



**Jan. 27 - 29, 2026**  
**ATLANTA, GA**

## **EXHIBITOR PROSPECTUS**

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

Produced by:

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



# IPPE HIGHLIGHTS



Showcase your innovations and solutions to thousands of key decision-makers in the poultry and egg, meat and animal food industries by exhibiting at IPPE.

IPPE brings together global buyers with cutting-edge technology, groundbreaking services and the latest advancements from top industry providers – all in one convenient location. Don't miss the opportunity – secure your space today by submitting your application!

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

## 2026 IPPE

3

INTEGRATED INDUSTRIES

30,000+

INDUSTRY LEADERS WORLDWIDE

80+

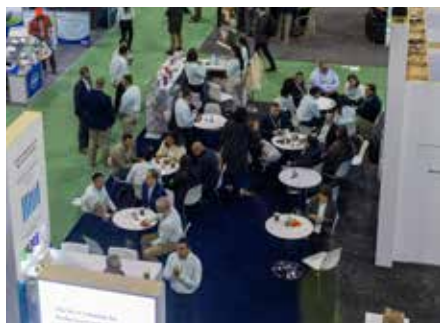
HOURS OF EDUCATION SESSIONS

1,300+

INTERACTIVE EXHIBITS

13.75+

ACRES OF INNOVATIONS, TECHNOLOGY, EQUIPMENT & SERVICES



Show Sponsored By

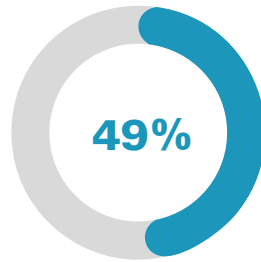


Additional Industry Support .....

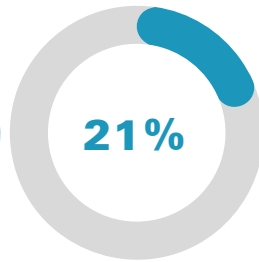


# BUYER INFORMATION

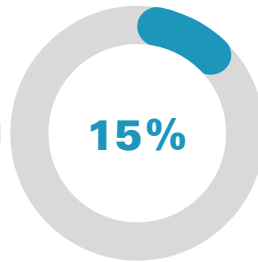
## ATTENDEE BUYING POWER



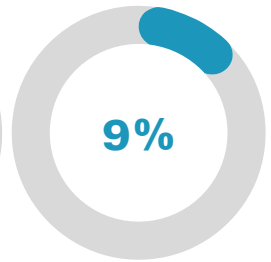
Authorized  
Decision-Makers



Influence  
Buying Decisions



Recommend  
Buying Decisions



Part of a Buying  
Team

## WHY ATTENDEES COME:

**45%**

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

1. Networking Opportunities
2. Experience the Latest Technology
3. Initiate New Business Relationships
4. Find Solutions to Improve Business
5. Learn About New Products & Services
6. Visit New Suppliers & Partners



## BUYER INTEREST

|   |     |
|---|-----|
| Animal Health Products                    | 31% |
| Packaging Equipment/Products              | 31% |
| Feed Ingredients                          | 31% |
| Further Processing Equipment/Products     | 31% |
| Housing & Production Equipment            | 30% |
| Food Ingredients/Raw Materials            | 27% |
| Processing Related Supplies               | 27% |
| Environmental Equipment/Products          | 26% |
| Feed Mill Equipment                       | 25% |
| Egg Collection/Grading Equipment          | 23% |
| Quality Assurance/Food Safety Products    | 18% |
| Slaughter/Evisceration Equipment/Products | 14% |
| Breeding Stock                            | 14% |
| Rendering Equipment/Products              | 12% |

## AREAS OF INTEREST

|                  |     |
|------------------|-----|
| Broilers         | 48% |
| Commercial Eggs  | 23% |
| Pork/Swine       | 21% |
| Beef/Cattle      | 11% |
| Animal Food/Feed | 13% |
| Turkeys          | 10% |
| Other            | 18% |

# ATTENDEE JOB FUNCTIONS

40% C-Level Management

22% Sales & Marketing

11% Plant/Live Operations

9% Engineering/Facility & Research & Development



# WHO ATTENDS IPPE?

IPPE draws a wide-ranging audience through targeted promotional efforts, attracting key professionals such as executives, plant and operations managers, procurement specialists, engineers, researchers and other industry leaders from top companies across the global animal food, meat, poultry and egg sectors.

To further broaden its international reach, IPPE partners with international trade associations, travel agencies, industry media and other organizations to bring in high-quality buyers and decision-makers from around the world. The 2026 IPPE offers a dynamic platform to generate valuable leads, build lasting relationships and connect with industry peers—all in one place.

