



April 9, 2024

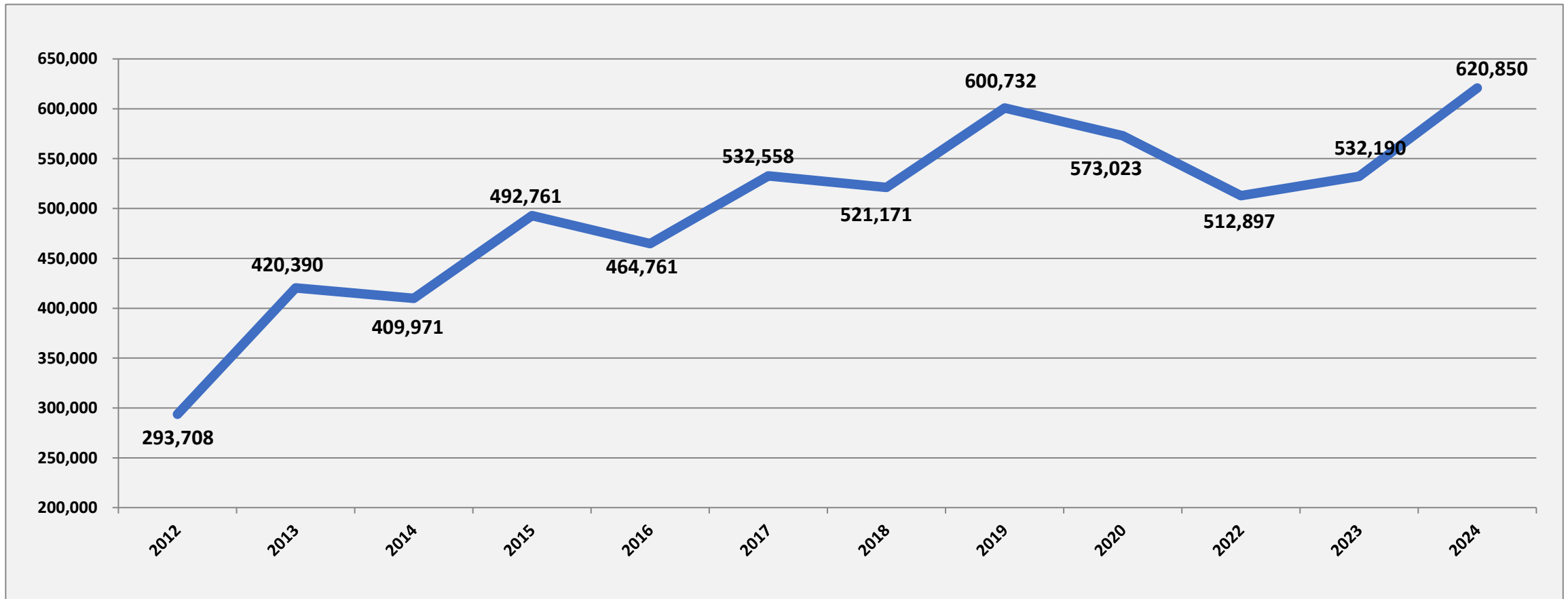
EAC Meeting IPPE Overview

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

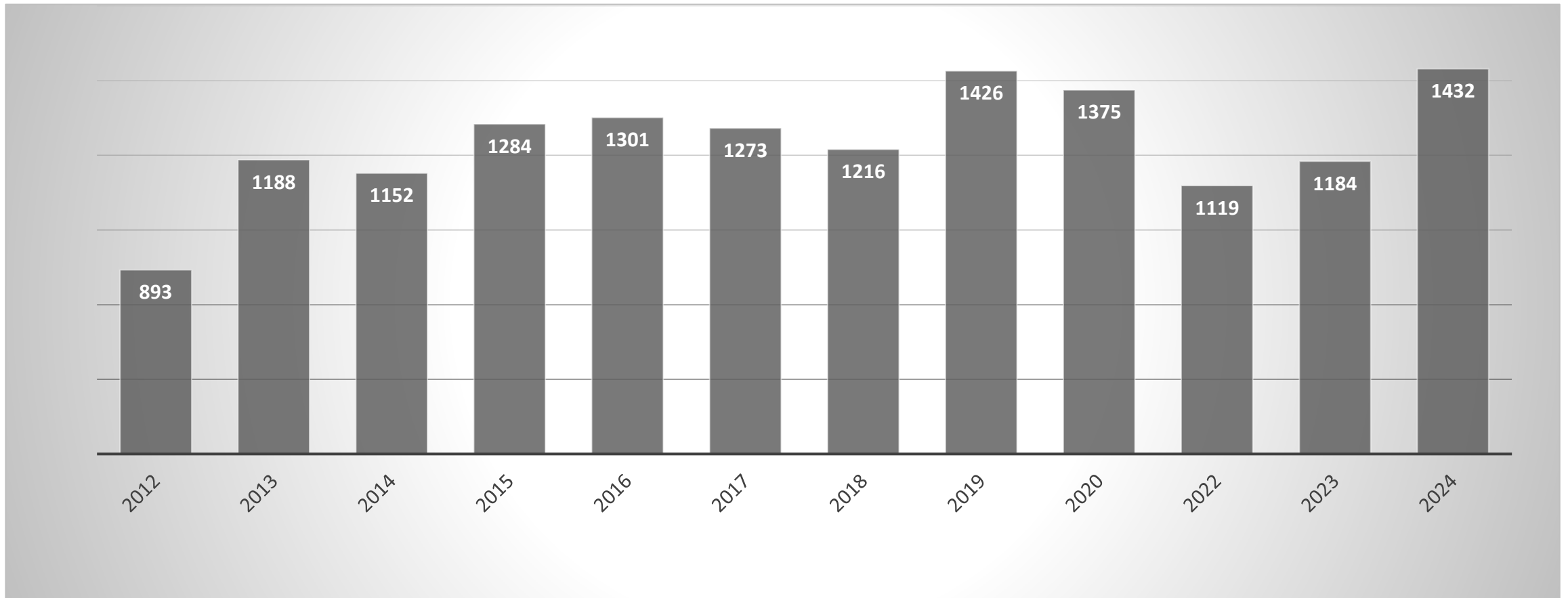
2024 IPPE Summary

- 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

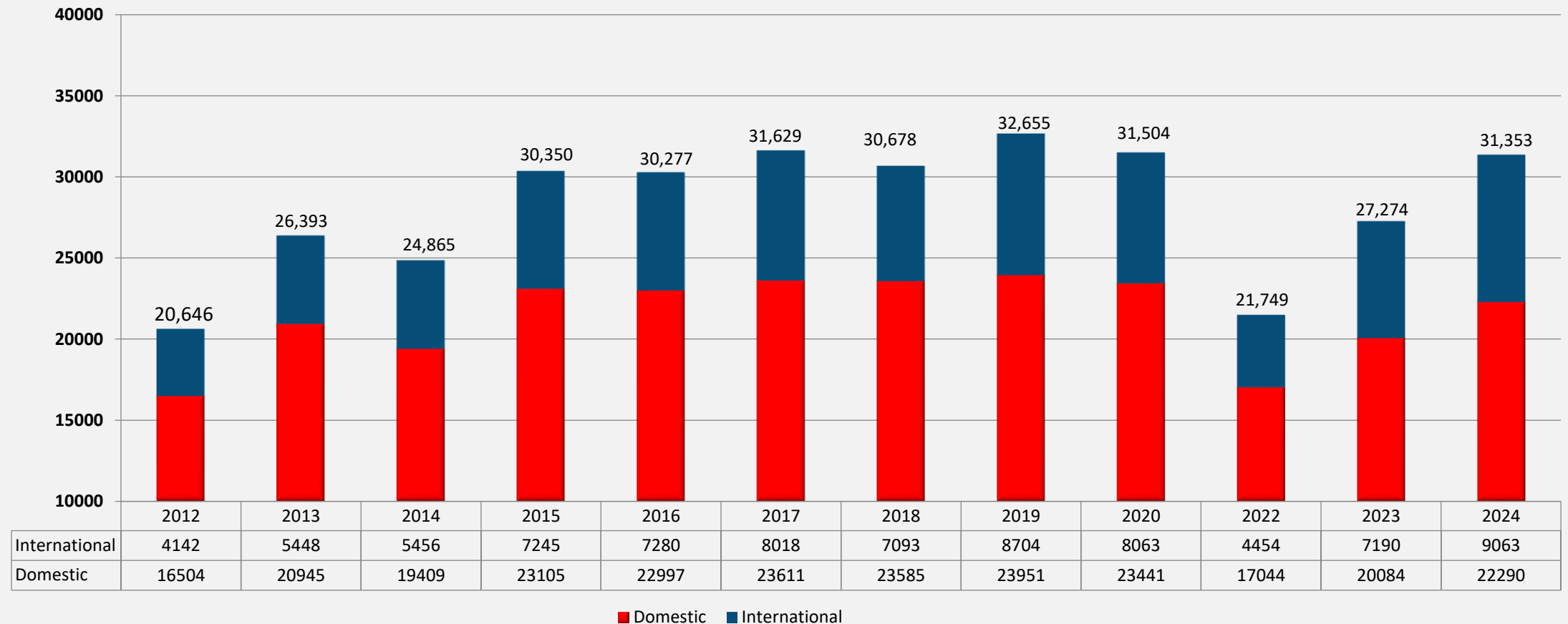
11 Year Trend - Exhibit Space



