



April 9, 2024

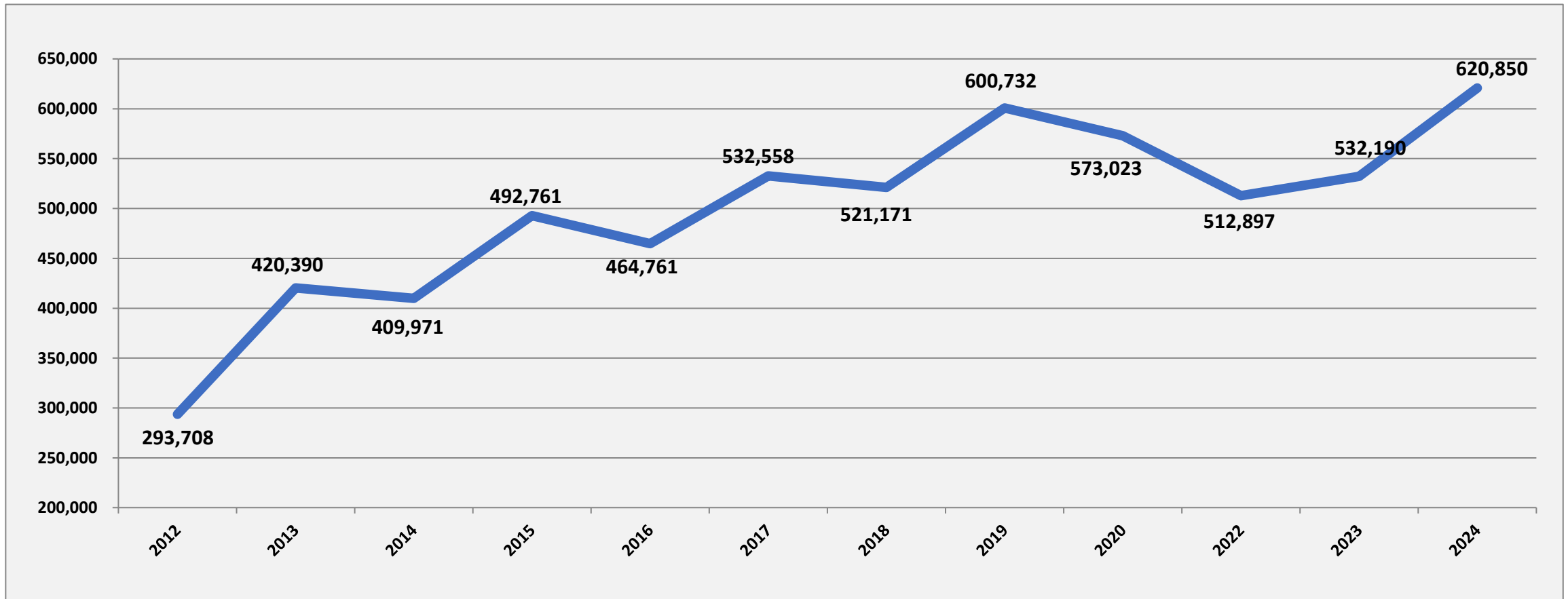
## **EAC Meeting IPPE Overview**

*All microphones have been muted. The meeting will start at 10 a.m. ET.*

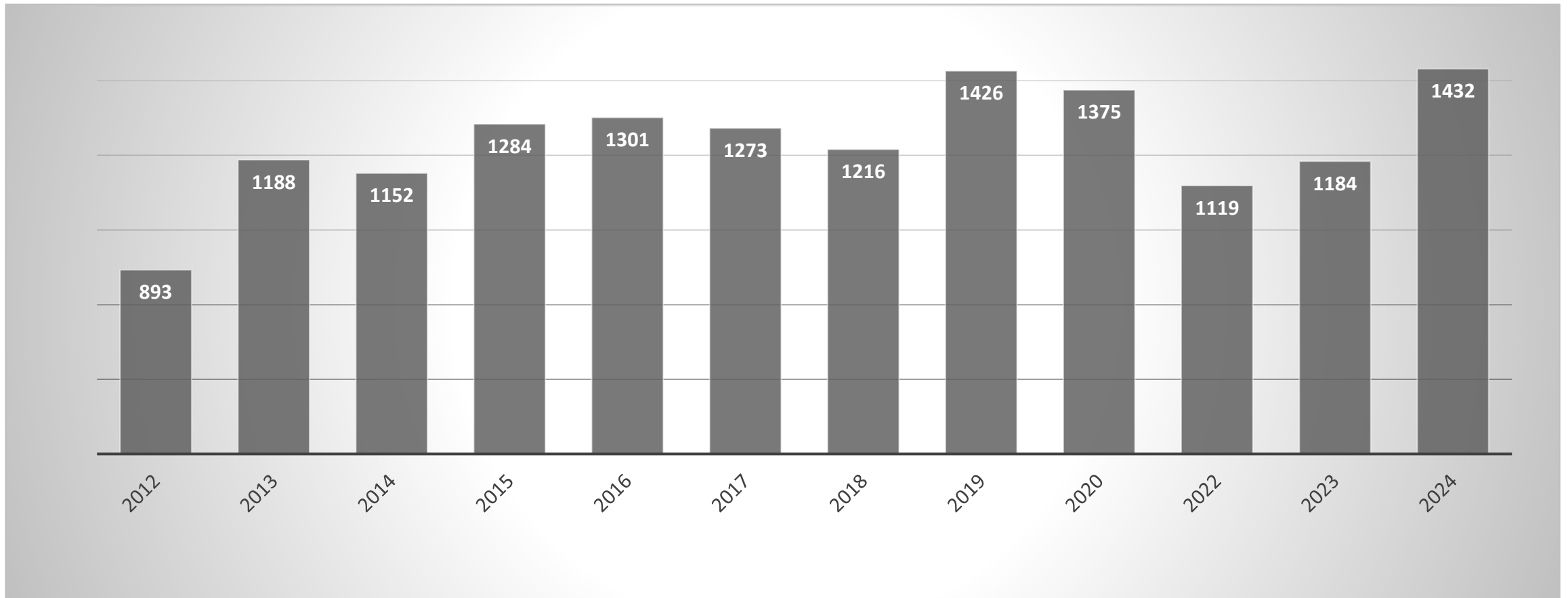
# 2024 IPPE Summary

- 620,850 sq. ft.; 1,432 exhibitors
- 268 new exhibitors booked 40,925 sq. ft.
- 749 exhibitors with 250 sq. ft. or less, representing 99,550 sq. ft.
- 31,353 attendees
- 22,290 Domestic (71%) and 9,063 International (29%)
- 45% of international attendees from Latin America
- 133 countries represented (28 through TEPP)
- 32,240 leads collected by 512 exhibitors

