



April 8, 2025

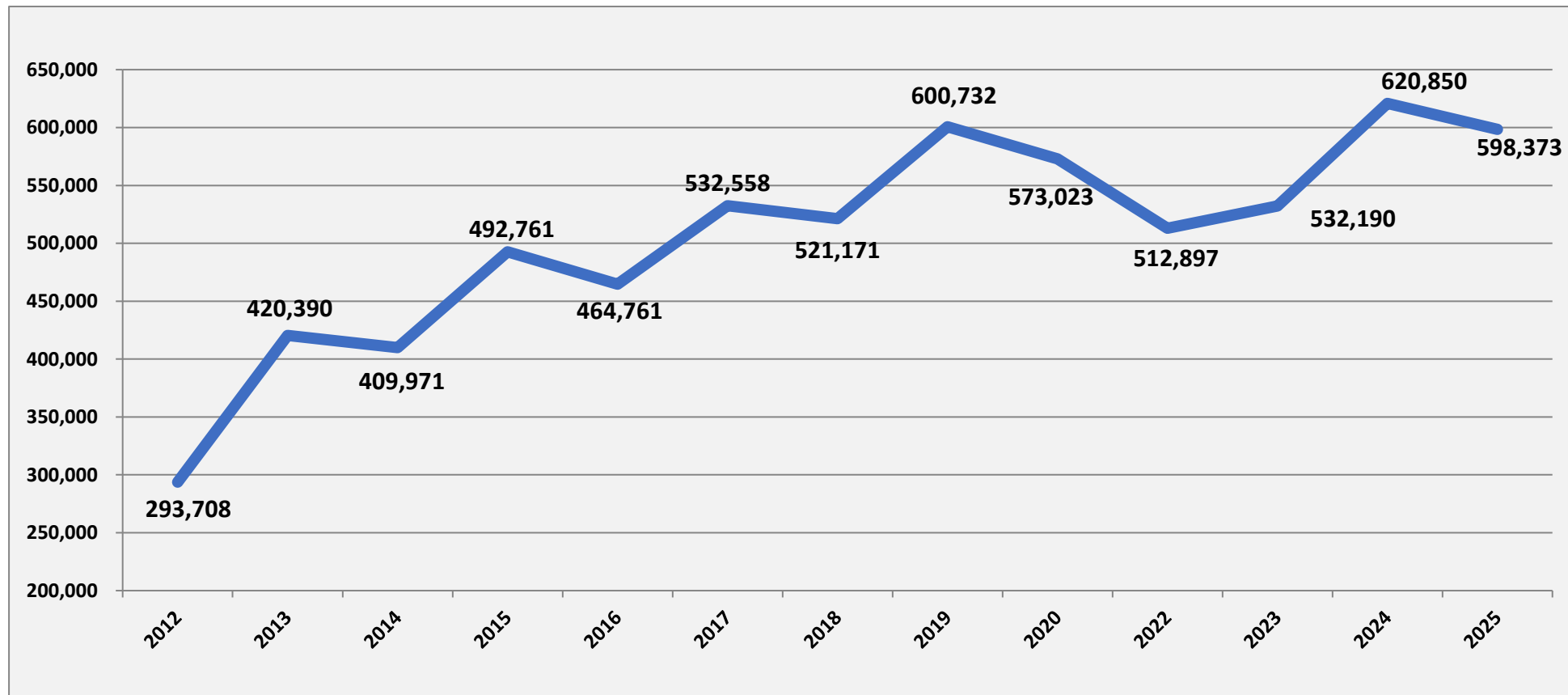
EAC Meeting IPPE Overview

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

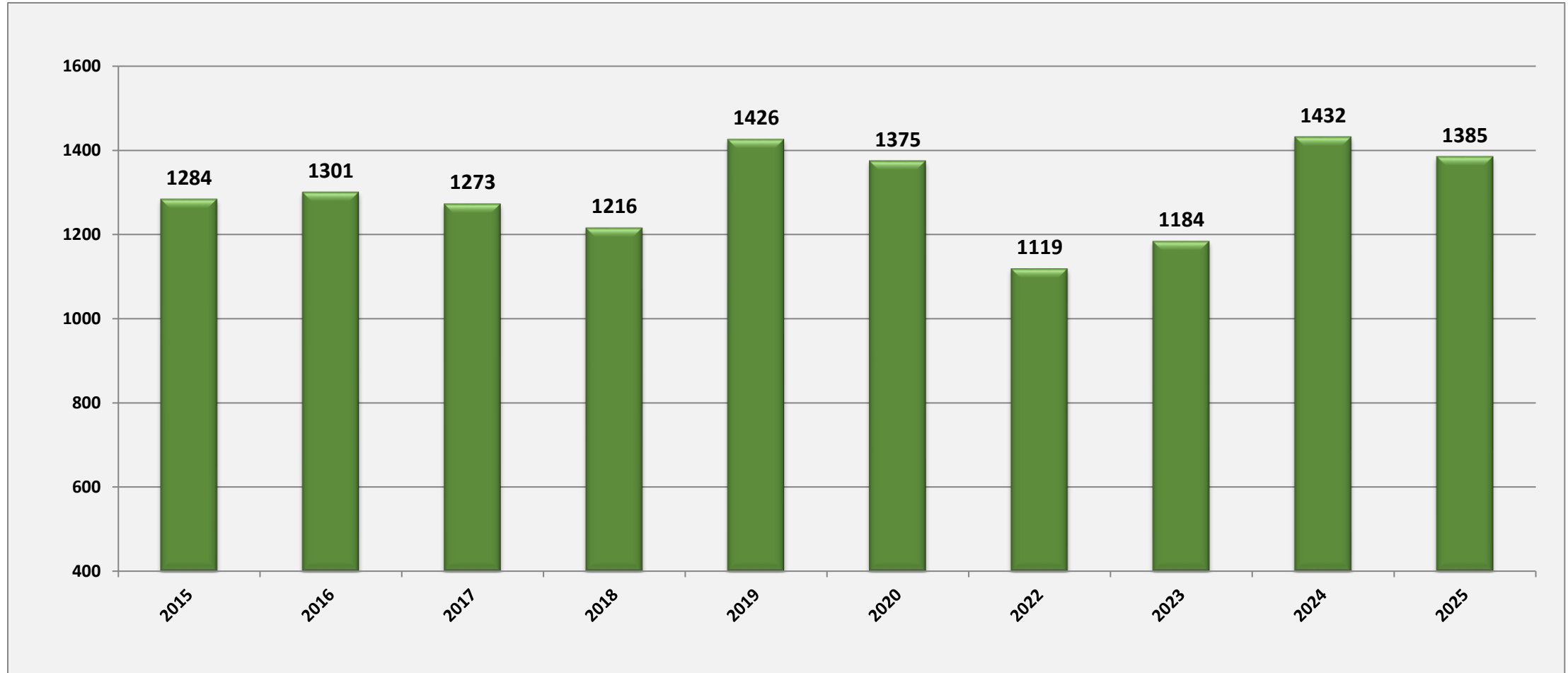
2025 IPPE Summary

- 598,373 sq. ft.; 1,385 exhibitors
- 252 new exhibitors booked 39,375 sq. ft.
- 732 exhibitors with 250 sq. ft. or less, representing 99,990 sq. ft.
- 30,502 attendees
- 21,593 Domestic (71%) and 8,909 International (29%)
- 49% of international attendees from Latin America
- 129 countries represented (25 through TEPP)
- 34,949 leads collected by 542 exhibitors