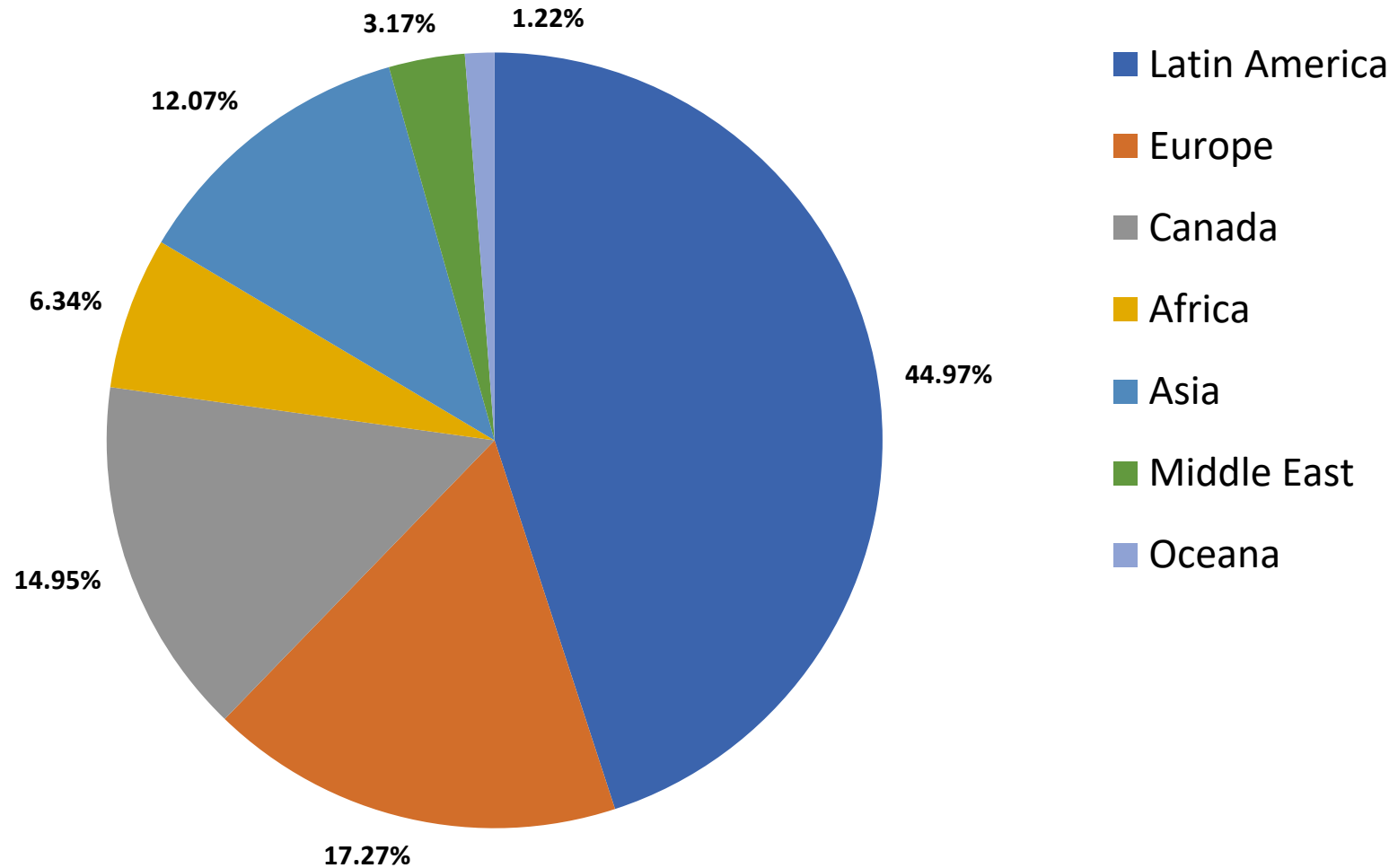
11 Year Trend – Number of Exhibitors



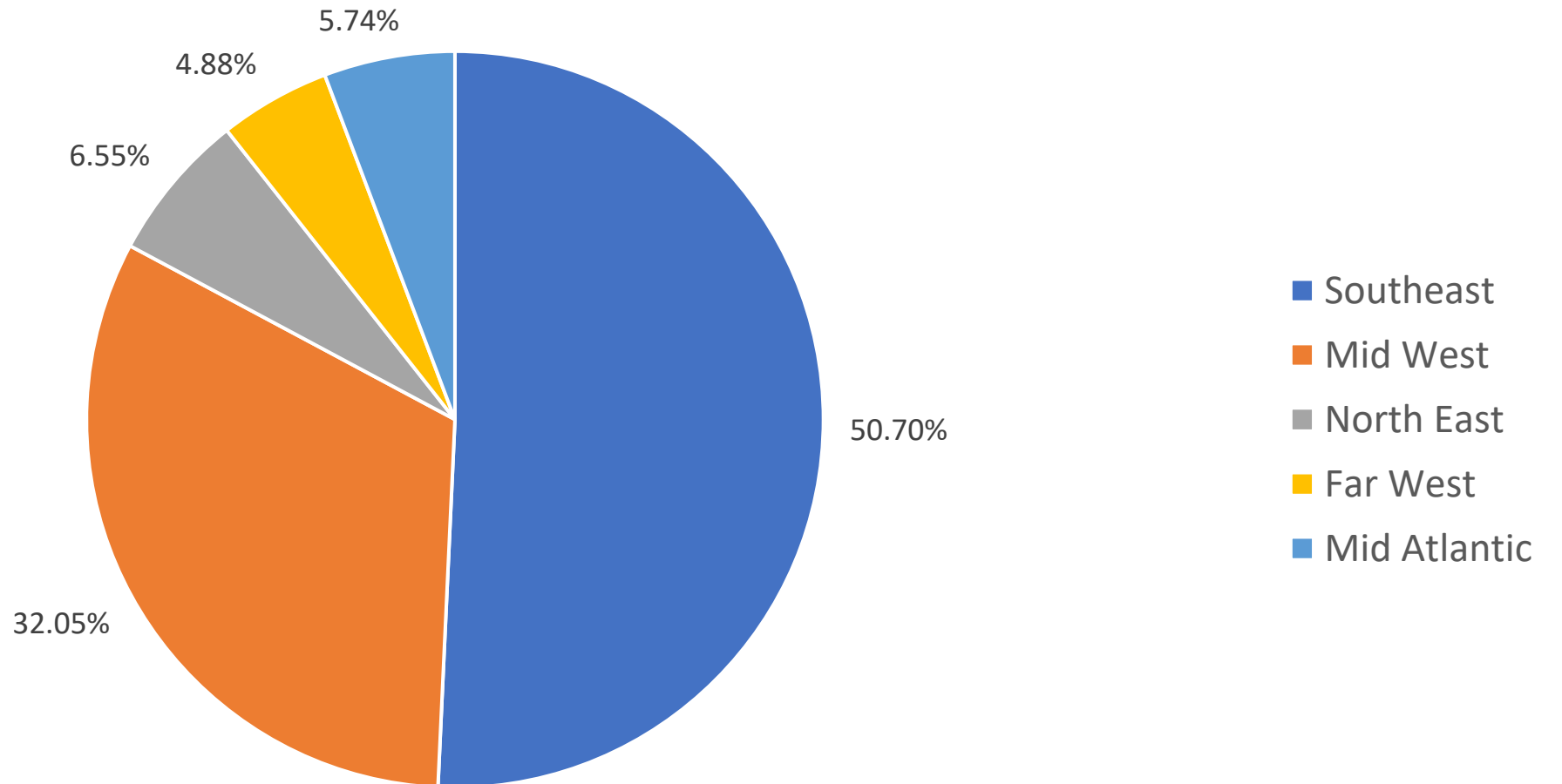
11 Year Trend - Attendee



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 30th – February 1st 2024
- Fieldwork dates: February 5th - 21st 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?