IPPE exhibitors typically walk away with significant leads, media coverage, brand exposure to 30,000+ attendees and face-to-face time with key decision-makers. For many, it's the most efficient 2-3 days of business development all year.

# 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 2025 IPPE. Companies come from all over the world to conduct business at IPPE. For a comprehensive list of companies that attend IPPE, visit [ippexpo.org](http://ippexpo.org).

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



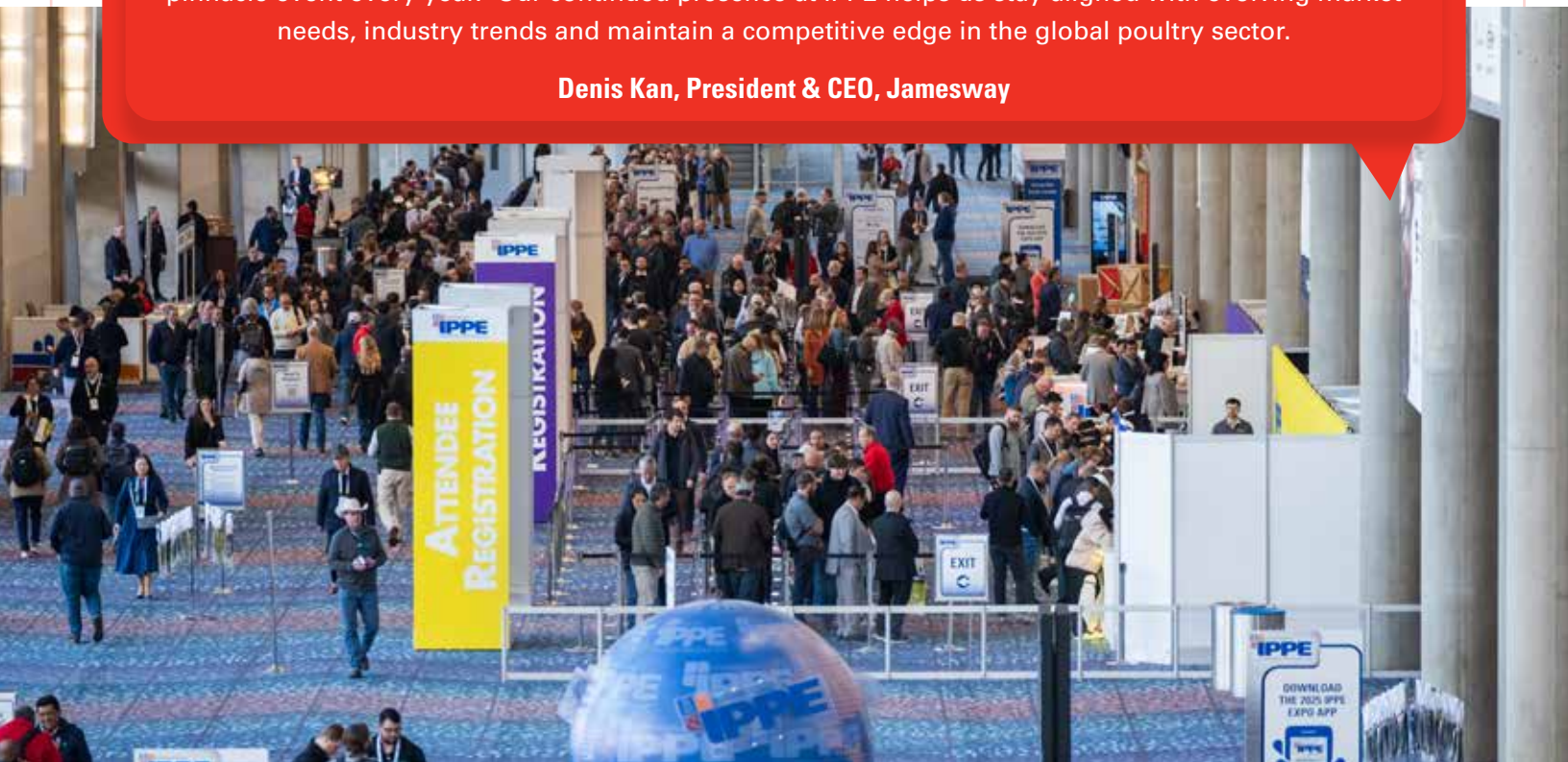
## As an exhibitor, you can take advantage of the following benefits:



- **Connect with fresh, qualified prospects.** Forty-five percent of attendees are new to the show and come from more than 130 countries, offering a unique opportunity to expand your reach.
- **Engage with both existing clients and new leads** over three days of face-to-face interaction. With thousands of attendees, many of whom influence purchasing decisions, the possibilities are vast.
- **Forge valuable connections, increase engagement and improve collaboration** through in-person dialogue. Understand the current and future needs of end users to strategically position your offerings for success.
- **Access to private meeting rooms at the venue.**
- **Access to hotel suites for after-hours customer meetings and receptions.**
- **Complimentary exhibitor registration for company employees who represent your company at IPPE.**
- **Complimentary company name and booth number in all printed guides, as well as a more detailed list of product and service categories, along with a company logo and description, in digital guides and attendee planners.**
- **Apply for TECHTalks 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 registrations for your customers!**
- **Elevate your brand through sponsorship opportunities, enhancing visibility and establishing thought leadership.**
- **Secure early hotel bookings for future events.**
- **Gain feedback from attendees on products and services.**

Jamesway has proudly exhibited at IPPE for the past 72 years and this show continues to be our pinnacle event every year. Our continued presence at IPPE helps us stay aligned with evolving market needs, industry trends and maintain a competitive edge in the global poultry sector.

**Denis Kan, President & CEO, Jamesway**



# MARKETING AND SPONSORSHIP OPPORTUNITIES



## Extend your brand beyond your booth.

The 2026 IPPE will welcome thousands of attendees. To elevate your visibility and leave a lasting impression, take advantage of IPPE's diverse sponsorship opportunities. Choose one or combine several to create a customized strategy designed to drive booth traffic and increase attendee engagement.

Sponsorships will open at 12 p.m. EDT (U.S.) on July 7 online via the IPPE website on a first-come, first-served basis.

- Pre-show, during-show and post-show promotion
- Sponsor - spotlight opportunities

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



## WHO EXHIBITS AT IPPE?

Top providers of equipment, technology and services from the animal food, meat, poultry and egg industries will come together at IPPE to present their newest innovations and solutions. Their goal is to help businesses drive real results. IPPE is a recognized, quality investment that fosters enhanced brand awareness, delivers superior value and offers opportunities to:



- Generate leads from attendees from all over the world
- Enter new markets
- Increase brand recognition & company awareness
- Cultivate new connections with purchasing influencers & decision-makers
- Strengthen relationships with current clients & industry partners
- Reconnect with dormant leads
- Set your business apart from competitors
- Associate your company with industry leaders
- Demonstrate your support for the industry
- Increase your website & social media traffic

As a partner for more than 40 years, International Paper looks forward to exhibiting each year at IPPE. Our designers and packaging engineers are constantly working to develop new packaging innovations to improve our customers supply chain with more sustainable and reliable packaging solutions. IPPE gives us the opportunity to showcase those innovations and spend quality time not only with customers but prospective customers as well.

**Clay Adkins, National Sales Executive, International Paper**



# 2026 EXHIBIT BOOTH RATES

## **Base Price:**

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

## **Tenure Discount**

(available to exhibitors of 2025 IPPE):

\$4/square foot

## **Corner(s):**

Additional \$250 per corner

## **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.



**General booth sales begin June 9!**

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

## EXHIBITOR RETURN ON INVESTMENT

**COMPLIMENTARY BOOTH STAFF REGISTRATIONS** to ensure you have the on-site expertise you need.

**COMPLIMENTARY CRATE STORAGE** during IPPE.

**EXCLUSIVE HOUSING DISCOUNTS AND SERVICES** with early access to discounted Atlanta hotel rates through IPPE's exclusive housing provider, Maritz.

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

**PRIVATE MEETING ROOM ACCESS** on-site and at IPPE block hotels, so you can conduct business in a professional and private setting.

**CAPTURE VALUABLE LEADS** through Maritz's lead retrieval devices.

**ONLINE EXHIBITOR SERVICE KIT** is a practical guide to plan, set up and dismantle your exhibit with ease, while also including helpful tips and advance-order discounts.

**TIMELY SHOW UPDATES** help exhibitors stay informed about show progress and tips to maximize your event success.

**CUSTOMER INVITE PROGRAM** enables exhibitors to provide complimentary registration for trade show floor access to your customers and prospects.

**BUILD AND REKINDLE RELATIONSHIPS** through in-person meetings with existing clients or partners, reconnect with dormant leads, network with potential partners and strengthen customer relationships and loyalty.