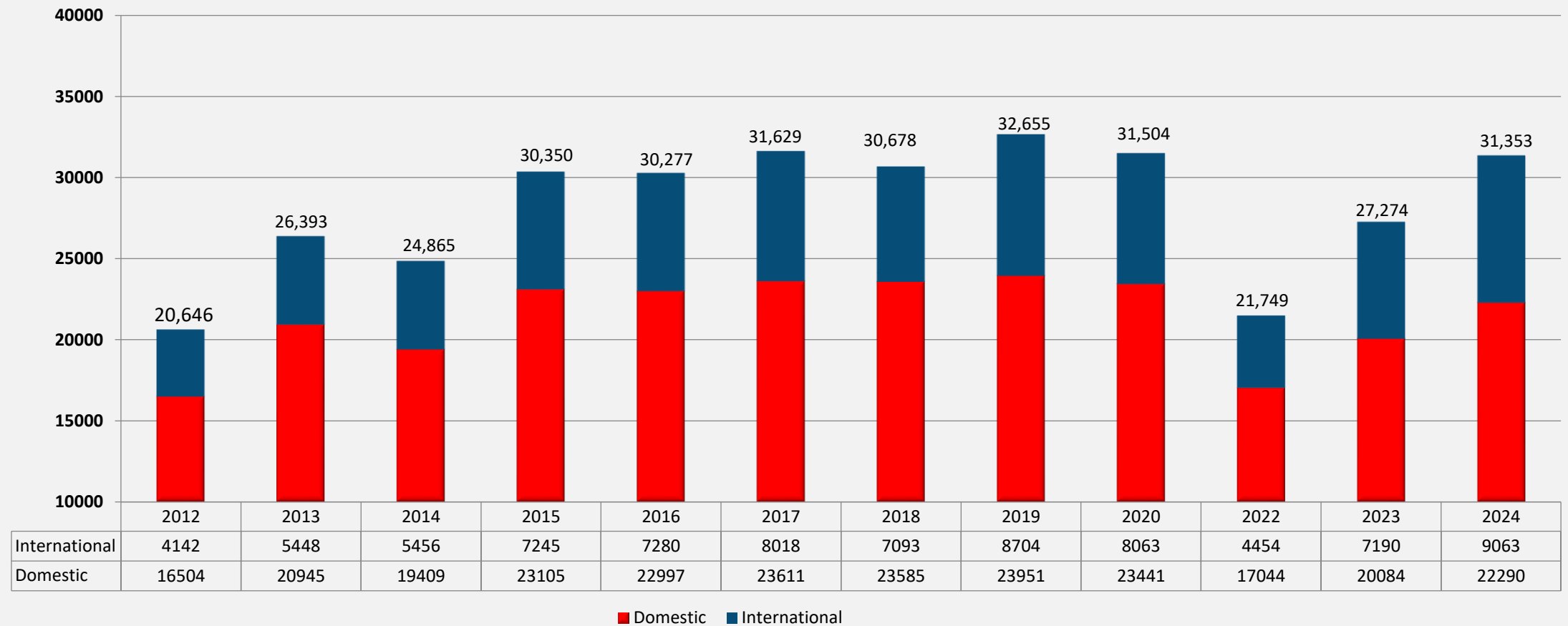
# 11 Year Trend - Exhibit Space



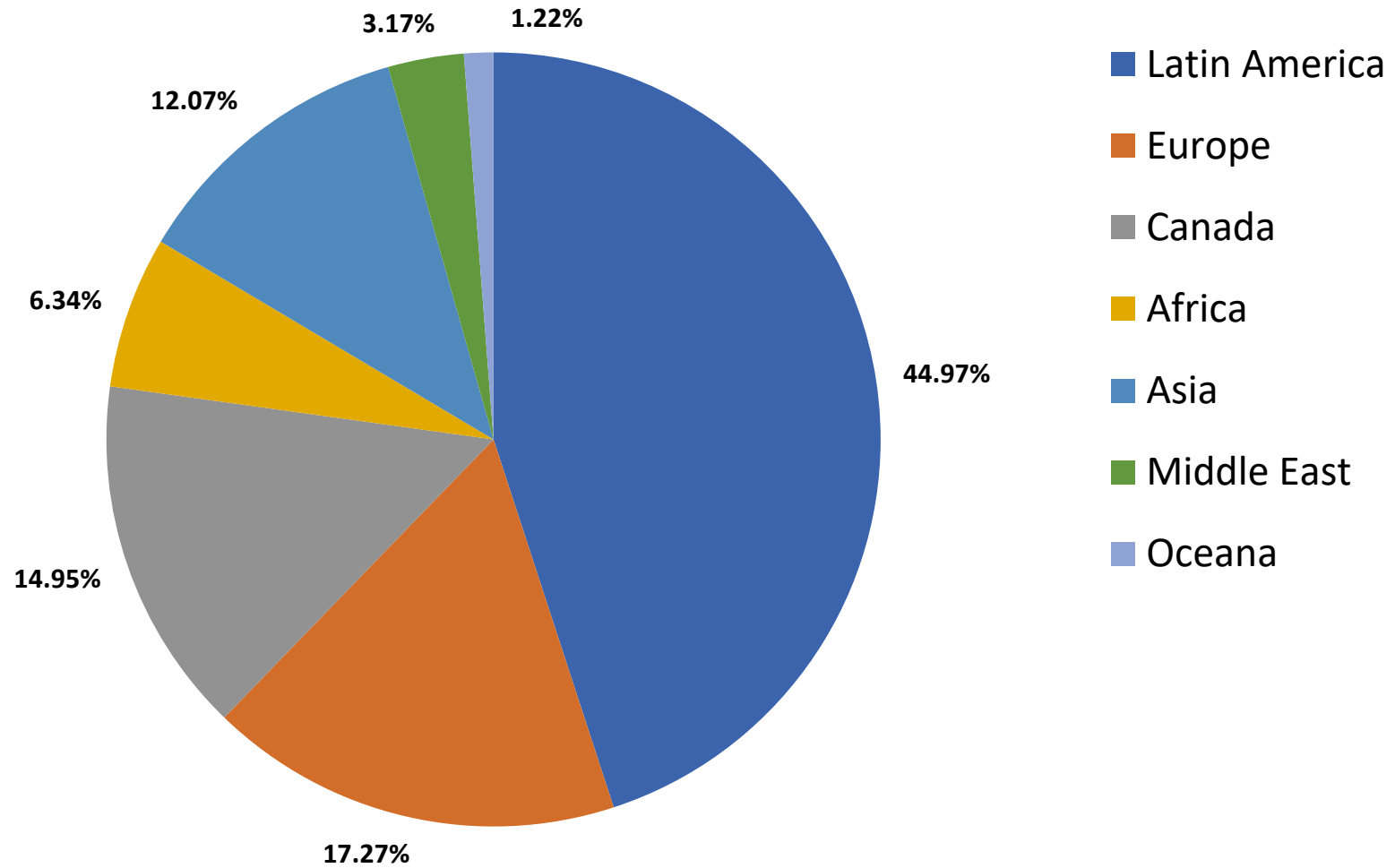
# 11 Year Trend – Number of Exhibitors



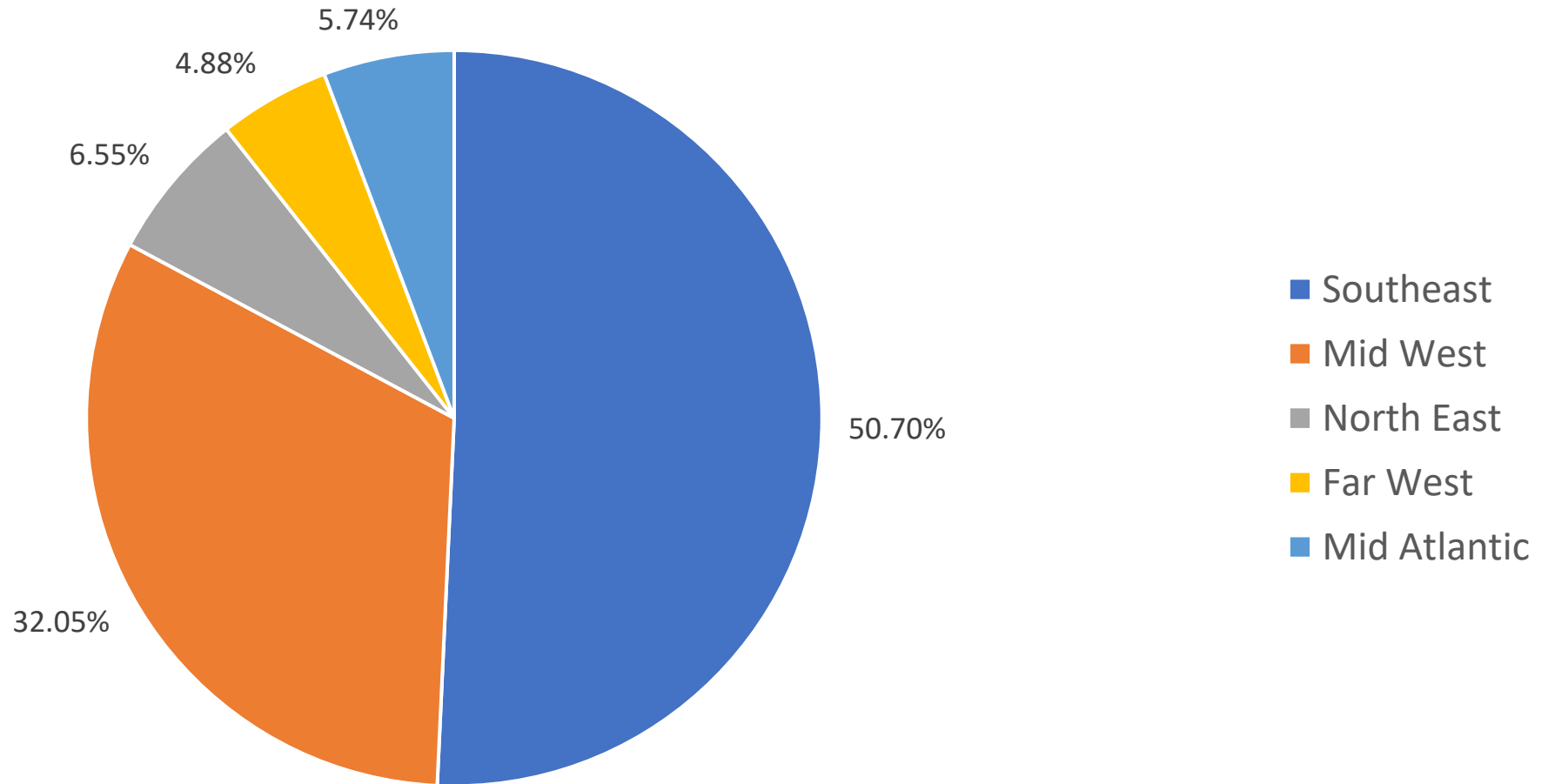
# 11 Year Trend - Attendee



# 2024 IPPE International Registration Breakout



# IPPE 2024 US Region Distribution





# IPPE 2024

## Post-show survey results

U.S. POULTRY AND EGG ASSOCIATION

March 2024





## Project specifications



- Performance of the event measured by online feedback surveys deployed through the Explori platform
- Explori's KPIs were used to measure performance in comparison to other trade shows
- The results are also compared to the 2020, 2022 and 2023 benchmarks, where these are available



- Event date: January 30<sup>th</sup> – February 1<sup>st</sup> 2024
- Fieldwork dates: February 5<sup>th</sup> - 21<sup>st</sup> 2024

### Attendees



- **15,913** contacts sent survey
- Two reminder emails
- **1,323** completes – **8.3%** response rate
  - 2023: **1,384** completes - **9.9%**
  - 2022: **1,018** completes - **10.2%**

### Exhibitors



- **1,837** contacts sent survey
- Two reminder emails
- **363** completes – **19.8%** response rate
  - 2023: **390** completes - **23.7%**
  - 2022: **427** completes - **22.1%**

## What we will cover?

- 1 Who attended IPPE 2024?
- 2 How was their experience at IPPE?
- 3 What are attendees looking for?
- 4 What exhibitors thought of the event?