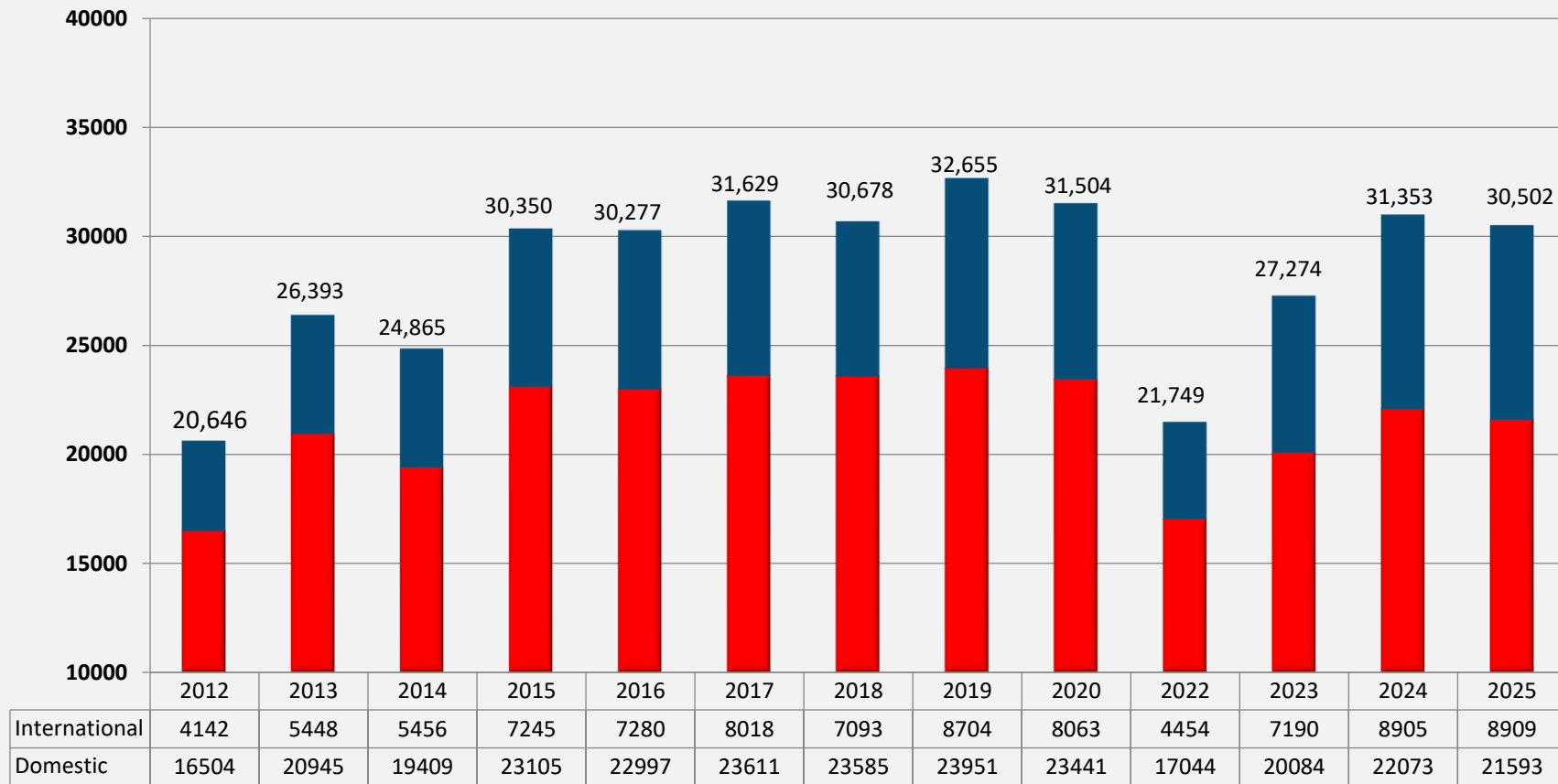
12 Year Trend - Exhibit Space



12 Year Trend – Number of Exhibitors

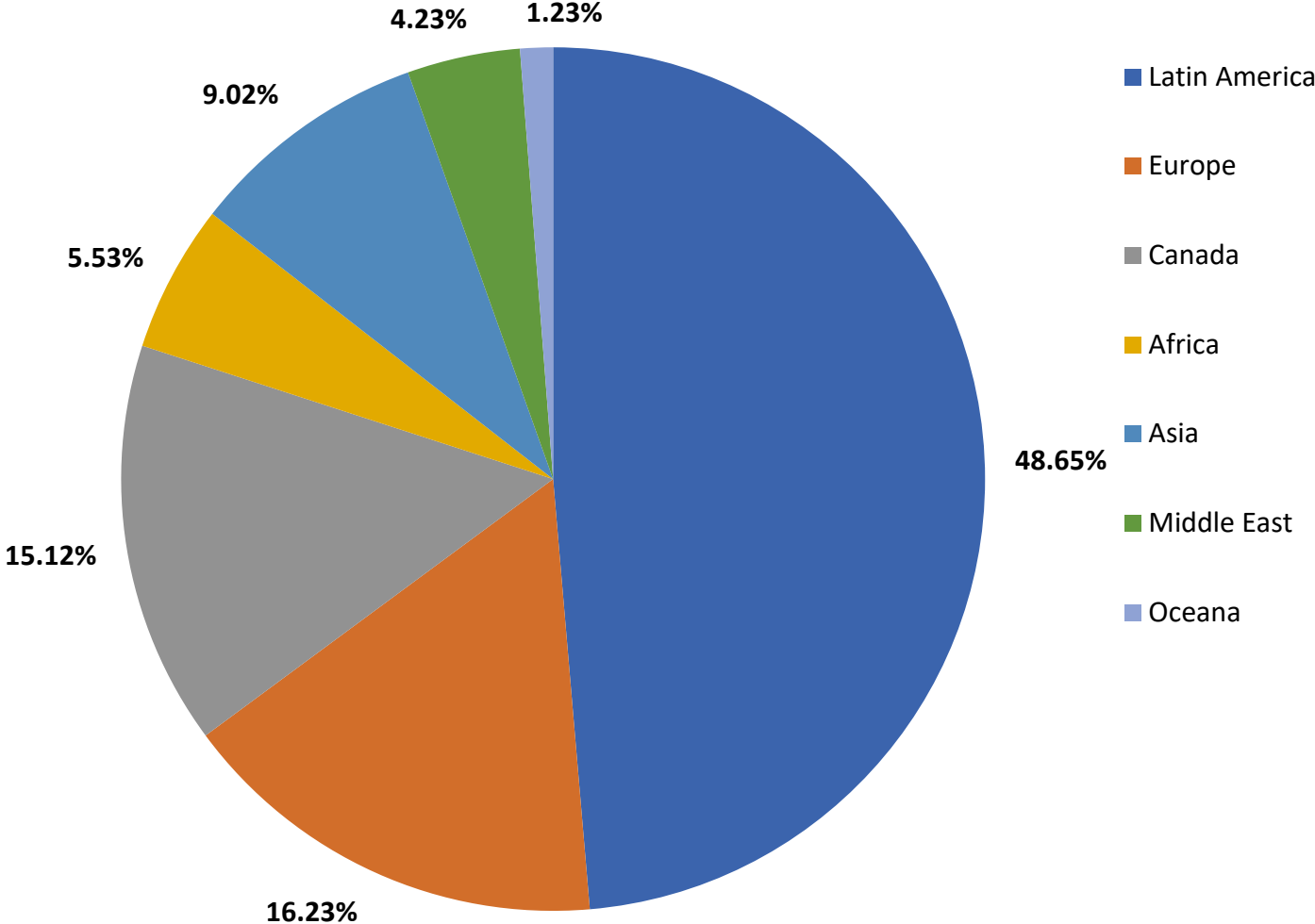


12 Year Trend - Attendee

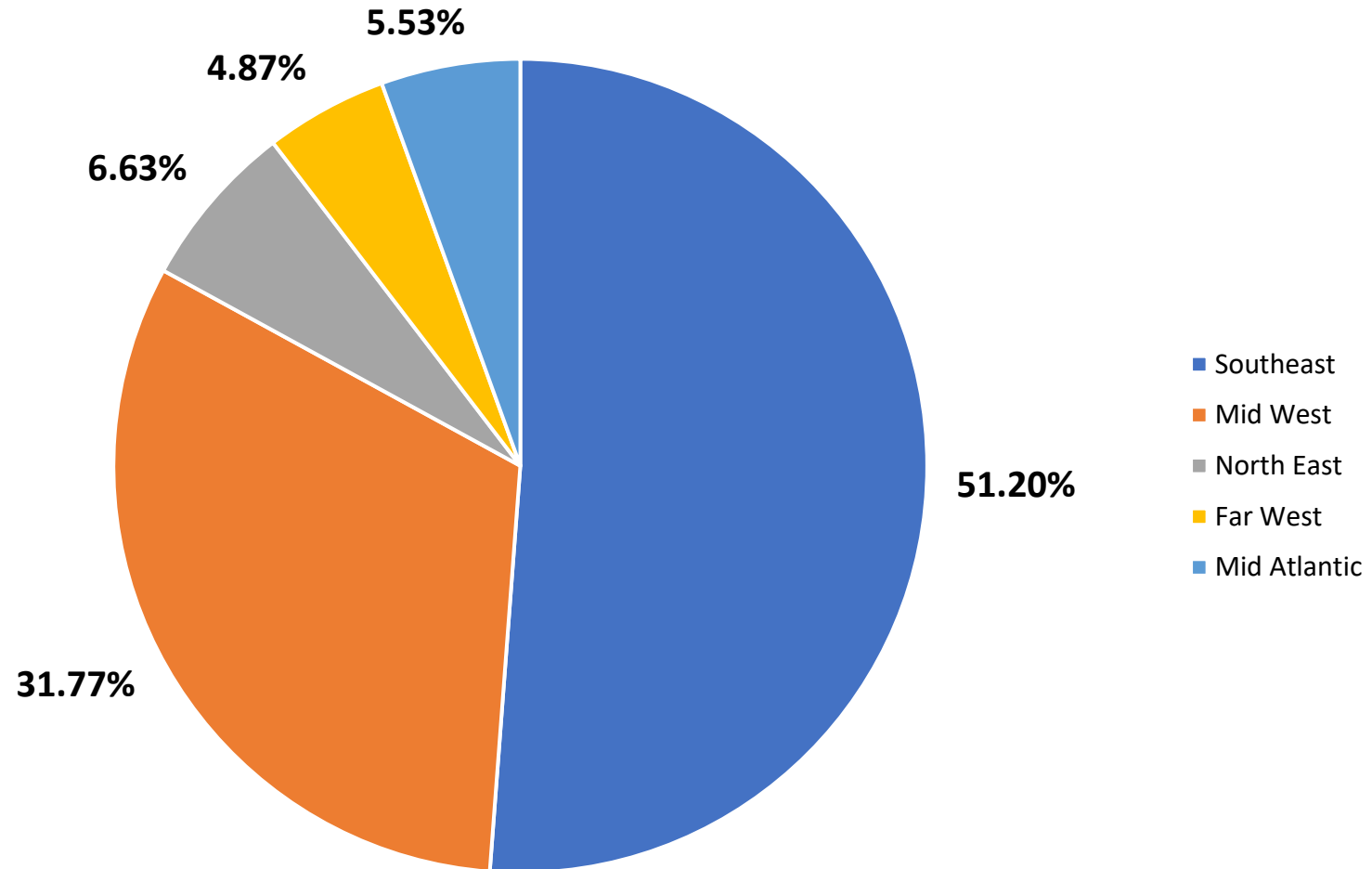


■ Domestic ■ International

2025 IPPE International Registration Breakout



IPPE 2025 US Region Distribution





IPPE 2025

Post-show survey results

U.S. POULTRY AND EGG ASSOCIATION

March 2025