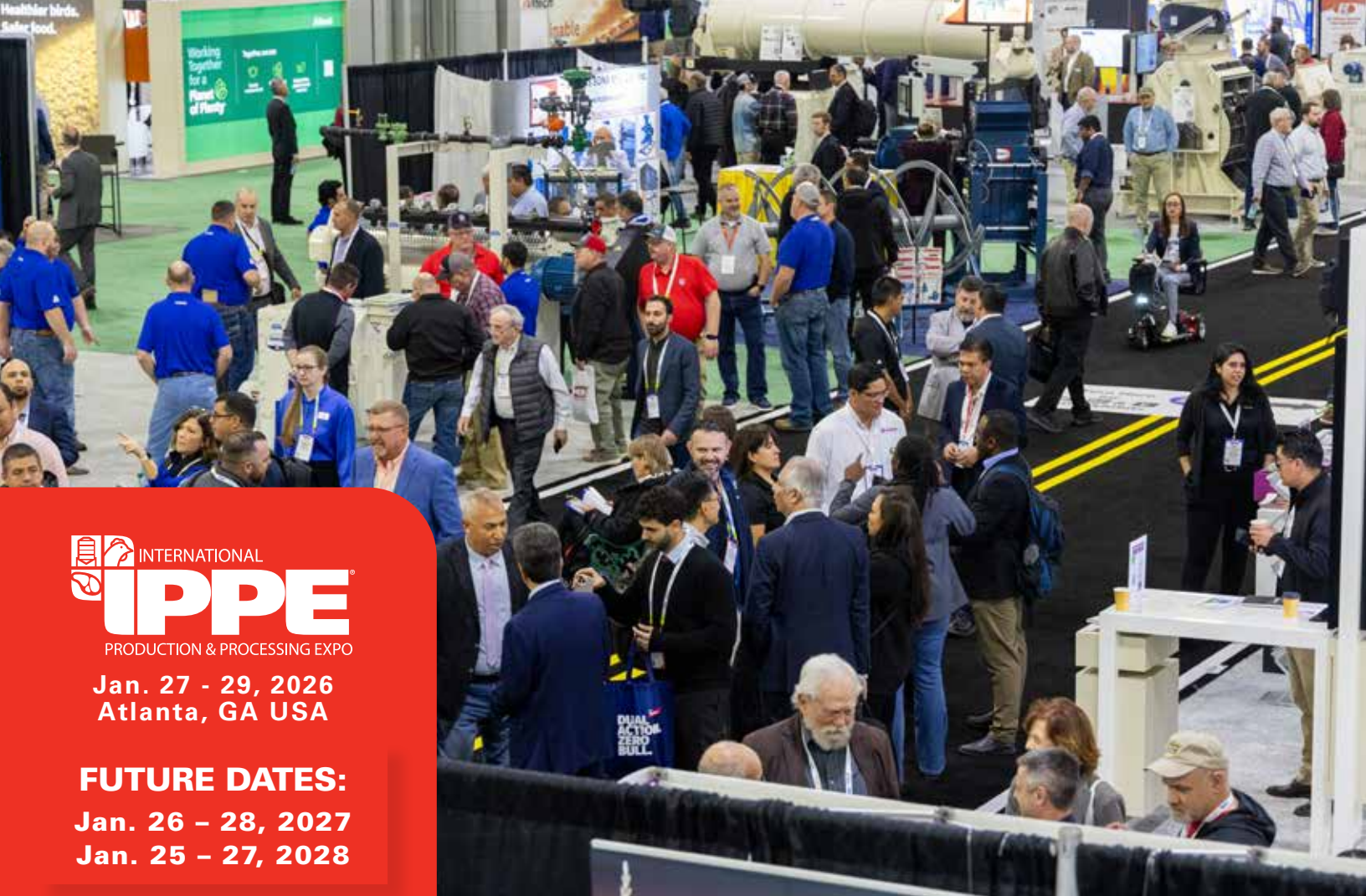
**CREDIBILITY** by being seen among top brands and industry leaders and being a key player in the space.

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

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

**INCREASE SOCIAL MEDIA AND WEBSITE TRAFFIC** by showcasing your presence at IPPE, sharing engaging content (behind-the-scenes of your booth, go live, event hashtags), amplifying brand exposure and driving attendees to your digital platforms before, during and after the show. More website and social traffic means more leads, better visibility and higher brand credibility – before, during and long after IPPE ends.





**Jan. 27 - 29, 2026**  
**Atlanta, GA USA**

### **FUTURE DATES:**

**Jan. 26 - 28, 2027**  
**Jan. 25 - 27, 2028**

Visit [ippexpo.org](http://ippexpo.org) and click on the **Exhibit tab** to explore exhibiting opportunities for the 2026 IPPE.

## **EXHIBITOR SERVICES TEAM**

### **IPPE GENERAL MANAGERS**

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Meat Institute, Eric Zito  
[ezito@meatinstitute.org](mailto:ezito@meatinstitute.org)  
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### **SHOW REGISTRATION**

Robin Hughes, Expo Registration Manager  
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### **EXHIBIT COORDINATOR**

Anne Sculthorpe, Senior Exhibit Manager  
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### **HOTEL COORDINATOR**

Barbara Jenkins, Hotel Coordinator  
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### **SPONSORSHIPS AND PROMOTIONAL OPPORTUNITIES**

Lisette Reyes, Expo Services Manager  
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### **MEDIA OPPORTUNITIES**

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### **EXHIBIT SALES**

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