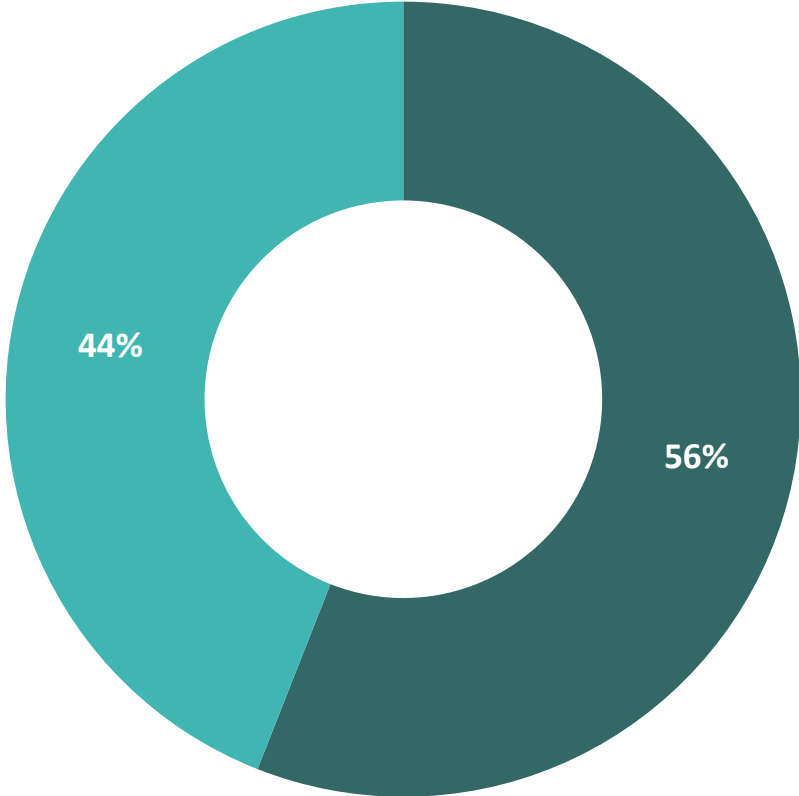
A large, solid dark blue circle is centered on the page. It contains the text 'Who attended IPPE?' in white, uppercase, sans-serif font.

Who attended IPPE?



# First Time (IPPE DATA)

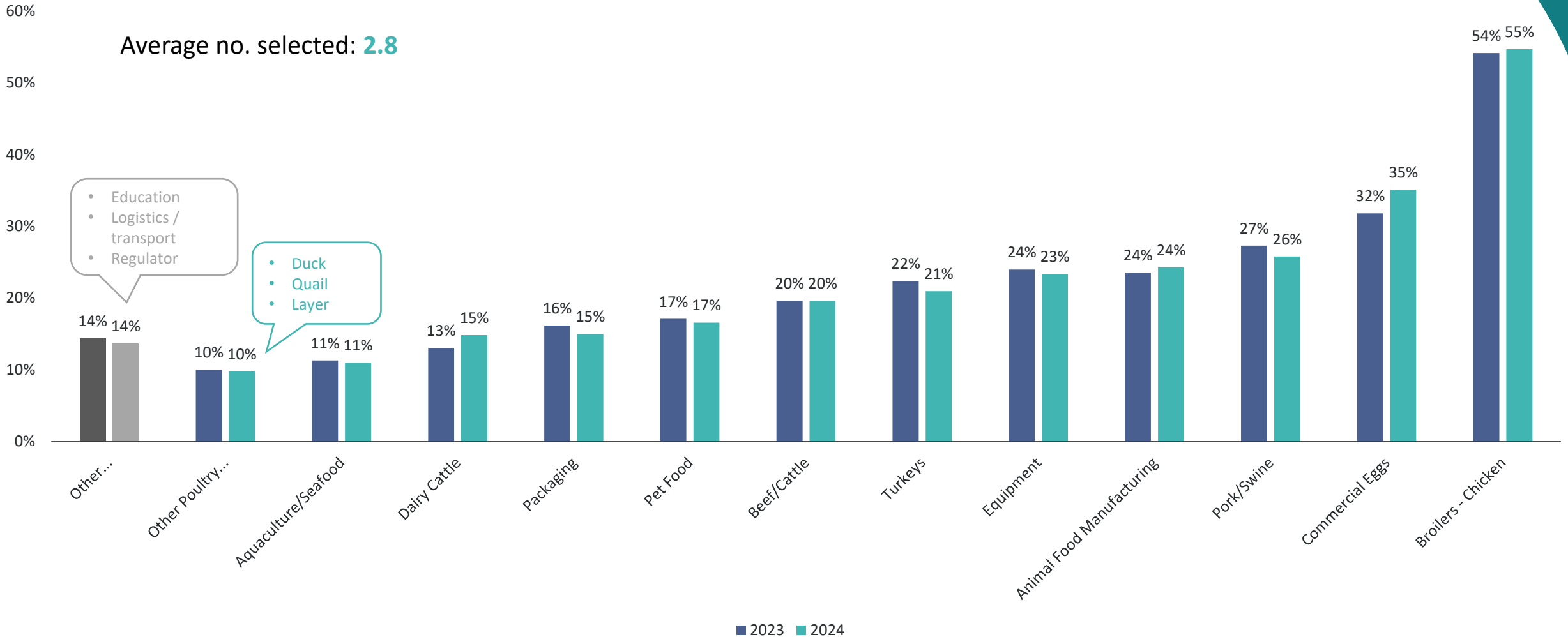
*Matching the responses to the survey, over 2 in 5 attendees were attending IPPE for the first time*



■ Yes, this is my first IPPE   ■ No, I have attended IPPE before

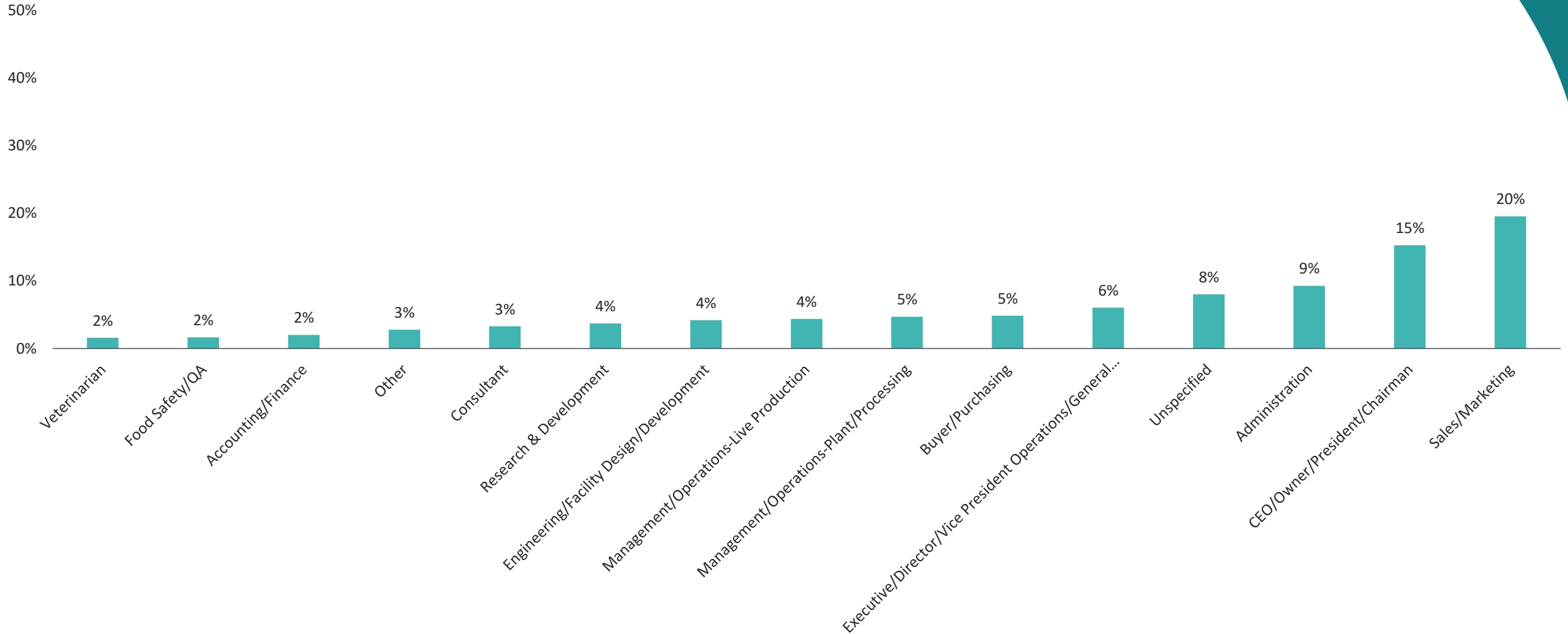
# Company segments


Similar to 2023, variety of company segments are represented at the event, with Broilers - Chicken topping the list



# Job function (IPPE DATA)

*Sales / Marketing was the most common job function for IPPE attendees followed by CEO/Owner/President/Chairman*