- Performance of the event was 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 were also compared to the Industry and IPPE 2024 benchmarks, where these were available



- **Event dates:** January 28th – 30th 2025
- **Fieldwork dates:** February 3rd – 17th 2025



Attendees

- **13,902** contacts sent survey
- Two reminder emails
- **978** completes – **7.0%** response rate
 - 2024: **1,323** completes – **8.3%**



Exhibitors

- **1,256** contacts sent survey
- Two reminder emails
- **242** completes – **19.3%** response rate
 - 2024: **363** completes - **19.8%**

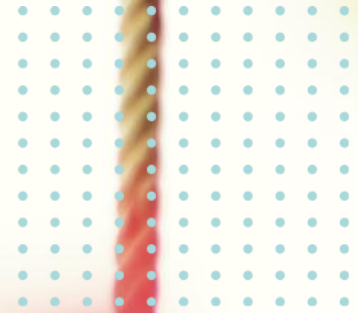


What we will cover?

- 1 Who attended IPPE 2025?
- 2 How was their experience at IPPE?
- 3 What are their objectives?
- 4 What did exhibitors think of IPPE?

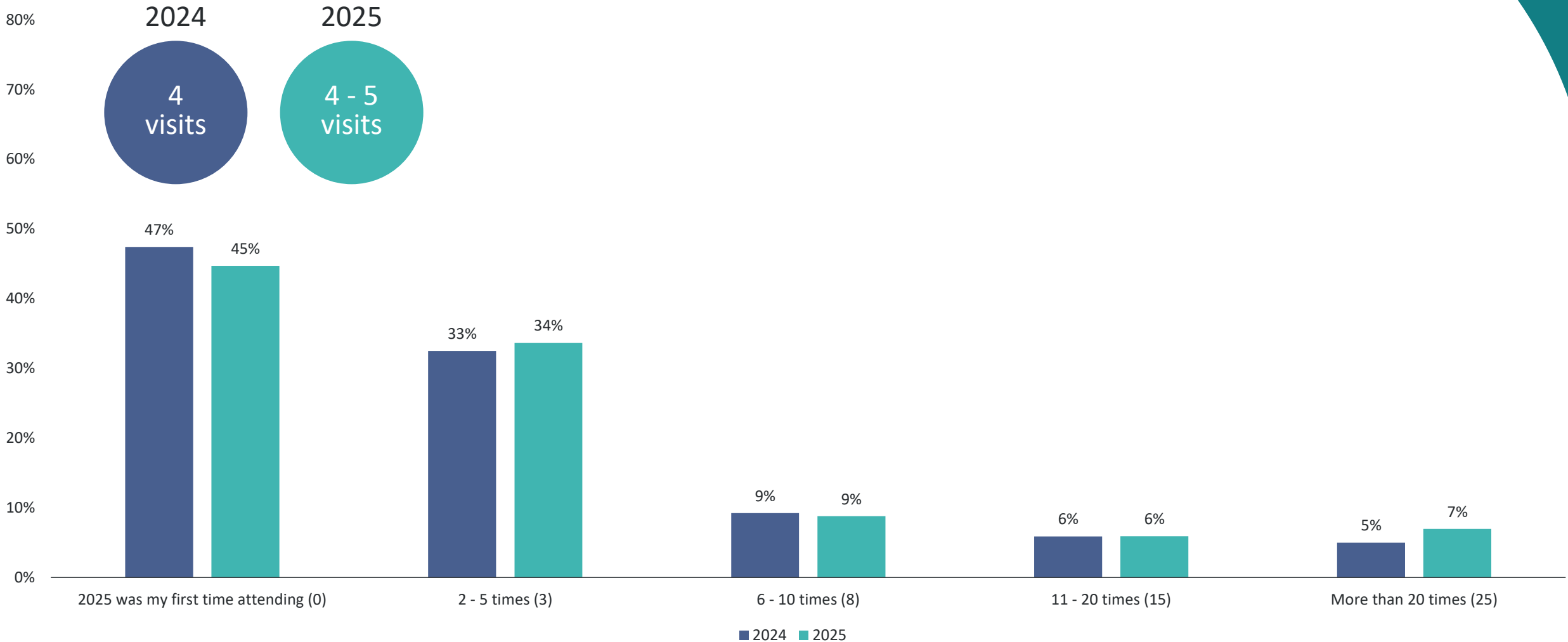
A large, solid orange circle is centered on the page, containing the text 'Who attended IPPE?'.