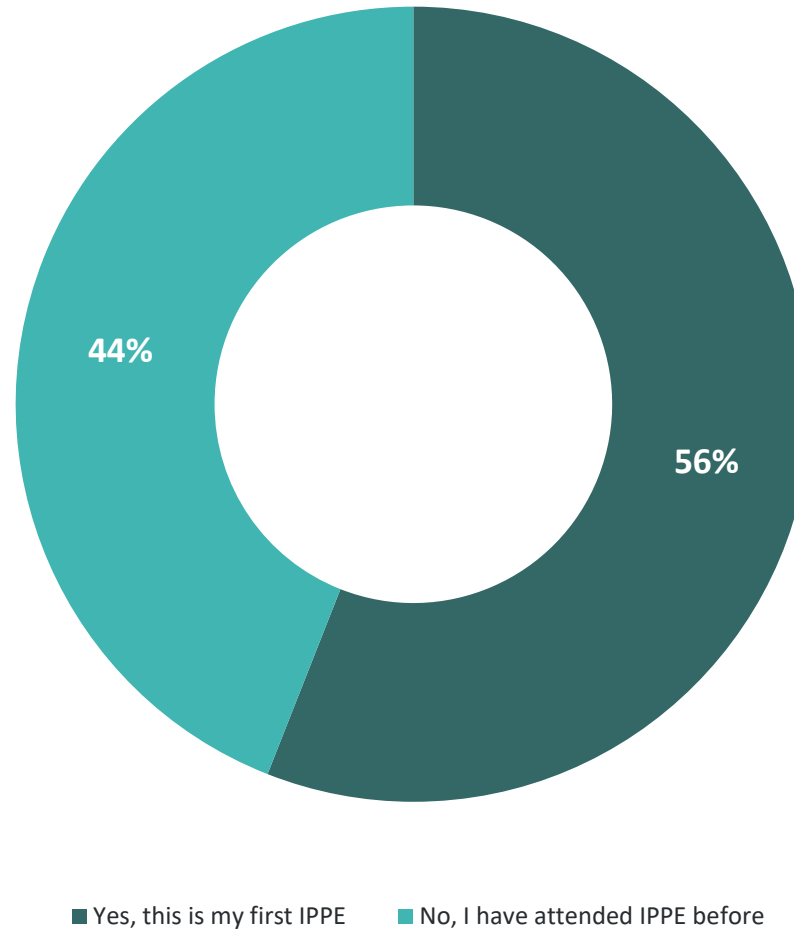
- 1 Who attended IPPE 2024?
- 2 How was their experience at IPPE?
- 3 What are attendees looking for?
- 4 What exhibitors thought of the event?

The background of the slide is a light blue gradient. In the bottom-left corner, there is a detailed, low-angle photograph of a modern building's facade, characterized by a complex, geometric, and crystalline pattern of grey and white tiles. Several arched windows are visible on the building. Overlaid on the right side of the image is a large, solid dark blue circle. To the left of this circle is a large, solid orange circle. In the bottom-right corner, there is a solid yellow circle.

Who attended IPPE?

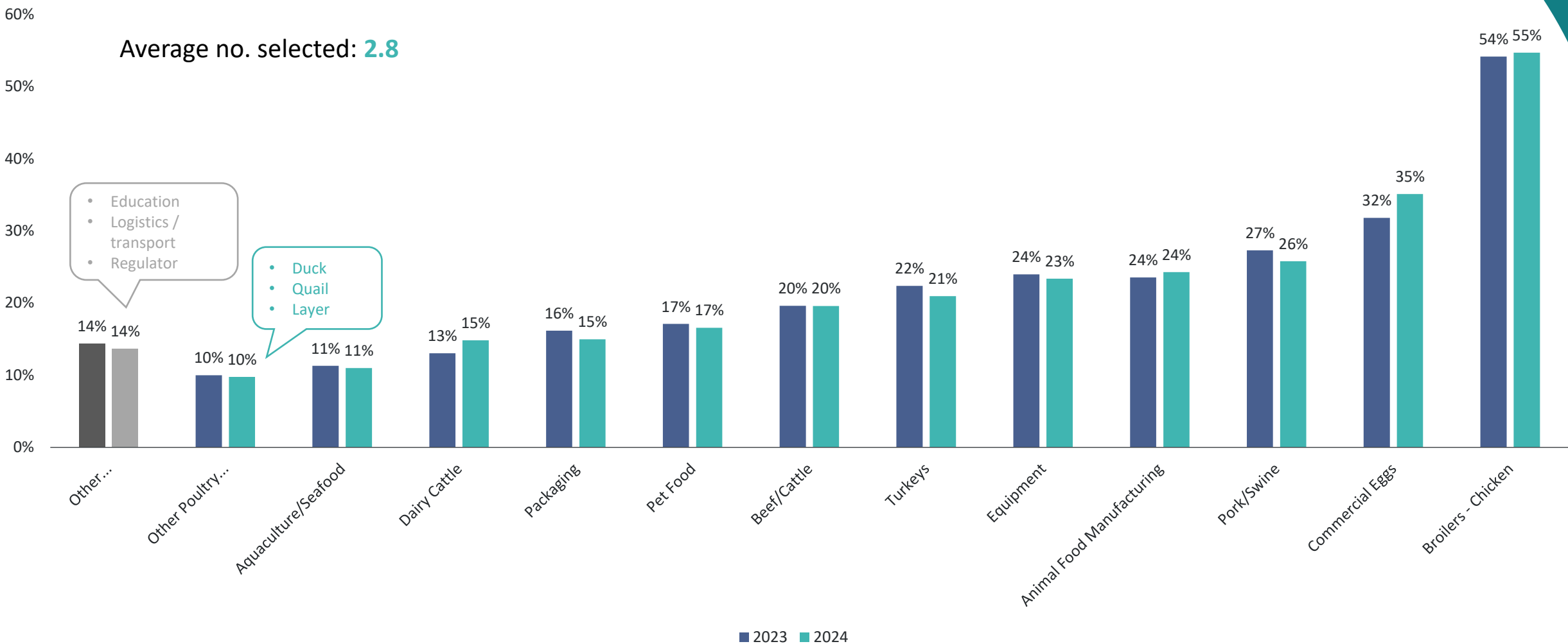
First Time (IPPE DATA)