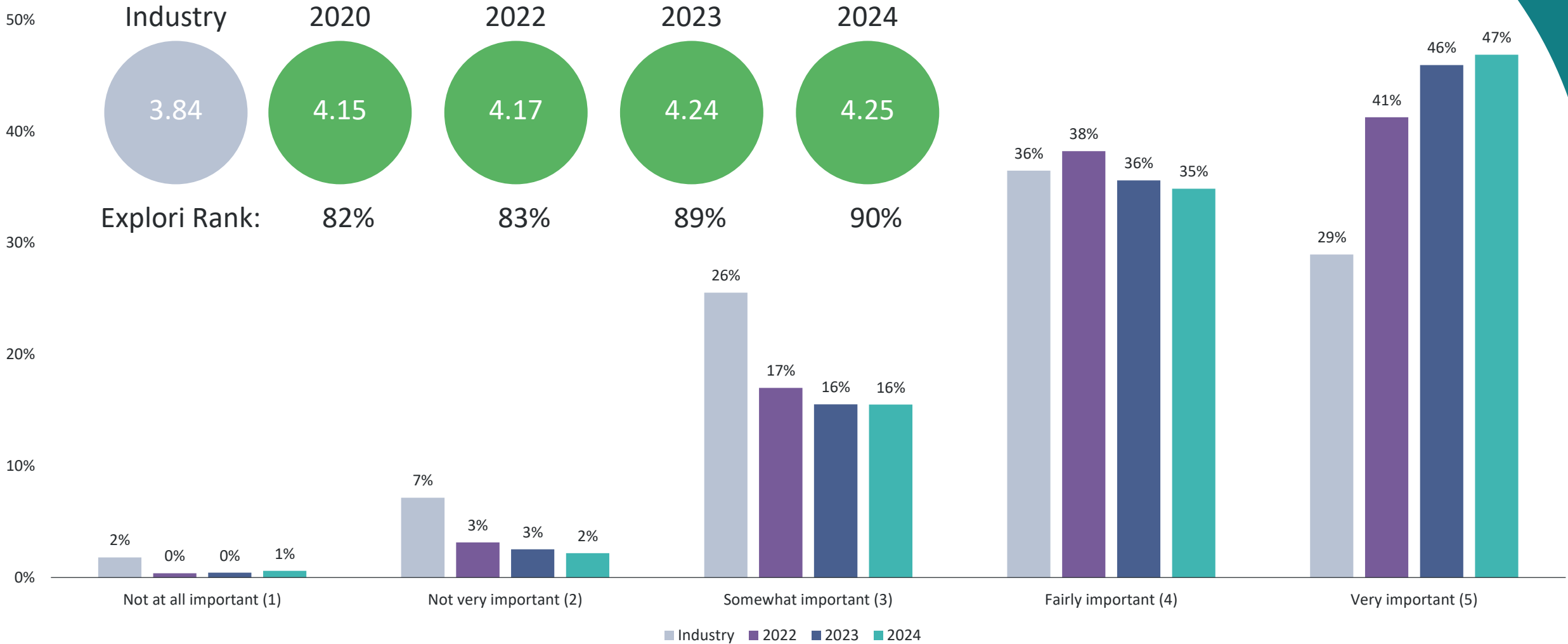
A 3D architectural rendering of a building facade is shown in the bottom left corner. The facade is composed of a complex, geometric pattern of white and grey triangular and polygonal panels, creating a textured, crystalline appearance. Several dark, arched openings are visible, suggesting windows or ventilation ports. The building is set against a light blue background.

How was their  
experience at IPPE?



# Importance of event

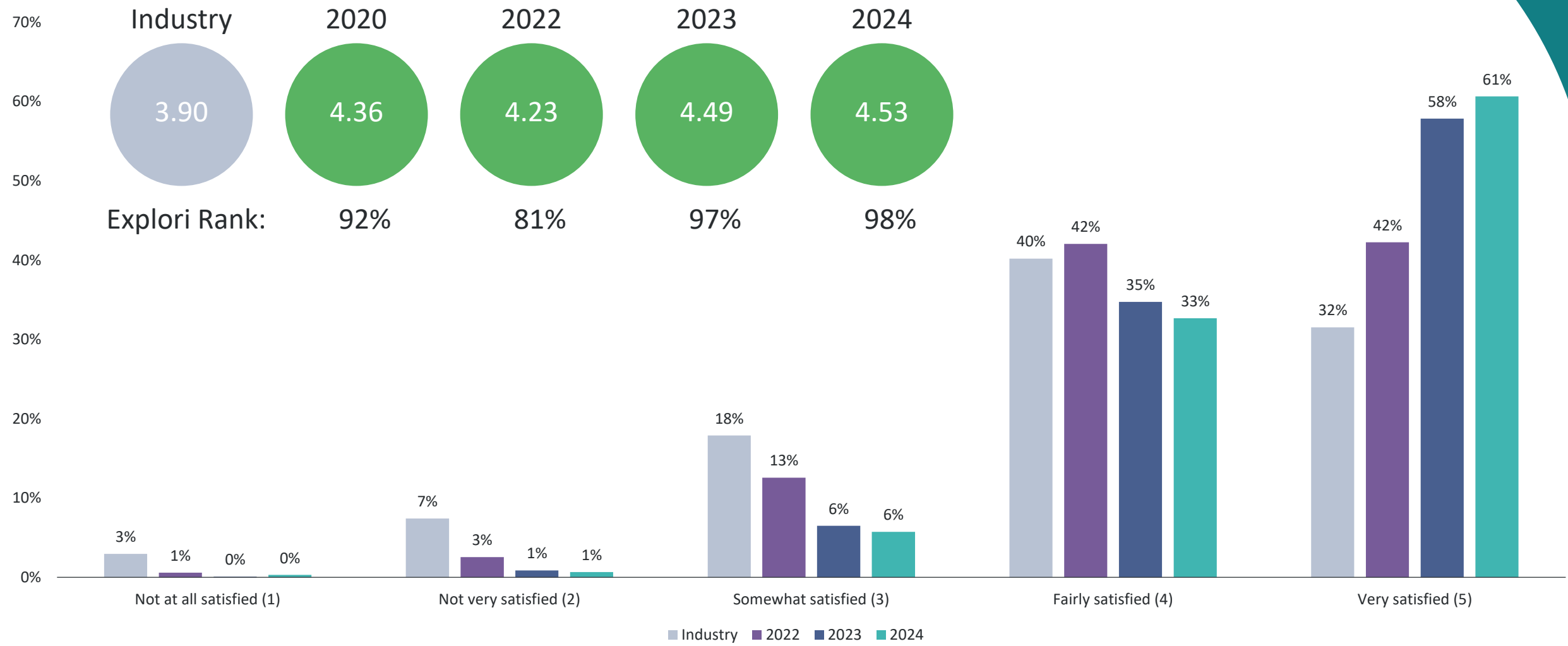
The average score notably exceeds the industry benchmark, with four in five considering IPPE to be fairly or very important, consistent with previous years





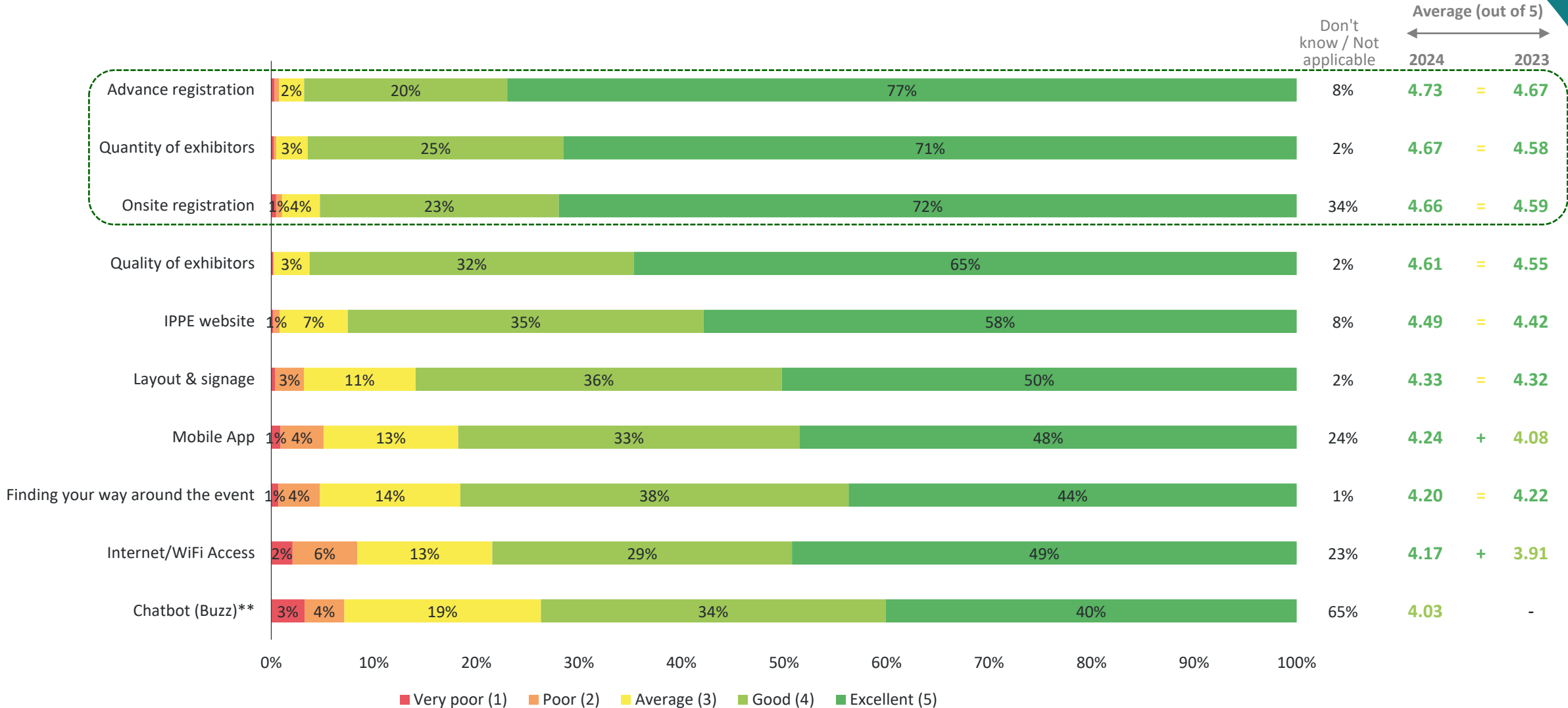
# Overall satisfaction

*In line with 2023, overall satisfaction achieves one of the highest ranks among attendees on the Explori platform, outperforming the industry benchmark by a significant margin*