Who attended IPPE?



No. of previous visits

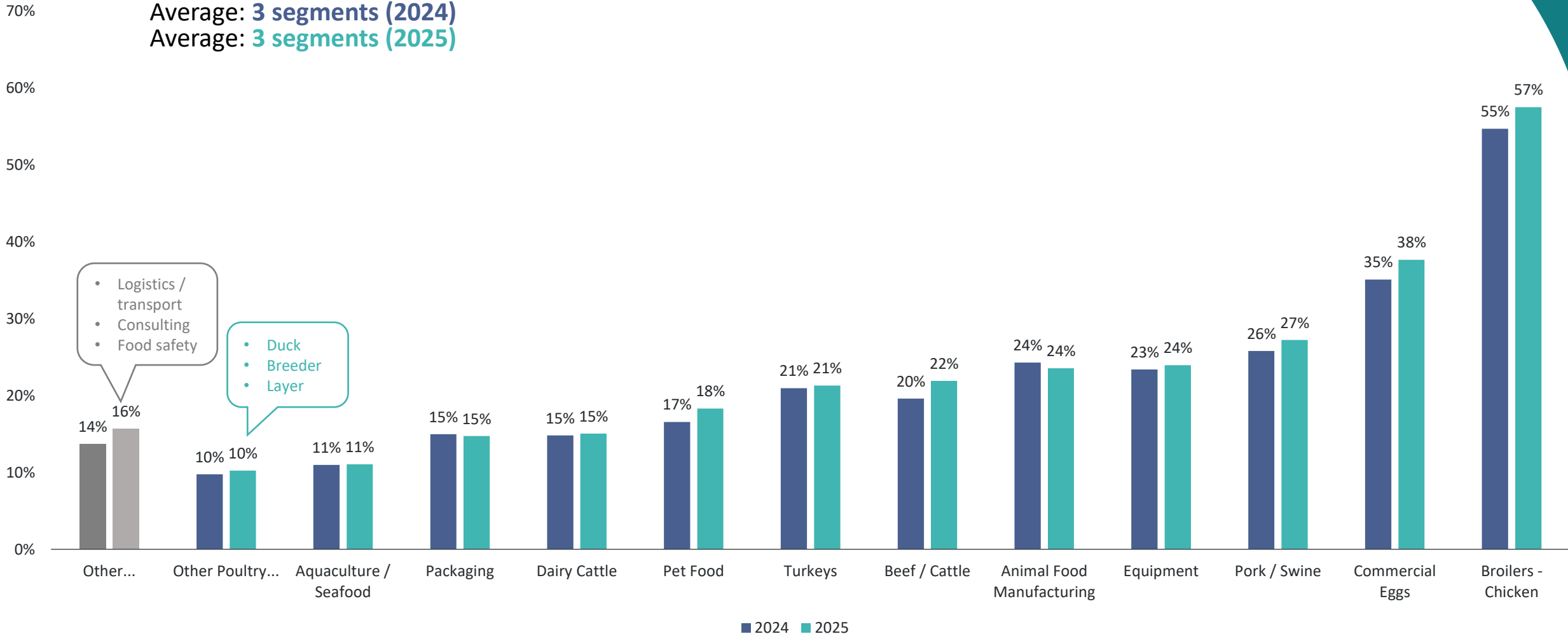
Attendees had previously visited IPPE four to five times on average, with 45% of those visiting doing so for the first time