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



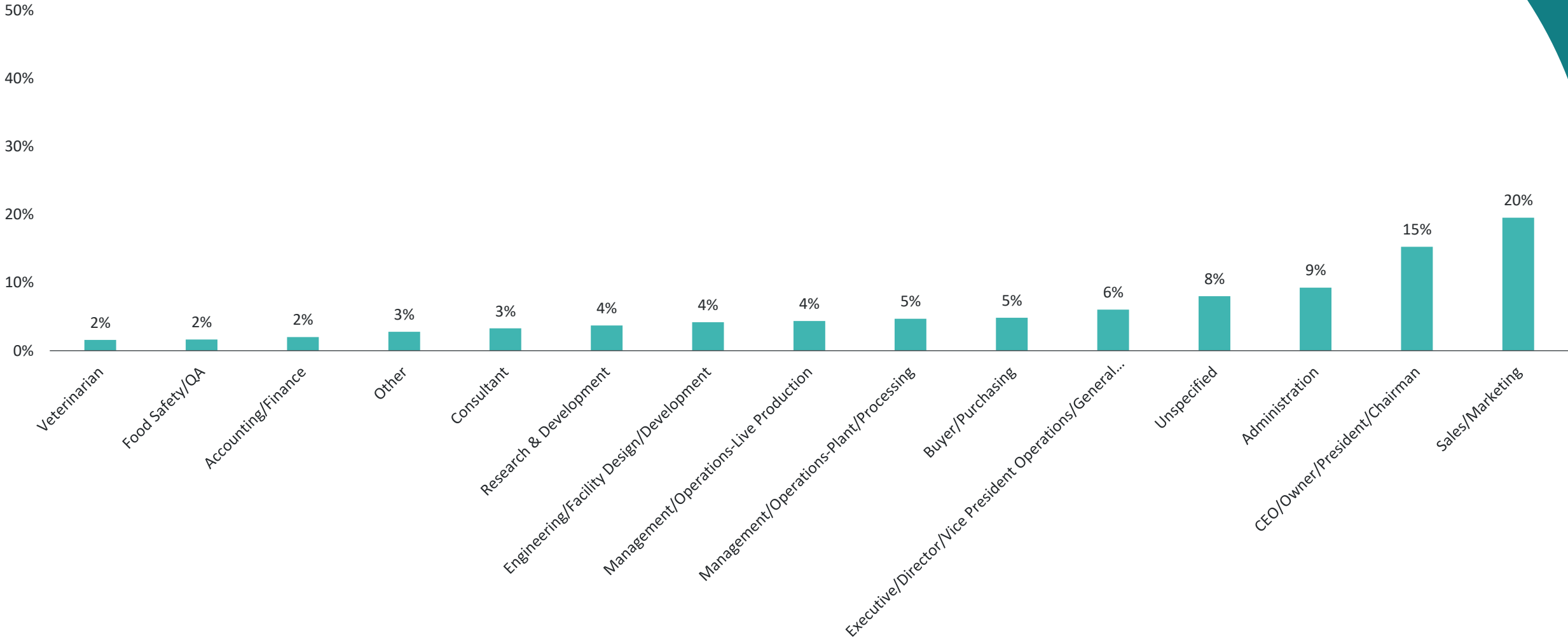
Company segments


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

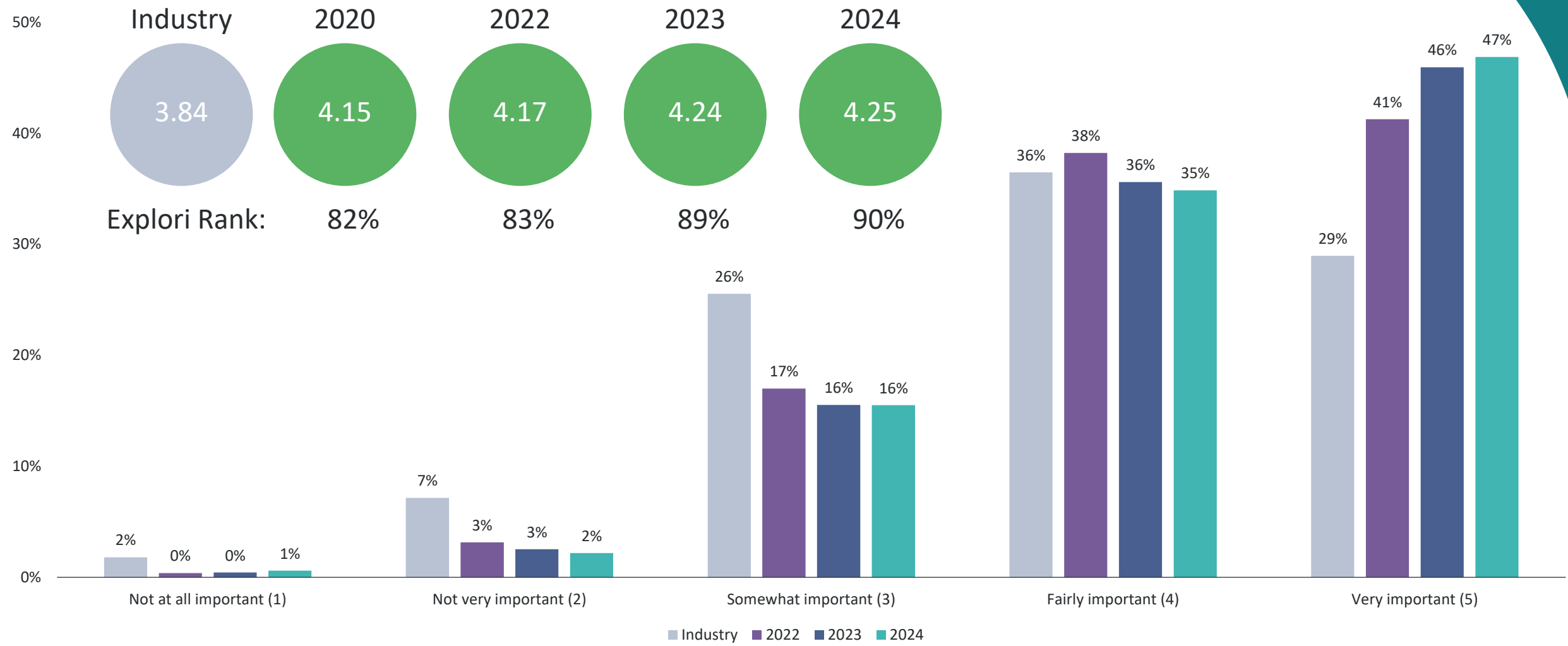


The background of the slide is a solid light blue. In the bottom-left corner, there is a low-angle photograph of a modern building with a complex, geometric facade made of grey and white triangular tiles. Several arched windows are visible on the building's facade. A large, dark blue circle is positioned in the center of the slide, containing the text. To the left of this circle is a large orange circle, and to the right is a large yellow circle.

How was their
experience at IPPE?

Importance of event

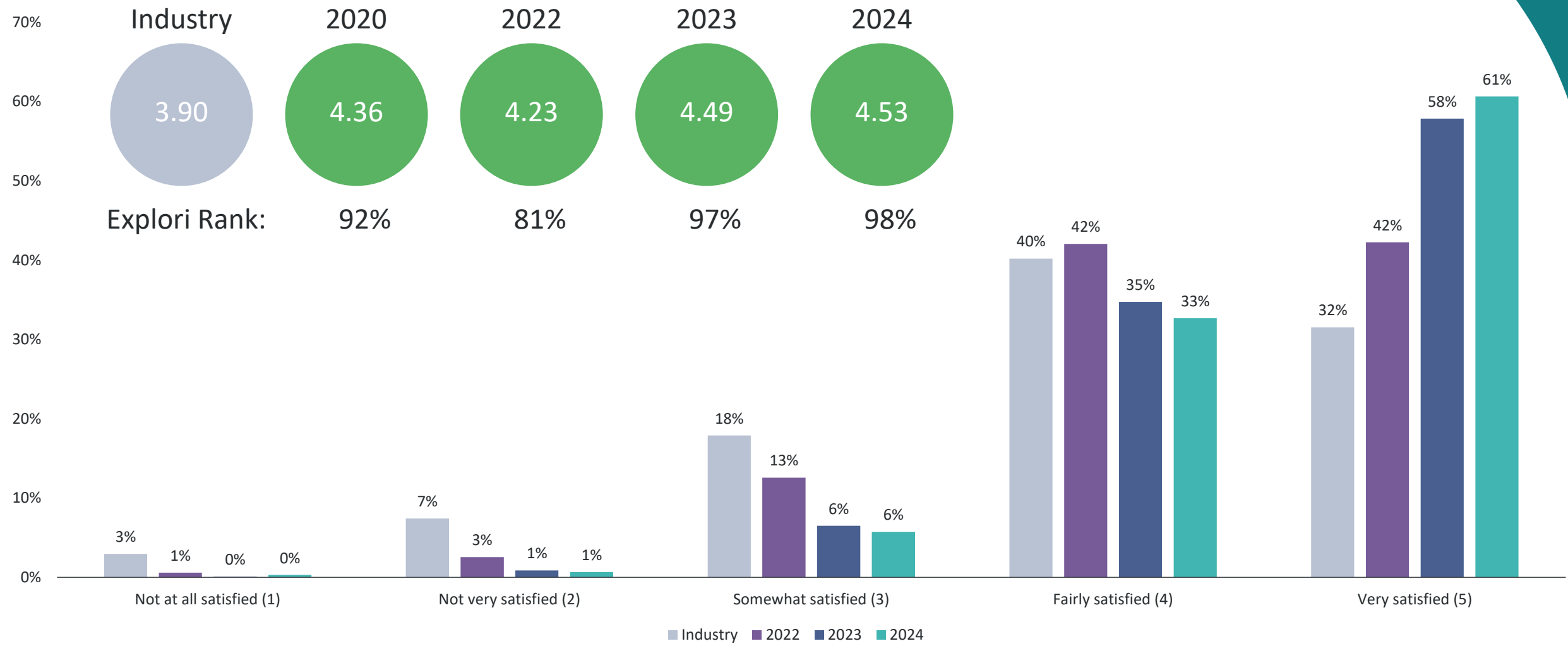
The average score notably exceeds the industry benchmark, with four in five considering IPPE to be fairly or very important, consistent with previous years