# Event aspect ratings

*Event aspects are typically praised, either meeting or exceeding last year's averages. Both pre-event and on-site registrations, as well as the number of exhibitors, are considered exceptional*

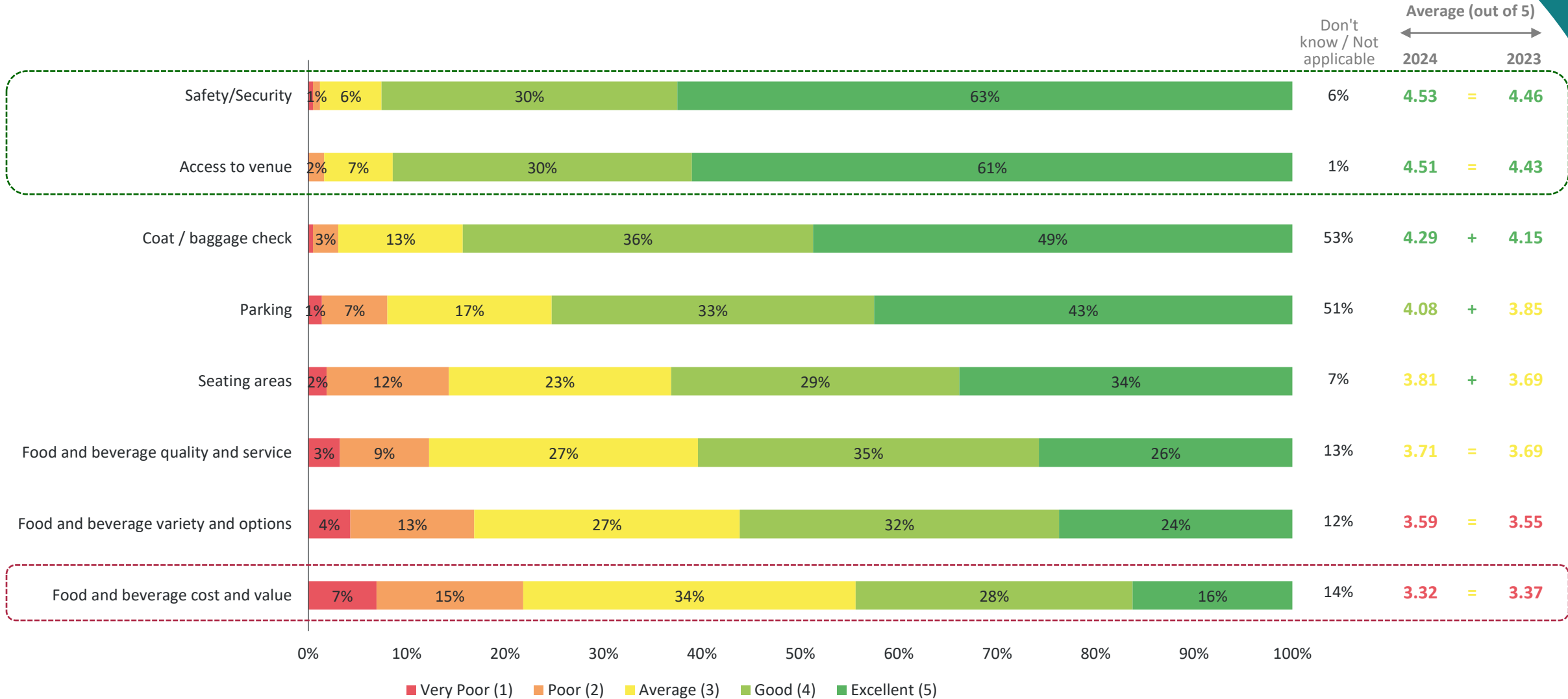


Please rate IPPE on the following elements:

Base - 2023: 1381; 2024: 1321  
 \*Percentages rebased excluding N/A's  
 \*\*Option not available in 2023 survey

# Venue services ratings

*Feedback on venue services presents a mixed picture; while venue safety and accessibility are commendable, there is room for improvement in catering and seating facilities*

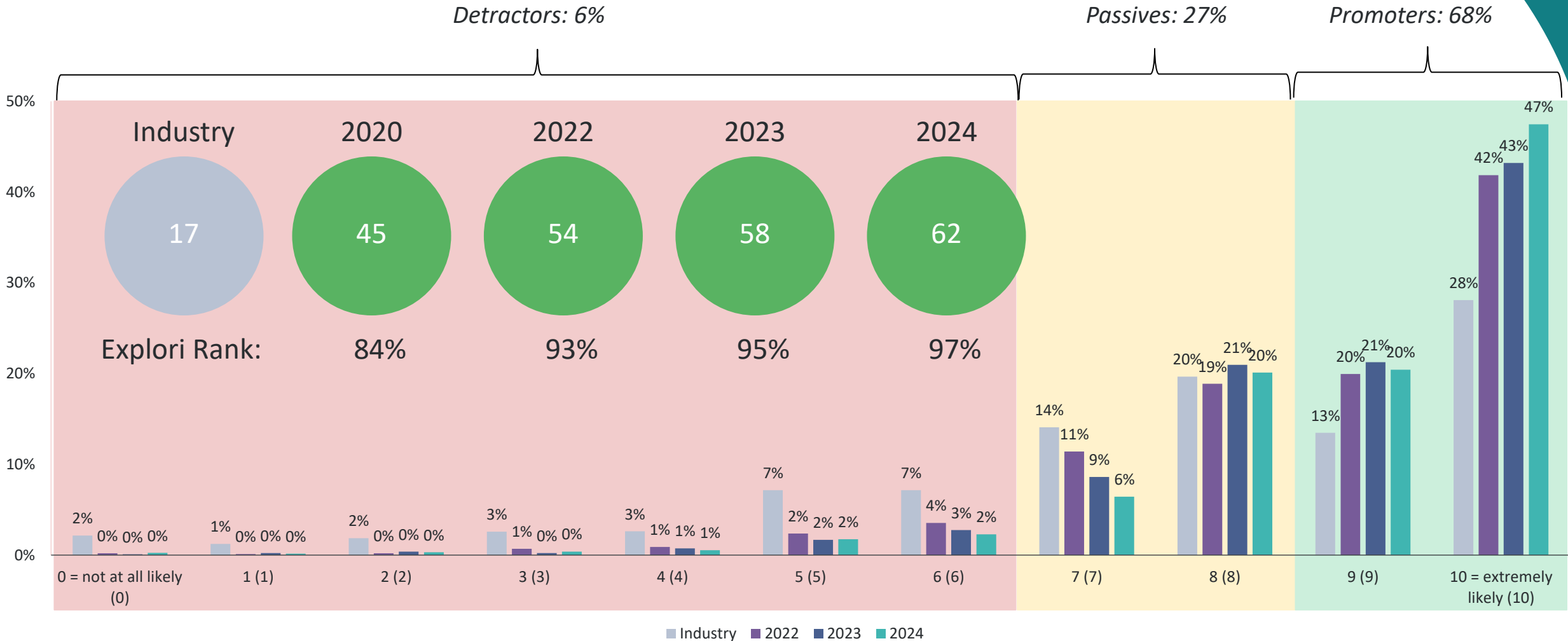


Please rate Georgia World Congress Center on the following elements:

Base - 2023: 1381; 2024: 1322  
\*Percentages rebased excluding N/A's

# Net promoter score (NPS)

With just 6% identifying as Detractors, NPS considerably surpasses the industry benchmark, nearing the highest achievable rank on the Explori platform among attendees



How likely are you to recommend IPPE to a friend or colleague in the industry? Please rate on a scale from 0 - 10, where 0 = not at all likely and 10 = extremely likely.

