

# First-Time Exhibitor Guide

Participating as a first-time exhibitor at IPPE can be both exciting and daunting. Following is a guide to help make the most of your experience. Remember that IPPE is a valuable opportunity to showcase your business, so make the most of it by being well-prepared and making meaningful connections with attendees.

## Helpful Tips

The following 10 helpful tips can help you get started on your way to exhibiting at IPPE.

### 1. Plan Early

Start planning your booth and marketing strategy well in advance of IPPE. Early planning allows for better preparation and execution.

### 2. Set Clear Goals

Define specific, measurable goals for your participation, whether it is generating leads, increasing brand awareness or launching a new product.

### 3. Design an Eye-Catching Booth

Invest in an attractive and well-designed booth that reflects your brand identity. Ensure it is easily visible from a distance and stands out among competitors.

### 4. Train Your Team

Train your booth staff to be knowledgeable about your products or services and provide excellent customer service. They should engage with attendees proactively.

### 5. Promotional Materials

Create eye-catching promotional materials like brochures or flyers for distribution to attendees. Make sure they communicate your key messages effectively.

### 6. Promote Yourself

Promote your attendance at IPPE through your communication via e-mail, newsletters, mailing or social media. To help you spread the word, IPPE has a variety of complimentary and paid resources for your use (see the list below).

### 7. Use Technology

Consider incorporating technology like lead retrieval, tablets, interactive displays or QR codes to engage attendees and collect data for follow-up.

### 8. Network

Do not limit your interactions to your booth. Attend networking events and education sessions to connect with industry professionals and potential clients.

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## 9. Follow-Up

After IPPE, follow up with leads promptly. Send personalized thank-you emails, offer additional information and nurture relationships built at the event.

## 10. Evaluate and Learn

After IPPE, assess your performance and gather feedback from your team. Use this information to improve your strategy for future exhibitions.

## IPPE Exhibitor Resources and Deadlines

You may also be looking for ways to navigate the details and deadlines of the Expo. In the [Exhibitor Resources](#) section of the Exhibit tab on the IPPE [website](#), you will find the following:

- Exhibitor Resource Center: 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.).
- Planning Calendar: List of Dates and Deadlines
- Exhibitor Kit/Manual/GES Online Ordering: General IPPE information and vendor online ordering details
- Booth Display Rules: Know the Rules to Avoid Display Violation Surprises Onsite
- Show Rules & Regulations: Additional Rules and Regulations to Participate in IPPE
- Certificate of Insurance No Longer Required: Insurance is provided through Rainprotection Insurance and is a benefit to all exhibitors.
- Approved Vendors List: Trusted Partners Involved in All Aspects of IPPE
- Alerts: Avoid Scams and Other Alerts
- Webinar Recordings: Helpful Source of WHAT TO DO in Planning for IPPE

## Resources to Help Promote Your Participation at IPPE

There are a variety of resources for your use to easily promote your IPPE participation with your audiences and customers.

### IPPE Complimentary Resources:

- **Online exhibitor press releases:** IPPE accepts exhibitor press releases to be posted under the Media tab of the Exhibitor Press Releases webpage 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, located in the B-Hall Registration Lobby, 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.

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- **Map Your Show (MYS) Listing:** A standard company listing includes company address, phone, description, company contacts and product categories. This is complimentary, 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 can be found under the Exhibit tab of the IPPE [website](#).
- **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 can be found under the Exhibit tab of the IPPE [website](#).
- **Expo Images and Downloadable Graphics:** Under the Media tab on the IPPE [website](#), you will find the Image Library useful media for email signatures, social media, correspondence, etc. You will also find a section of downloadable graphics to use as banner ads or email headers in email promotions and more.
- **Social Media Posts:** Tag IPPE (#IPPE2025, #IPPE) and use “@yourcompanyname” to promote your presence and share your handle in your Exhibitor Dashboard area so we can find and tag you back.
- **Complimentary Guest Passes for Your Customers:** Contact Robin Hughes, expo registration manager at [rhughes@ippexpo.org](mailto:rhughes@ippexpo.org), to get a custom complimentary promo code to invite your customers.
- **Export Interest Directory:** Take advantage of an exclusive opportunity offered by IPPE and sign up to be included in the [Export Interest Directory](#). As an IPPE exhibitor, your listing is FREE. However, to qualify for a submission, exhibiting companies must be a company of U.S. origin and certify that at least 51% of the products or services exhibited are of U.S. origin. International attendees will have access to the Export Directory electronically at the International Trade Center, located in the A/B Connector of the GWCC.

## IPPE Paid Resources:

- **Sponsorship Opportunities:** Take advantage of a full listing of offered paid [sponsorships and marketing opportunities](#) for the coming Expo. Items are provided at different price points to help exhibitor quests for additional promotion during IPPE.

## Other Helpful Hints

In the Exhibitor Resources section of the Exhibit tab of the IPPE [website](#), you will find a Helpful Hints link that provides additional information on travel, education programs, exhibitor registration, meeting rooms, etc. Be sure to review the information and reach out to IPPE staff with any questions.