Overall satisfaction



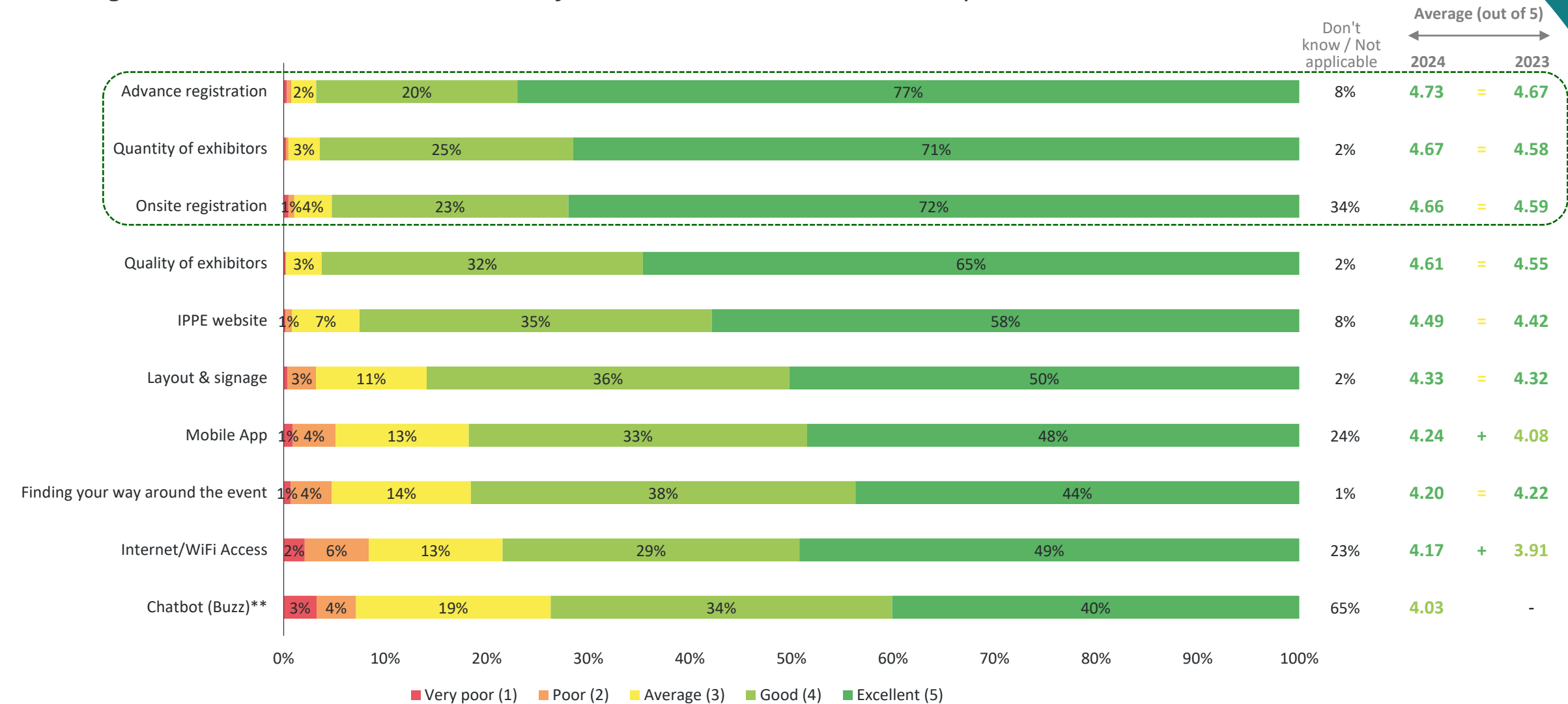
In line with 2023, overall satisfaction achieves one of the highest ranks among attendees on the Explori platform, outperforming the industry benchmark by a significant margin



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

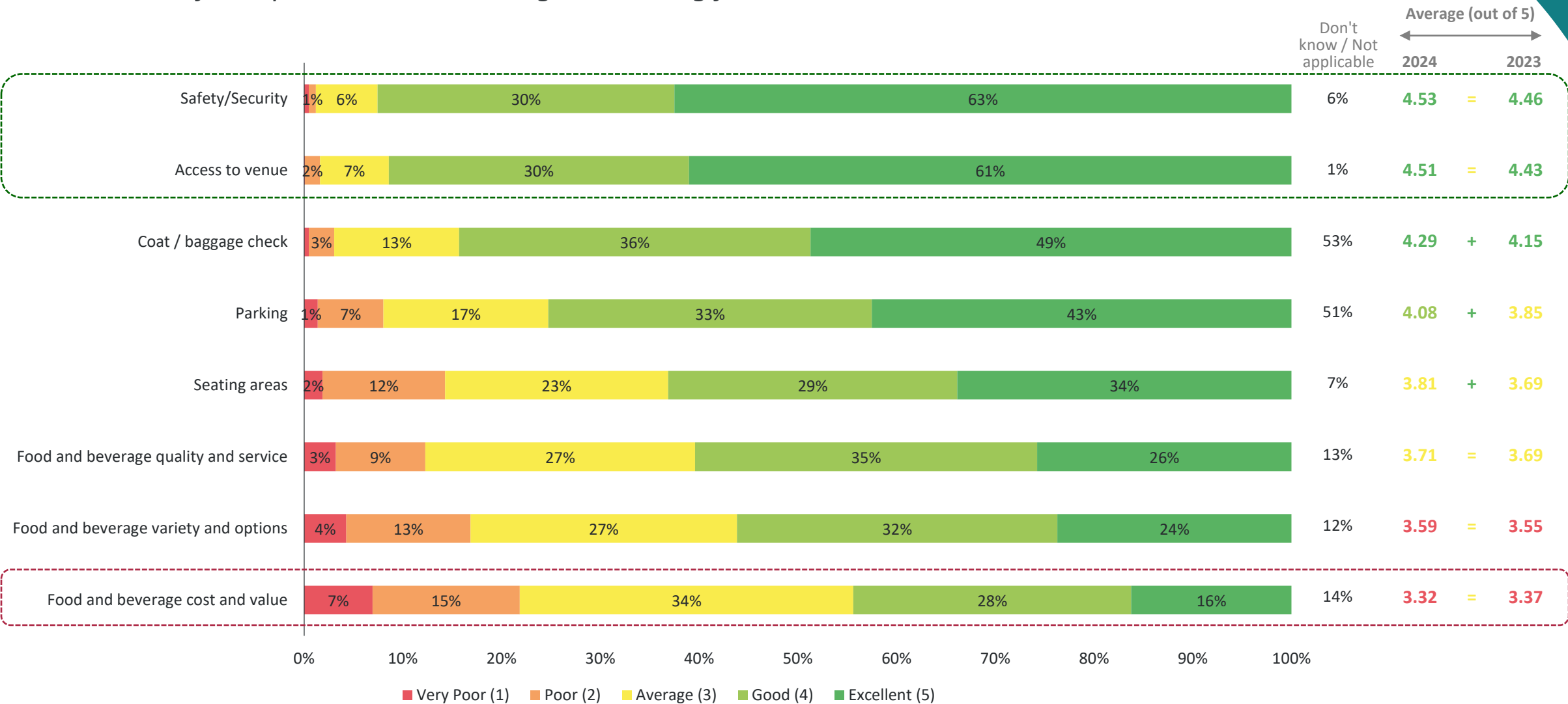


Please rate IPPE on the following elements:

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

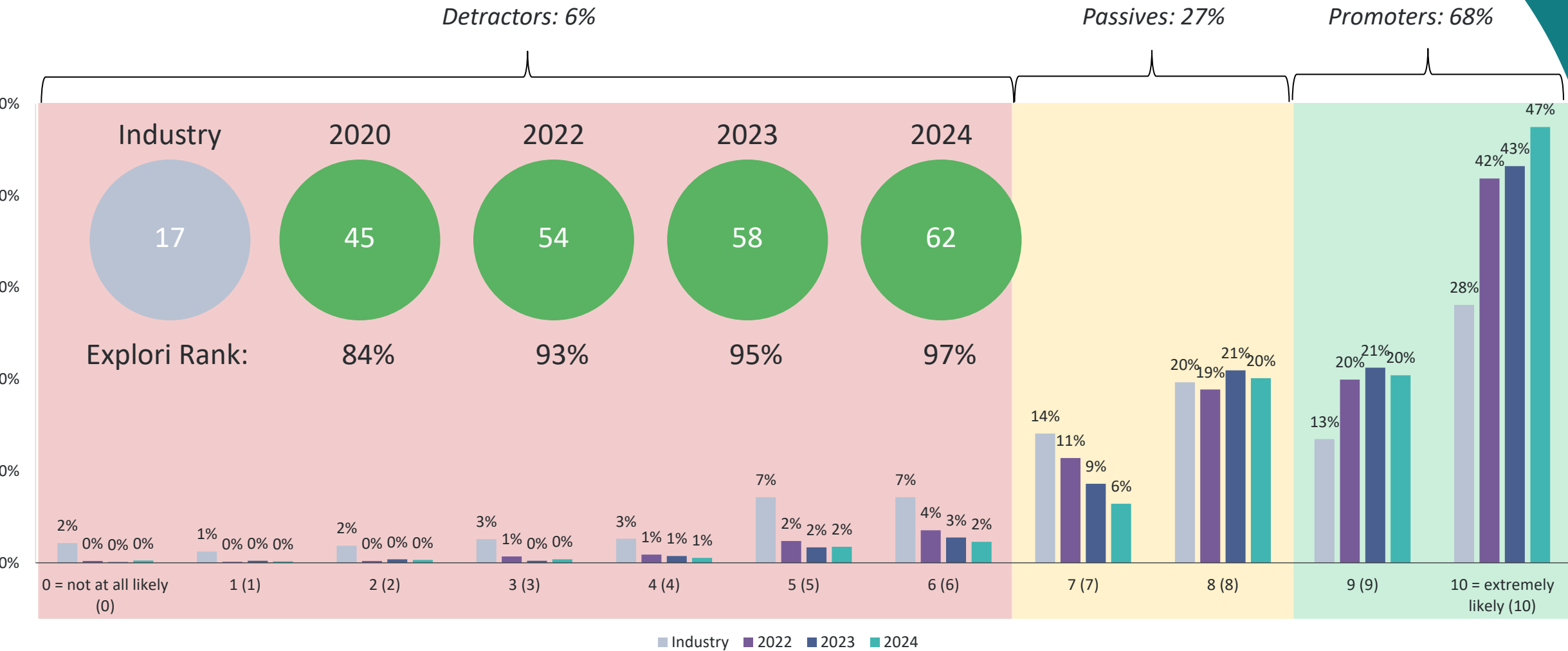
Venue services ratings

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



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



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 find 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 you'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

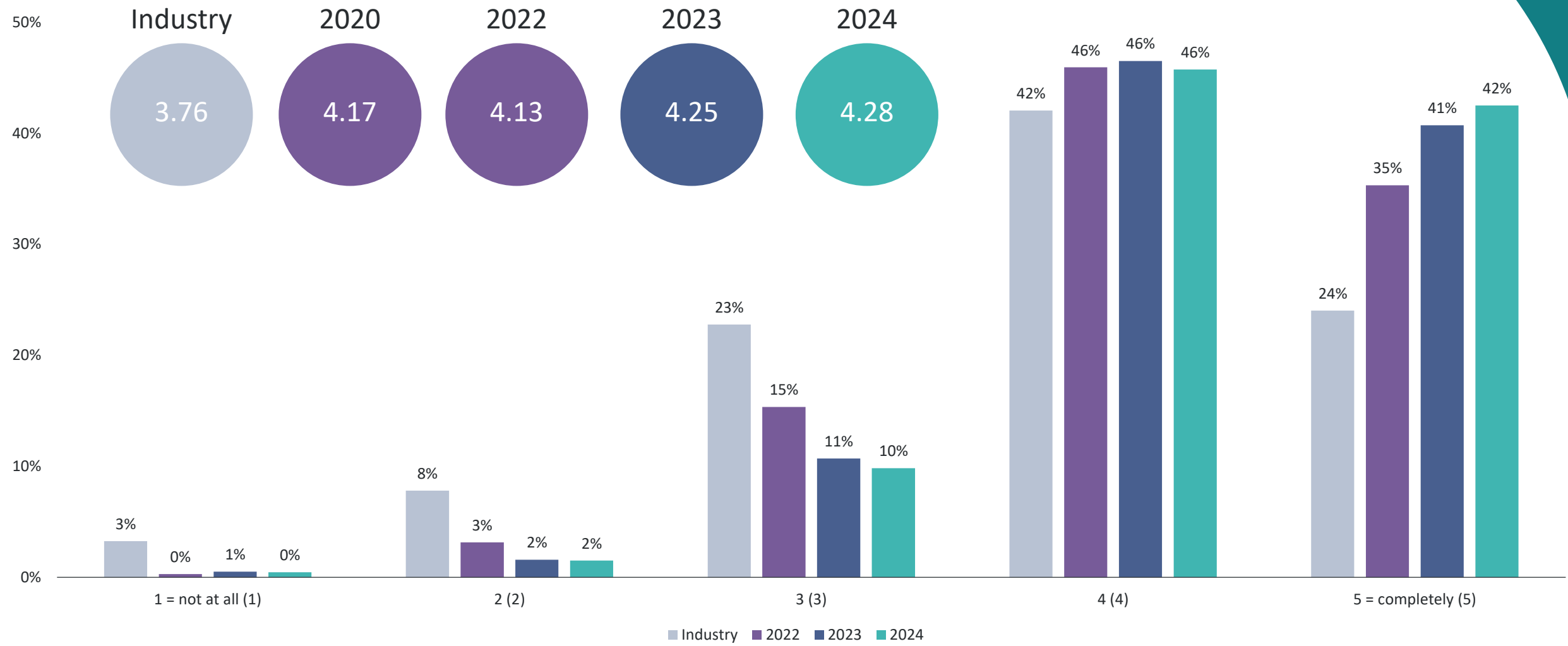
Everything is so well organized and flows great. We don't have to spend much time looking for where we are going, it is a simple layout

A low-angle, upward-looking photograph of a modern building's facade. The facade is covered in a complex, geometric pattern of light-colored tiles or panels, creating a textured, crystalline appearance. Several arched windows are visible, some of which are recessed into the facade. The building is set against a clear, light blue sky.

What are they
looking for?