Base - 2022: 1018; 2023: 1384; 2024: 1323

# Promoter (68%) themes

36%

## NETWORKING

- IPPE is praised for fostering connections with colleagues, suppliers, and potential partners

*IPPE allowed our company to be in touch with our suppliers, to meet with new suppliers and to found what is new in the industry*

*Direct contacts with factories and suppliers and new customers can be made*

14%

## INNOVATIONS

- Promoters are impressed by the latest technologies and new products showcased at the event

*The amount of technology was very impressive and can help find new ways to work in the industry*

*It is a great event to know the new products, technologies and to create strength relationships with partners, suppliers and other parts of the market*

21%

## LEARNING

- Promoters value the wealth of knowledge gained

*Very educational experience, and a very helpful environment if your're trying get more knowledge if you're trying to start or grow a large variety of businesses*

*It was very informative with opening up the potential for lots of growth opportunities*

8%

## ORGANISATION

- Promoters laud the event's superb organisation, noting its seamless flow and efficiency

*Excellent organization coupled with attention to detail*

*Everything is so well organized and flows great. We don't have to spend much time looking for where we are going, it is a simple layout*

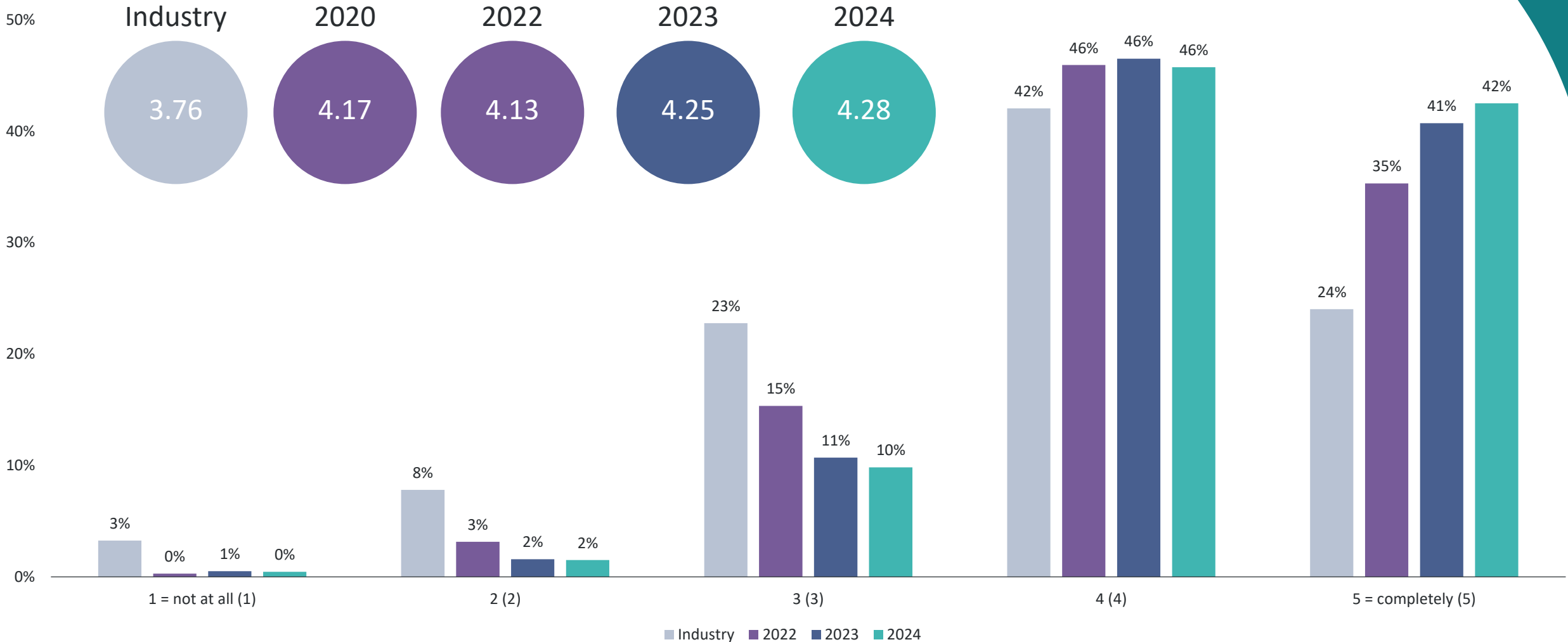
A large, dark blue circle is centered on the page. Inside the circle, the text 'What are they looking for?' is written in a white, sans-serif font. The circle overlaps the top of the building image and the light blue background.

What are they  
looking for?



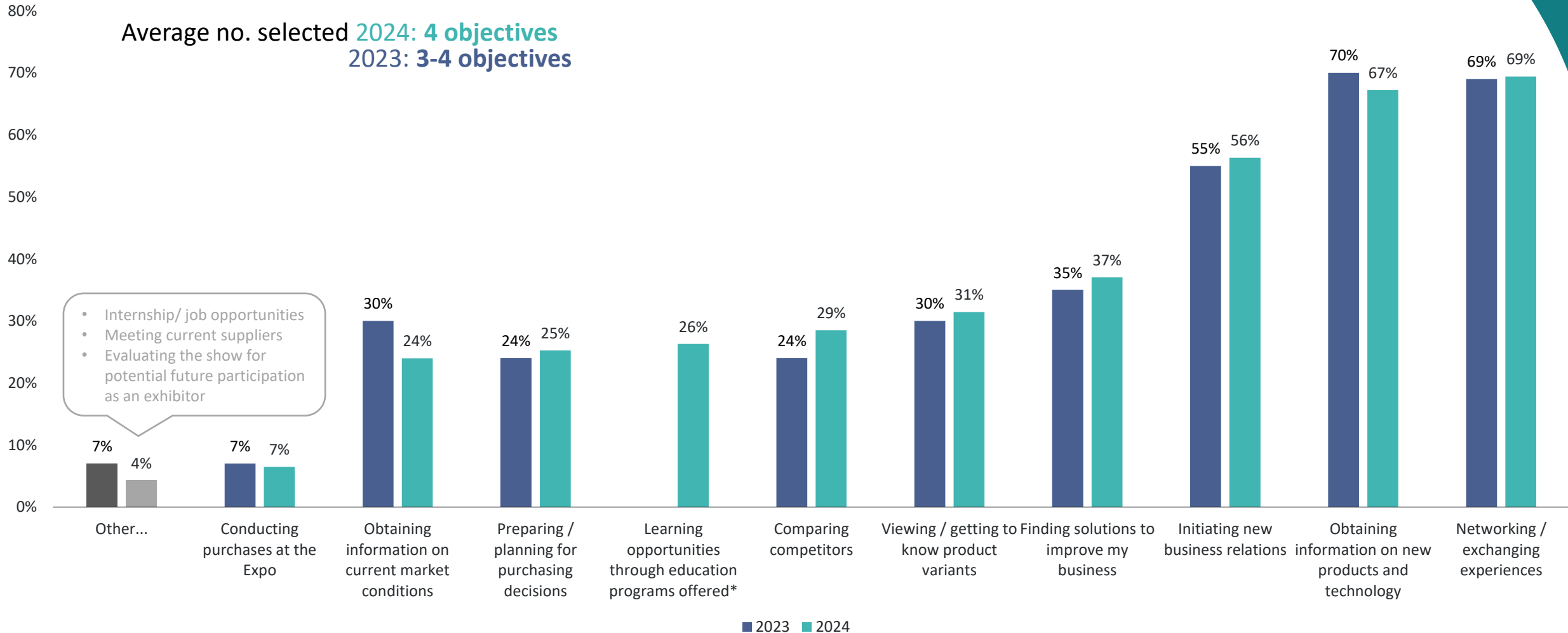
# Overall objectives met

Reflecting robust satisfaction with individual goals, nearly nine in ten feel their objectives have been well met on an overall basis. The average score is outperforms the industry benchmark and is consistent year-on-year



# Attendee objectives

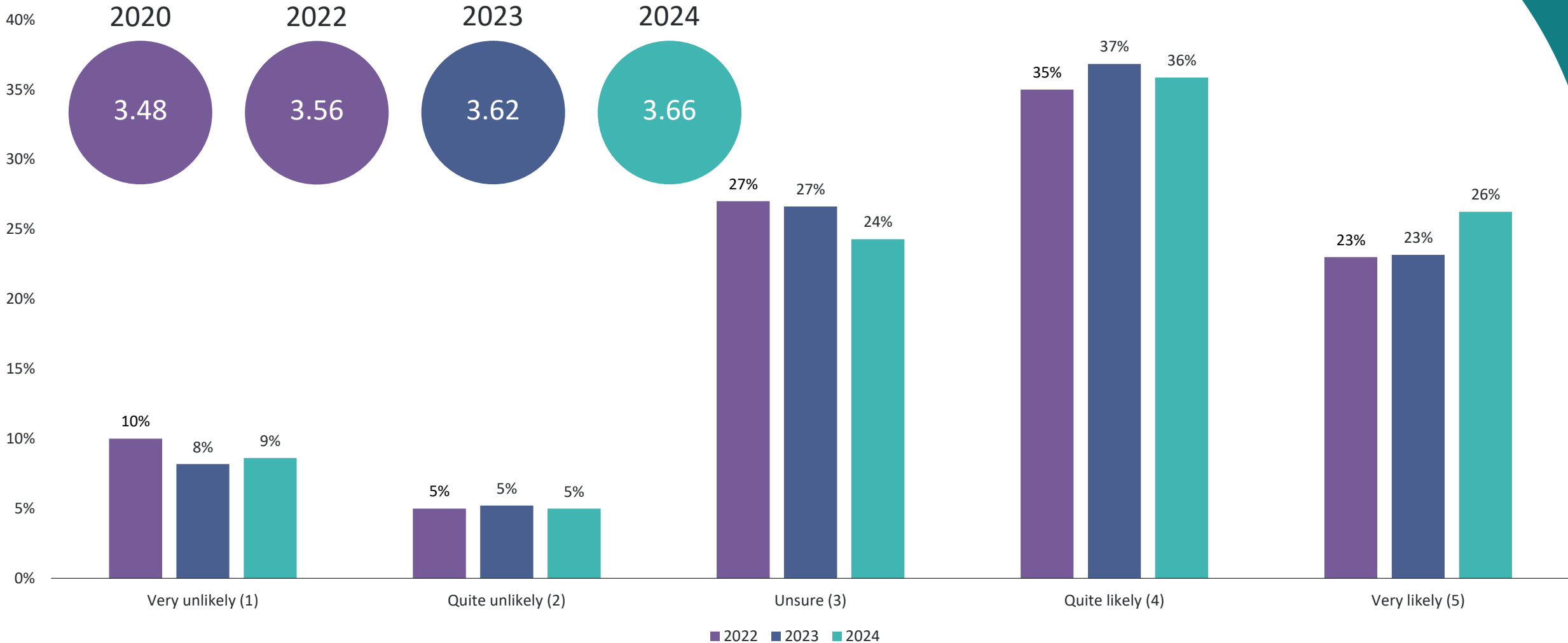
*Networking and staying informed about industry innovations persist as the top two objectives for attendees*