Company segments

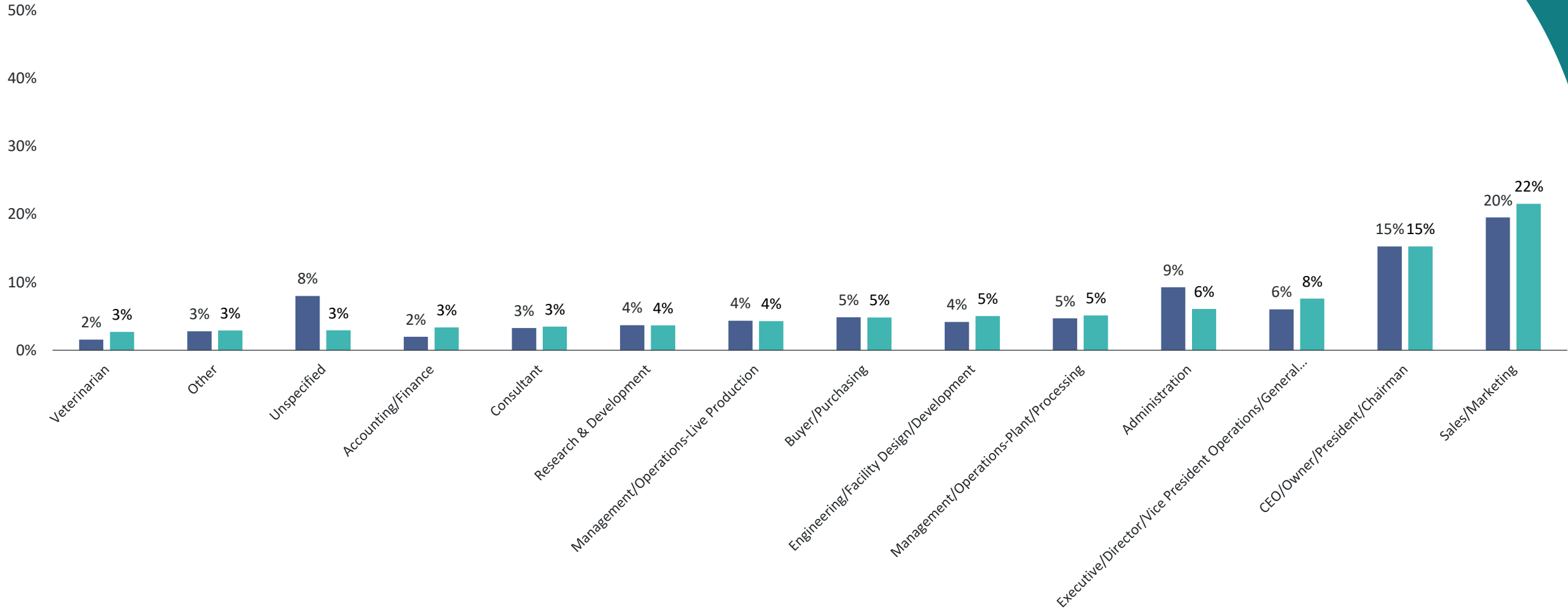
Companies in the Broiler Chicken, Commercial Eggs, and Pork / Swine segments were most represented by attendees


Average: 3 segments (2024)
Average: 3 segments (2025)



Job function (IPPE DATA)

Sales / Marketing was the most common job function for IPPE attendees followed by CEO/Owner/President/Chairman, which aligns with 2024

