
BRASWELL MILLING COMPANY, INC.	GRANJA BRASILIA	MICHAEL'S FINER MEATS, LLC	SUZANNA'S KITCHEN
BUTTERBALL LLC	HARRISON POULTRY INC	MILLER POULTRY	THE KRAFT-HEINZ COMPANY
CAL-MAINE FOODS INC	HERBRUCKS POULTRY RANCH	MOUNTAIRE CORPORATION	THE WENGER GROUP
CARDINAL MEAT SPECIALISTS, LTD.	HILLANDALE FARMS	MPS EGG FARMS	TIPTOP POULTRY INC.
CARGILL ANIMAL NUTRITION	HILL'S PET NUTRITION, INC.	NATIONAL BEEF PACKING CO., LLC	TURKEY VALLEY FARMS
CARGILL, INC.	HOLMES FOODS	NESTLE PURINA	TYSON FOODS, INC.
CARL BUDDIG AND COMPANY	HORMEL FOODS CORPORATION	NUESKE'S APPLEWOOD SMOKED MEATS	VITA PLUS
CASE FARMS	HOUSE OF RAEFORD	NUTRA BLEND	VIRGINIA POULTRY GROWERS COOP INC.
CCF BRANDS	INGRAM FARMS	OBERTO SAUSAGE COMPANY	WAYNE-SANDERSON FARMS LLC
CENTRAL VALLEY MEAT COMPANY	IN-N-OUT BURGER	OPAL FOODS, LLC	WEST LIBERTY FOODS
CHICK-FILA	JACK LINKS BEEF JERKY	OSCAR MAYER	WESTERN MILLING
CLAXTON POULTRY	JBS USA	OSI GROUP, LLC	WHATABURGER RESTAURANTS
COLORADO PREMIUM FOODS	JENNIE-OTURKEY STORE INC	PECO FOODS INC.	WILBUR-ELLIS NUTRITION
COOPER FARMS, INC.	JOE JURGIELEWICZ & SON LTD	PERDUE FARMS INC.	
CRIDER FOODS	JOHNSONVILLE SAUSAGE, LLC	PILGRIM'S	
CTI FOODS	JTM FOOD GROUP	POLLOS VIDAURRI	

## As an exhibitor, you can take advantage of the following benefits:

- Reach new, qualified buyers. Attendees come from more than 133 countries and 36% of them are new to the show.
- Grow your sales. Get in front of your customers and new prospects for three days of in-person interaction. IPPE brings in thousands of attendees, with 87% involved in the purchasing decision process!
- Face-to-face interaction. In-person discussions help gauge the end users current and future needs, allowing you to position your products for success.
- Listing by company name and booth number in all printed show guides with more detailed listing of product and service categories, company logo and description in digital guides and attendee planners.
- Access to private meetingrooms at the venue.
- Access to hotel suites for after-hours customer meetings and receptions.
- Complimentary exhibitor registration for company employees who work the booth.
- Apply forTECHTalk presentations, where exhibitors can present their innovative technology to attendees.
- Apply for video submissions into the New Product Showcase, highlighting your company's newest solution for customers to improve their business outcomes.
- Complimentary customer invitations so you can provide free registration for your key customers.
- Access to sponsorship opportunities to increase brand awareness, position your organization as a thought leader and many more!
- Early booking of hotels in subsequent years.
- Access to lead retrieval devices and full reports provided with contact information of your newly generated sales leads of the show.
- Begin building tenure as a repeat exhibitor to receive discounts. 2024 returning exhibitors to the 2025 IPPE receive a \$4 per square foot discount, which is more than a 15% discount!



# MARKETING AND SPONSORSHIP OPPORTUNITIES

## Extend your brand beyond your booth.

The 2025 IPPE will welcome thousands of attendees. Stand out from the crowd and maximize your presence through sponsorships. Choose one or multiple opportunities to create a program to build the most effective traffic building program possible.

Sponsorships will open at 12 p.m. EDT (U.S.) on July 8 online via the IPPE website on a first-come, first-served basis.

For more information, please contact Lisette Reyes at [lreyes@uspoultry.org](mailto:lreyes@uspoultry.org).



## WHO EXHIBITS AT IPPE?

Leading equipment, technology and service suppliers across all sectors of the animal food, meat, and poultry and egg industries will highlight their latest innovations and solutions to help companies achieve tangible results. IPPE is a recognized, quality investment that produces superior value and brand awareness and provides opportunities to help:



- Generate leads from attendees from all over the world
- Enter new markets
- Increase brand recognition and awareness of your company
- Create new connections with purchasing influencers and decision-makers
- Deepen relationships with existing clients and other industry partners
- Differentiate your business from the competition
- Align your company with industry leaders
- Show your support for the industry

# 2025 EXHIBITOR INFORMATION:

## EXHIBIT BOOTH RATES

**Tenure Discount**  
(available to exhibitors  
of 2024 IPPE):

\$4/square foot  
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**Association  
Membership Discount:**

Members of AFIA, Meat Institute and  
USPOULTRY at time of booking and in  
good standing at show opening receive a  
\$2/square foot discount.



**Base Price:**

\$26/square foot through  
Sept. 30. and \$28/square foot  
beginning Oct. 1.



**Corner(s):**

Additional \$250 per corner



**General booth sales  
begin June 10!**

**Apply by visiting [ippexpo.org](http://ippexpo.org) and  
clicking on the **Exhibit tab****

### EXHIBITOR RETURN ON INVESTMENT . . .

**COMPLIMENTARY REGISTRATIONS** for your booth staff to ensure you have the on-site expertise you need

**COMPLIMENTARY CRATE STORAGE** during IPPE

**HOUSING SERVICES** with early access to discounted rates for hotels in Atlanta through IPPE's exclusive housing provider, Maritz Global Events

**YEAR-AROUND EXPOSURE** with online listing on [ippexpo.org](http://ippexpo.org), including product listing and company information

**ACCESS TO MEETING ROOMS ON-SITE** onsite and at IPPE block hotels, so you can conduct business in private Capture Leads through Maritz Global Event's lead retrieval devices

**CAPTURE LEADS** through Maritz Global Events lead retrieval devices

**EASY ONLINE EXHIBITOR SERVICE KIT** is a practical guide to planning, installation and dismantling of exhibit space, including discounts for advance orders

**SHOW UPDATES** help exhibitors stay informed about show progress and tips to make the most of your exhibit

**EXHIBITOR INVITE PROGRAM** enables exhibitors to provide complimentary registration for trade show floor access to key customers and prospects

**TECHTALKS** enables exhibitors to share their expertise through on-floor presentations that address a variety of areas, including food safety, animal welfare, feed production, sustainability, etc.

**NEW PRODUCT SHOWCASE** provides exhibitors with an outstanding opportunity to submit a video highlighting a new product or innovation for IPPE participants, as well as be voted on the "Best of the Best" among the entrants in three categories: animal food, processing and live production.



Visit [ippexpo.org](http://ippexpo.org) and click on the **Exhibit tab** to explore exhibiting opportunities for the 2025 IPPE.

## EXHIBITOR SERVICES TEAM

### IPPE GENERAL MANAGERS

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### SPONSORSHIPS AND PROMOTIONAL OPPORTUNITIES

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### EXHIBIT SALES

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