# Likelihood of purchasing

Almost two in three are inclined to purchase a product or service from an exhibitor or someone they've met at IPPE, while a quarter remain unsure - results that closely match those from the previous years



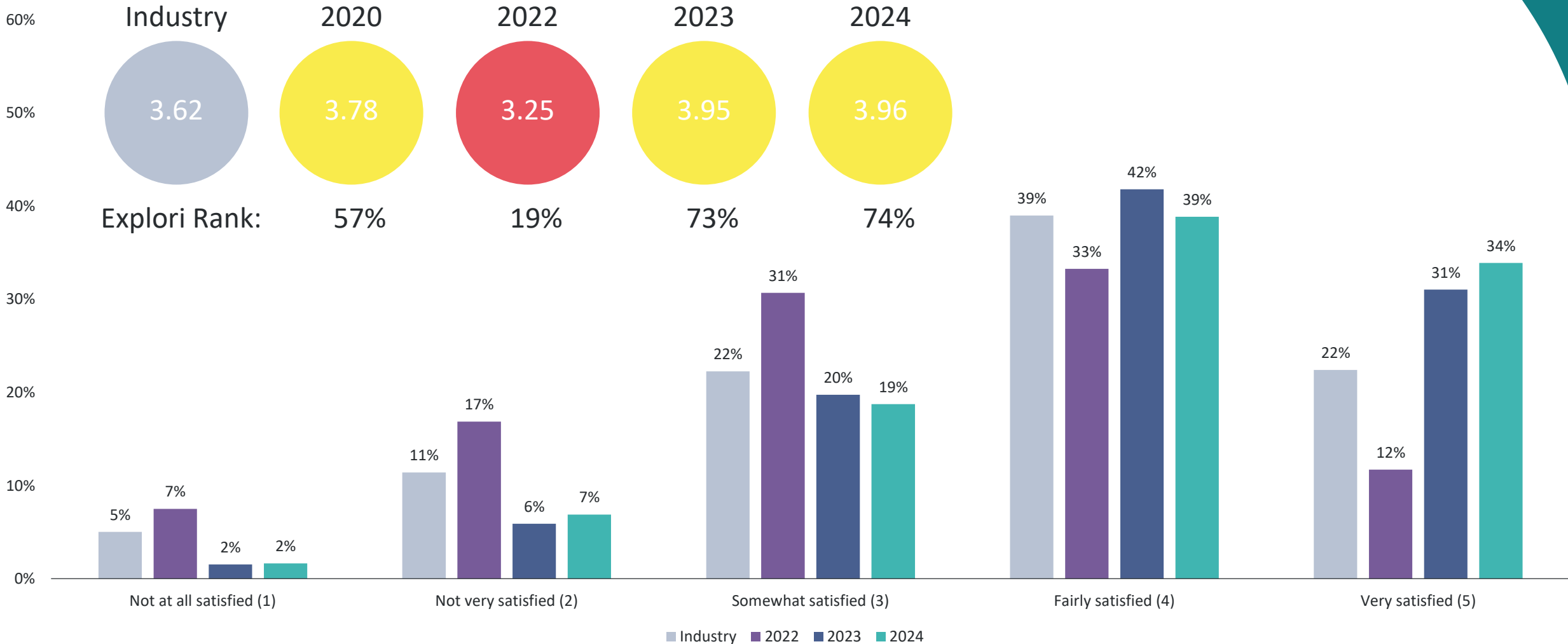
A large teal circle is centered on the page, containing the text. The background of the entire image is a top-down view of a person's feet wearing black sandals on a grey circular mat, with a zebra crossing visible to the left.

What exhibitors  
thought of the  
event?



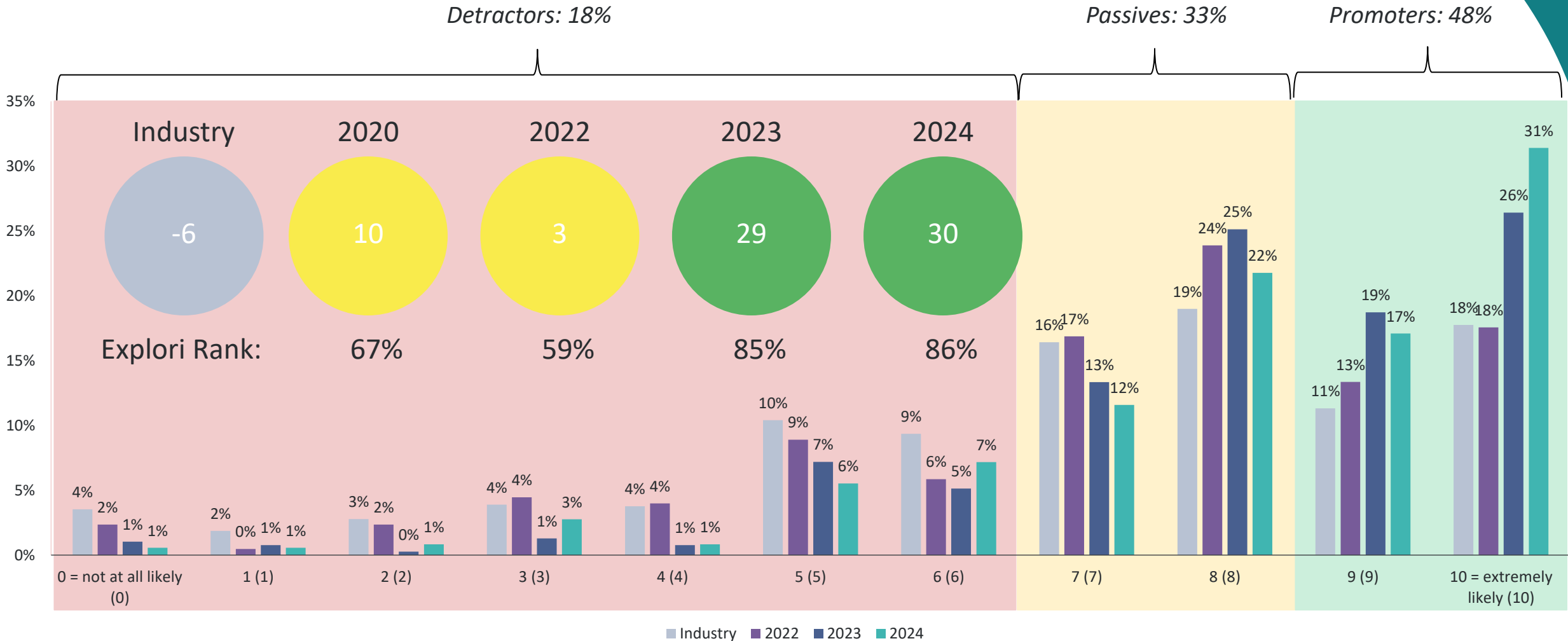
# Overall satisfaction

Three in four are fairly or very satisfied with the event, putting the overall score above the industry benchmark, while remaining consistent with the previous year



# Net promoter score (NPS)

With nearly half classifying themselves as Promoters, NPS continues to rank in the top 15% of all trade shows benchmarked by Explori