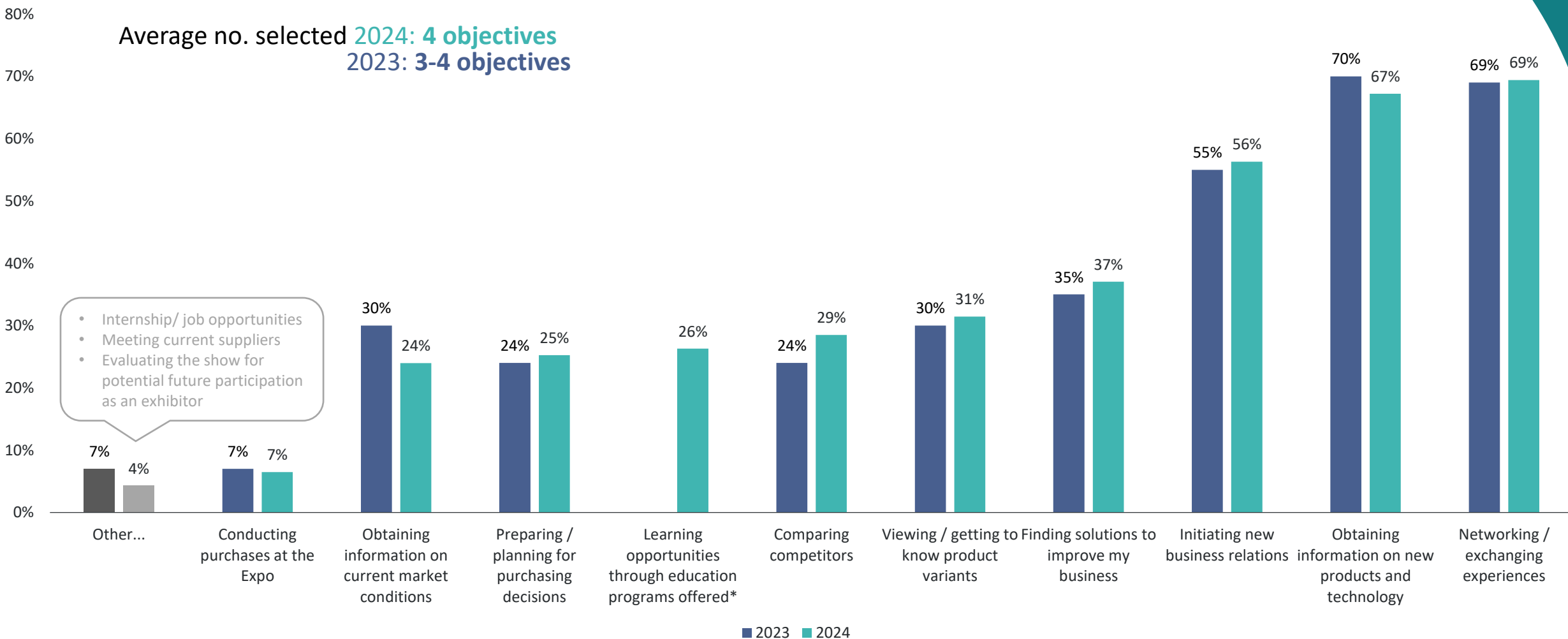
Overall objectives met

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



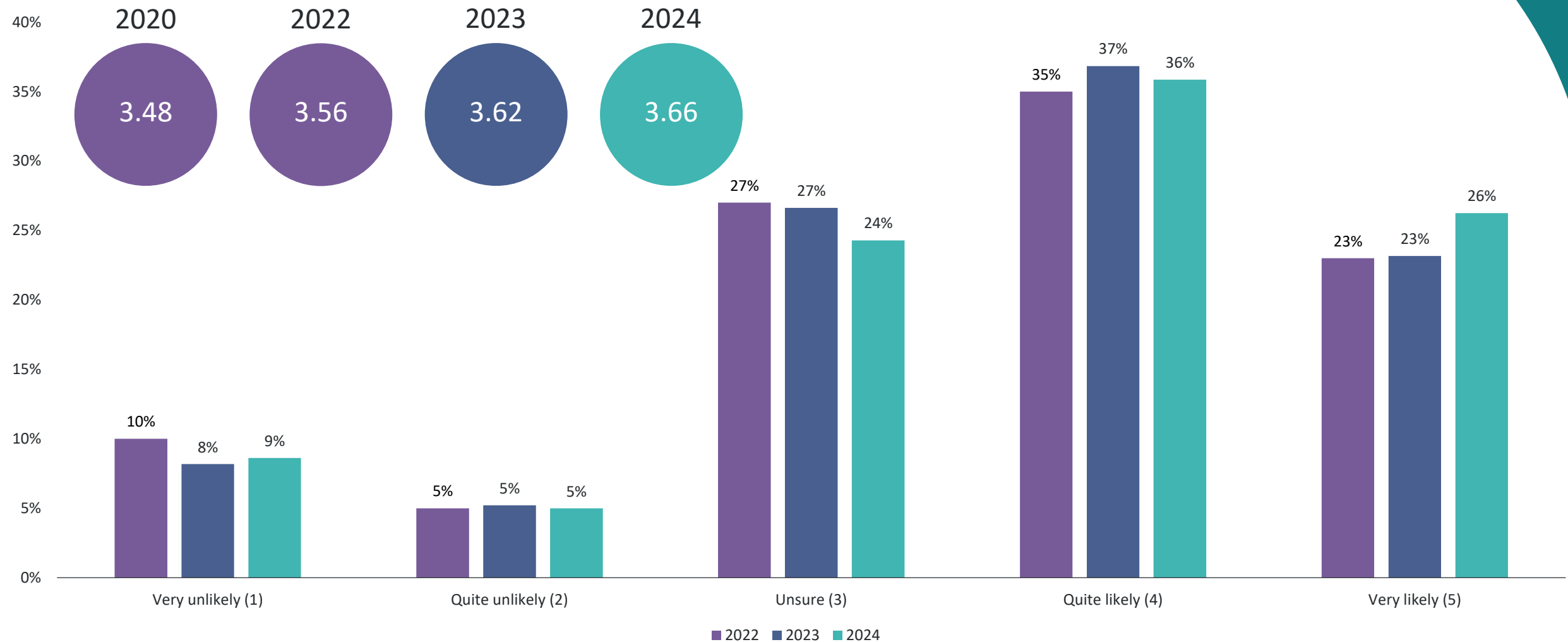
Attendee objectives

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



Likelihood of purchasing

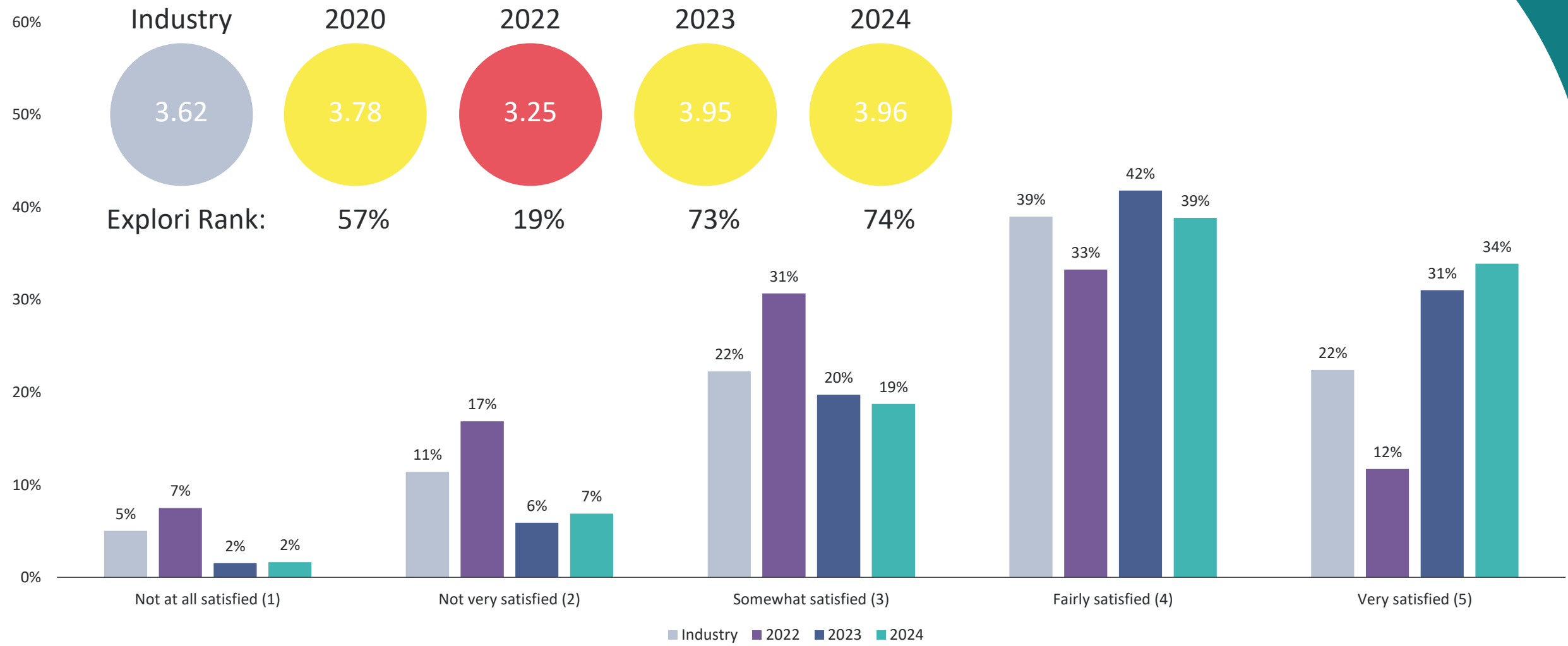
Almost two in three are inclined to purchase a product or service from an exhibitor or someone they've met at IPPE, while a quarter remain unsure - results that closely match those from the previous years



What exhibitors
thought of the
event?