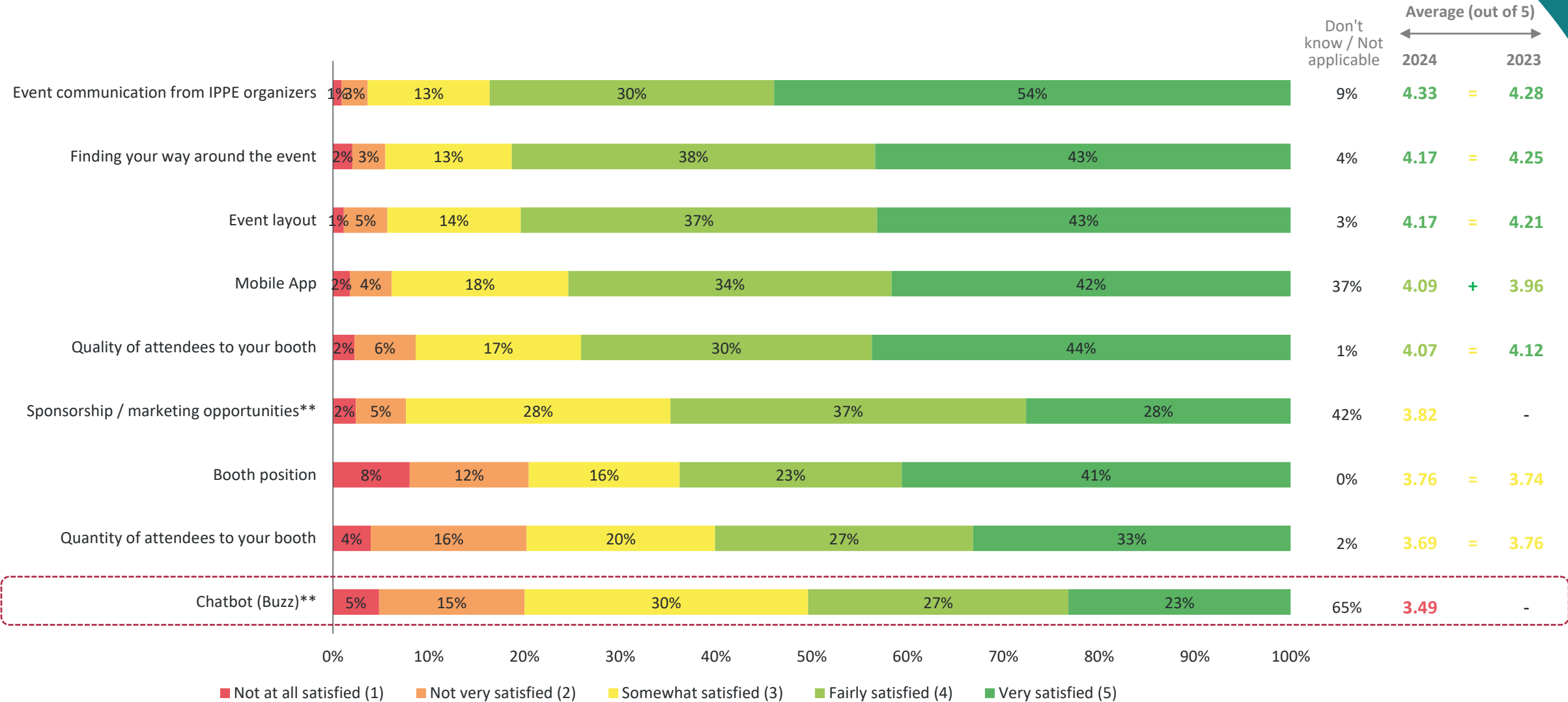


How likely are you to recommend IPPE to a friend or colleague in the industry? Please rate on a scale from 0 - 10, where 0 = not at all likely and 10 = extremely likely.

Base - 2022: 427; 2023: 390; 2024: 363

# Event component ratings

*In line with last year, exhibitors commend communication from event organizers, as well as event navigation and layout. Conversely, the chatbot and booth traffic garner less favourable feedback*



How satisfied were you with the following?

Base - 2023: 390; 2024: 362  
 \*Percentages rebased excluding N/A's  
 \*\*Option not available in 2023 survey



A large, solid dark blue circle is centered on the page. It contains the text 'Any questions?' in white, sans-serif font.

Any questions?



# Hall Configuration

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**FOUR BUILDINGS:** A, B, BC and C

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**HALL A:** Feed Equipment and Ingredients /  
Animal Health / Rendering

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**HALL B:** Live Production / Genetics /  
Incubation / Animal Health / Egg Production &  
Processing

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**HALLS B, BC and C:** Meat & Poultry  
Processing / Packaging / Rendering

# Booth Space Rates

## Pricing:

- **Standard Rate:** \$28/square foot
- **Advanced Booking Discount:** \$2/square foot through September 30, 2024
- **Tenure Discount:** \$4/square foot (available to exhibitors of 2024 IPPE)
- **Member Discount:** \$2/square foot (available to members of USPOULTRY, AFIA or the Meat Institute at time of booth selection and in good standing at time of show)
- **Open Corners:** \$250/corner
- **Booth Application Fee:** Non-refundable \$500 payable online by credit card or bank transfer day of application, applied to the final balance for each purchased booth

## Payment Terms:

- **Non-Refundable Application Fee:** \$500 payable online by credit card or bank transfer day of application. Booth is not contracted until receipt of application fee.
- **Contracts issued by August 15, 2024:**
  - Booths 300 square feet or smaller - payable in full within 45 days of contract
  - Booths 301 square feet or larger - 25% of balance payable within 45 days of contract date and/ or final balance due by September 30, 2024
- **Contracts issued August 16 - September 30, 2024:** Payment in full within 30 days of contract
- **Contracts issued October 1 – December 15, 2024:** Payment in full within 15 days of contract
- **Contracts issued December 16, 2024 – January 15, 2025:** Payment in full at time of order
- **Note:** There is a 3% non-refundable convenience fee applied to all payments made via credit card

## Refund Policy:

- **Through September 30, 2024**
  - 50% refund less \$500 non-refundable application fee.
  - Refund requests must be submitted to show management in writing; email is acceptable.
- **After September 30**



# Exhibitor Information

Refer to website [www.ippexpo.org](http://www.ippexpo.org) under the EXHIBIT tab of menu

- Booth Selection Process Information (Booth Selection begins May 1 and continues through June 7 for returning 2024 IPPE exhibitors; general sales opens June 10)
- Booth Space Rates and Terms
- Exhibitor Planning Calendar – Available April 2024
- Booth Display Rules – Available April 2024
- Floor Plans – Available April 25, 2024
- Exhibitor Kit/Manual with Vendor Ordering Information – Available August 2024
- TECHTalks Information and Application - Available August 2024
- New Product Showcase Information & Applications – Available September 2024
- Meeting Room Rental Information and Request Forms – Available October 2024

# Exhibitor Information

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](mailto:email.ippexpo.org)
- [maritz.com](http://maritz.com)
- [thenexus.net](http://thenexus.net)

# 2025 Sponsorship Sales

# Sponsorships



Sponsorship book available for  
preview 10:00 a.m. EDT June 17



**2025 sponsorship  
sales open at 12:00  
p.m. EDT July 8**

[ippe.sponsorship.ges.com](http://ippe.sponsorship.ges.com)



New items we should add for  
2025?

Questions?

# 2025 IPPE Housing

Demand for hotels in Atlanta continues to be high. As a valued supporter of our event, IPPE wants to make sure you and your team do not have any difficulty securing rooms at our discounted rate.

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

## IPPE Housing and Registration Seniority Selection Dates

August 5

Group 1

Exhibitors with 35+ years of seniority

August 19

Group 2

Exhibitors with 20 – 34 years of seniority

AFIA, NAMI, USPOULTRY M2A Member Companies

September 3

Group 3

Exhibitors with 10 – 19 years of seniority

September 16

Group 4

Exhibitors with 1 – 9 years of seniority

September 30

Group 5

Exhibitors with 0 years of seniority, new exhibitors, comp booths

October 7

General housing and registration opens

To ensure you receive all housing correspondence and take advantage of your seniority housing opportunity, please add [IPPEexh@maritz.com](mailto:IPPEexh@maritz.com) to your Safe Senders list. This will help prevent the email containing your Seniority Housing access from going to your Spam folder!

Please contact Barbara Jenkins,  
IPPE Housing Coordinator, with any questions  
prior to August 5.

Direct: 770.635.9050 | Email: [bjenkins@uspoultry.org](mailto:bjenkins@uspoultry.org)

# Attendee Promotions

- Nexus database and sending server- @email.ippexpo.org
  - >155,000 contacts with up to eight years of IPPE history
  - 1,406,051 emails to 105,000 unique contacts
  - 98.68% deliver rate, 52.67% opens, 28.11% click rate
  
- MYS exhibitor profile
  - Company name “exhibiting as”
  - Website
  - Email address for general inquiries
  - Categories
  - My planner
  - Mobile app
  
- Target marketing based on history, industry/categories of interest
  - Call to action – REGISTER unique link
  - Attendees receive these messages until they register



# Attendee Promotions

- IPPE creates unique promo code for your marketing promotions.
- Returning attendee can easily register with pre-populated contact information.
- Association Members (M2A) - complimentary pre-registration
  - Matching company name and email extension
- Provide IPPE website link for your promotions
- Nexus marketing services
  - Upload confidential customer list or provide demographics to reach.
  - Create and send your marketing message with promo code / registration link.
  - Track results

# Publications and Social Media Promotions

- 54 industry media partners across the global poultry and egg, meat and animal food industries
- Print and digital promotions begin as early as July
- Several provide pre-show guides with show information with exhibitor and product category lists
- Facebook highlights Jan/Feb 2024: Total reach of 45,735; 100,380 impression; 4,481 engaged people; 16% increase in “likes” over 2023
- 4,441 Twitter followers (+4%) over 2023; 29,143 tweet impressions
- 3,814 Instagram followers (+30%) over 2023; 76,708 impressions
- 1,077 LinkedIn followers
- Partner Newsletters – (ex. USPOULTRY Wire, AFIA Feed Gram, Meat Institute Lean Trimmings)

## Other Industry Events Scheduled at IPPE

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Industry board and council meetings (USPOULTRY, AFIA, the Meat Institute)

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International Poultry Scientific Forum (Southern Poultry Science Society and Southern Conference on Avian Diseases)

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College Student Career Program

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Young Leaders Under 30 Award

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NPFDA – National Protein Food Distributors Association

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NARA – International Rendering Symposium

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Latin America Poultry Summit

# Customer Invitations

- IPPE provides complimentary registration for booth staff.
- Attendees (customers and guests) to register themselves with correct contact and demographic information for your lead collections.
  - 71% of exhibitors indicate exhibiting objective is to generate new sales leads
- Exhibitors can place customers in hotel room block and send email with link to register for IPPE as attendee.
- 19% shift from exhibitor to attendee registration in 2024.

# IPPE Preferred Vendors

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List of preferred vendors provided on the website.

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Vendors not associated with IPPE target exhibitors claiming to sell attendee lists, advertisements or hotel offers for IPPE.

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IPPE does not sell its attendee list to any third-party broker.

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Maritz Global Events is the exclusive IPPE vendor for providing housing, with the guaranteed lowest negotiated contract price in more than 50 Atlanta hotels during IPPE.

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IPPE does not contract, produce or distribute a daily show guide.  
(Source Group – Production & Processing News)

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**BUYER BEWARE!** Report any instances of suspected scams to show management.

Thank you.