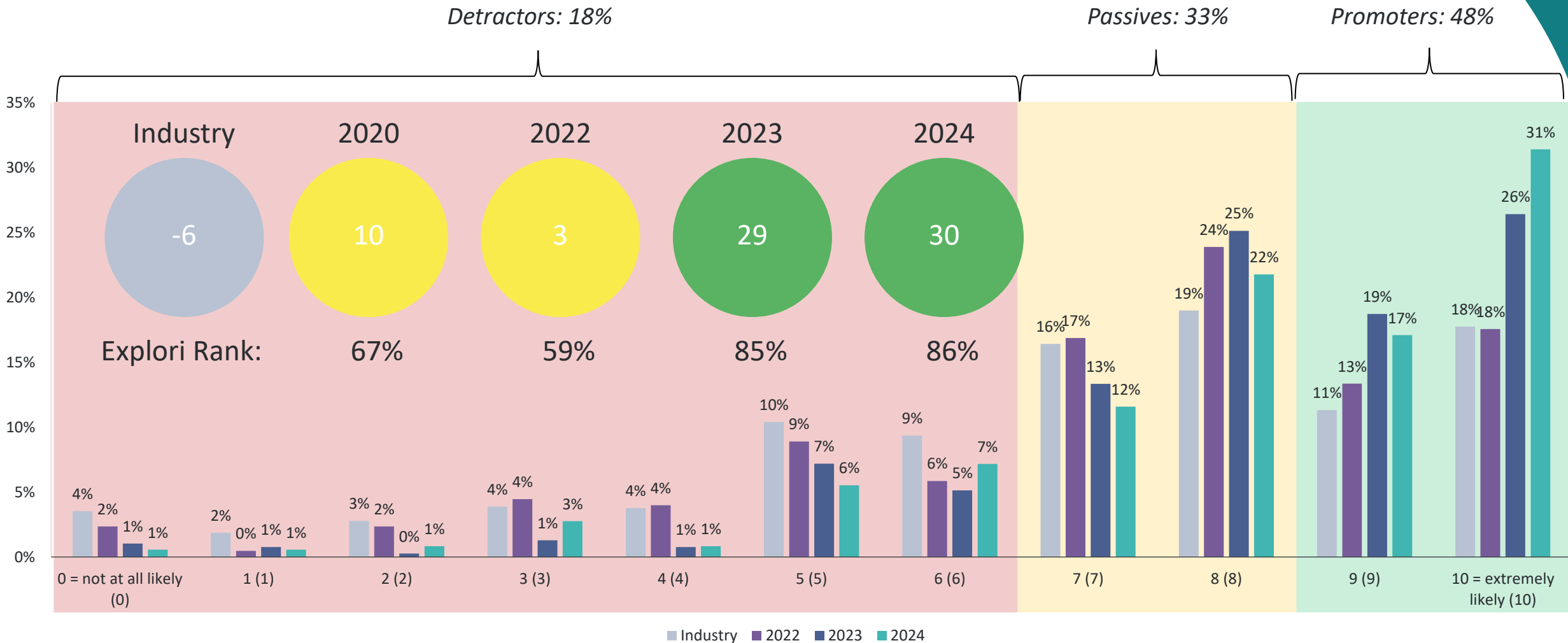
Overall satisfaction

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

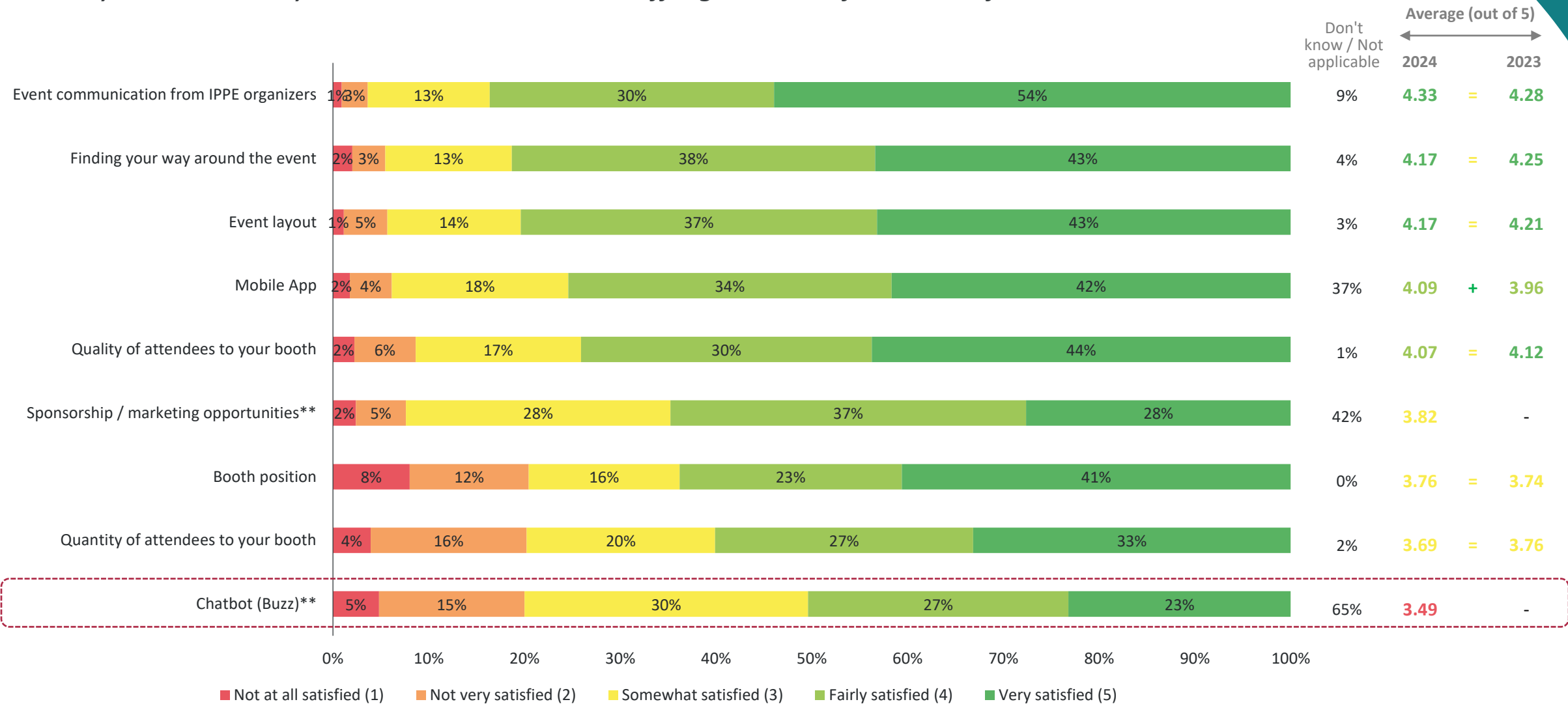


How likely are you to recommend IPPE to a friend or colleague in the industry? Please rate on a scale from 0 - 10, where 0 = not at all likely and 10 = extremely likely.

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 positioned in the center of the slide, serving as a background for the text.

Any questions?



Hall Configuration

FOUR BUILDINGS: A, B, BC and C

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

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

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 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
- maritz.com
- 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



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 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

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

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

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

College Student Career Program

Young Leaders Under 30 Award

NPFDA – National Protein Food Distributors Association

NARA – International Rendering Symposium

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

List of preferred vendors provided on the website.

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

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

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.

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

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

Thank you.