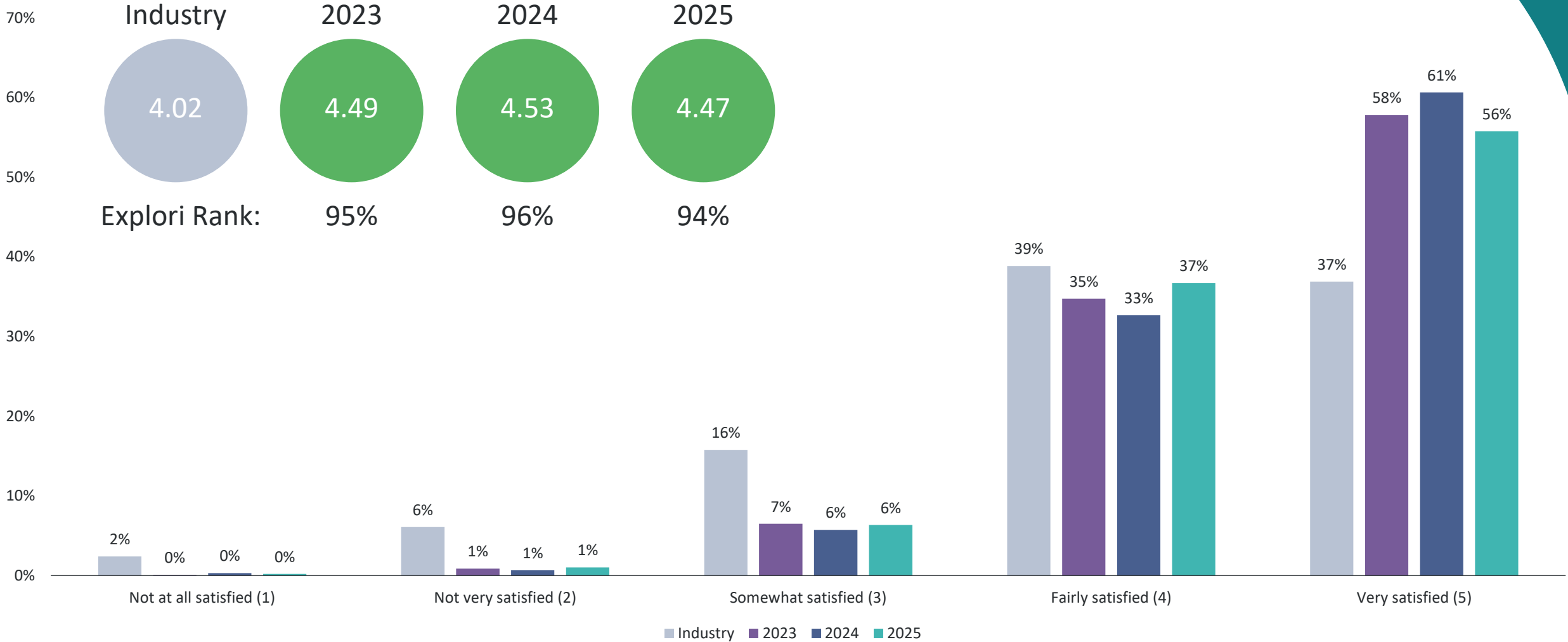


A 3D architectural rendering of a building facade is shown in the bottom left corner. The facade is composed of a complex, geometric pattern of grey and white polygons, creating a textured, crystalline appearance. Several dark, arched openings are visible, suggesting windows or doorways. The building is viewed from a low angle, looking up towards the top right.

How was their
experience at IPPE?

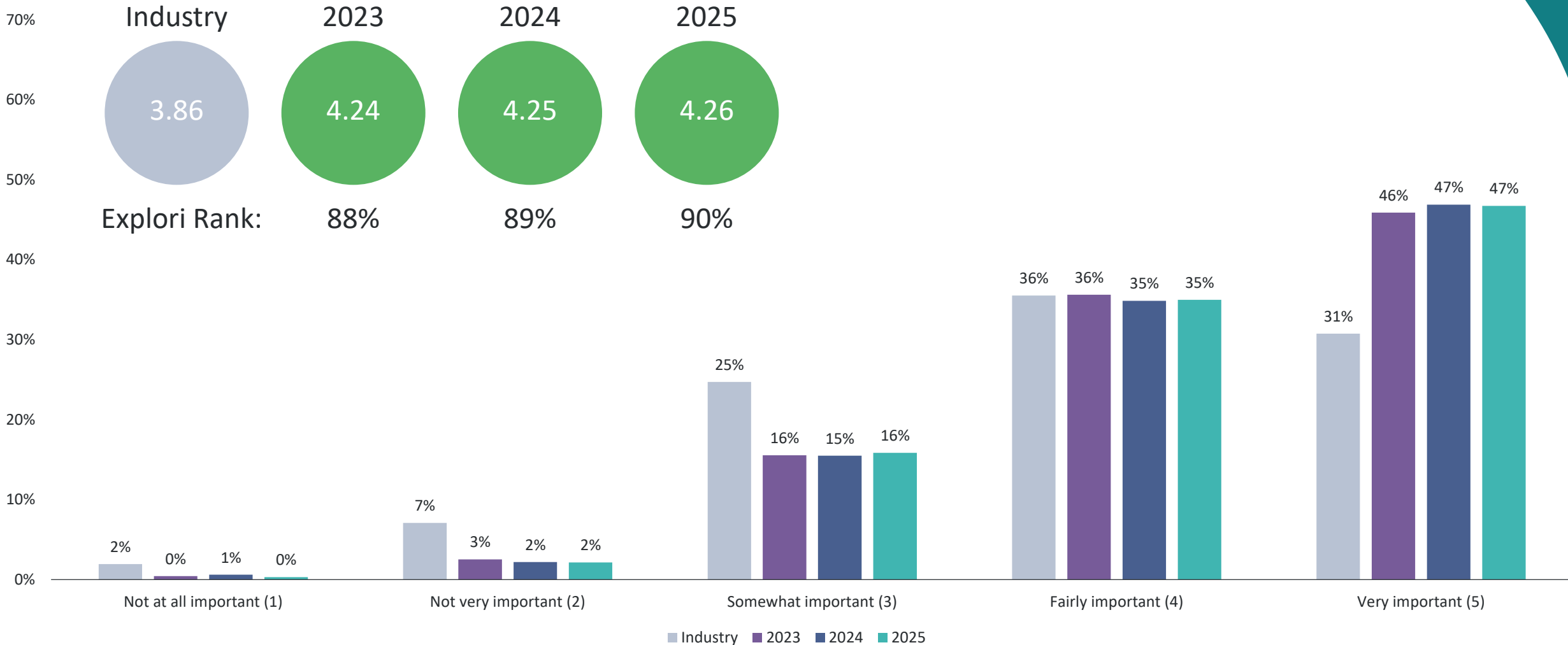
Overall satisfaction

An impressive 93% of attendees were fairly or very satisfied, comfortably exceeding the industry benchmark and a rank near the top of the upper quartile was attained



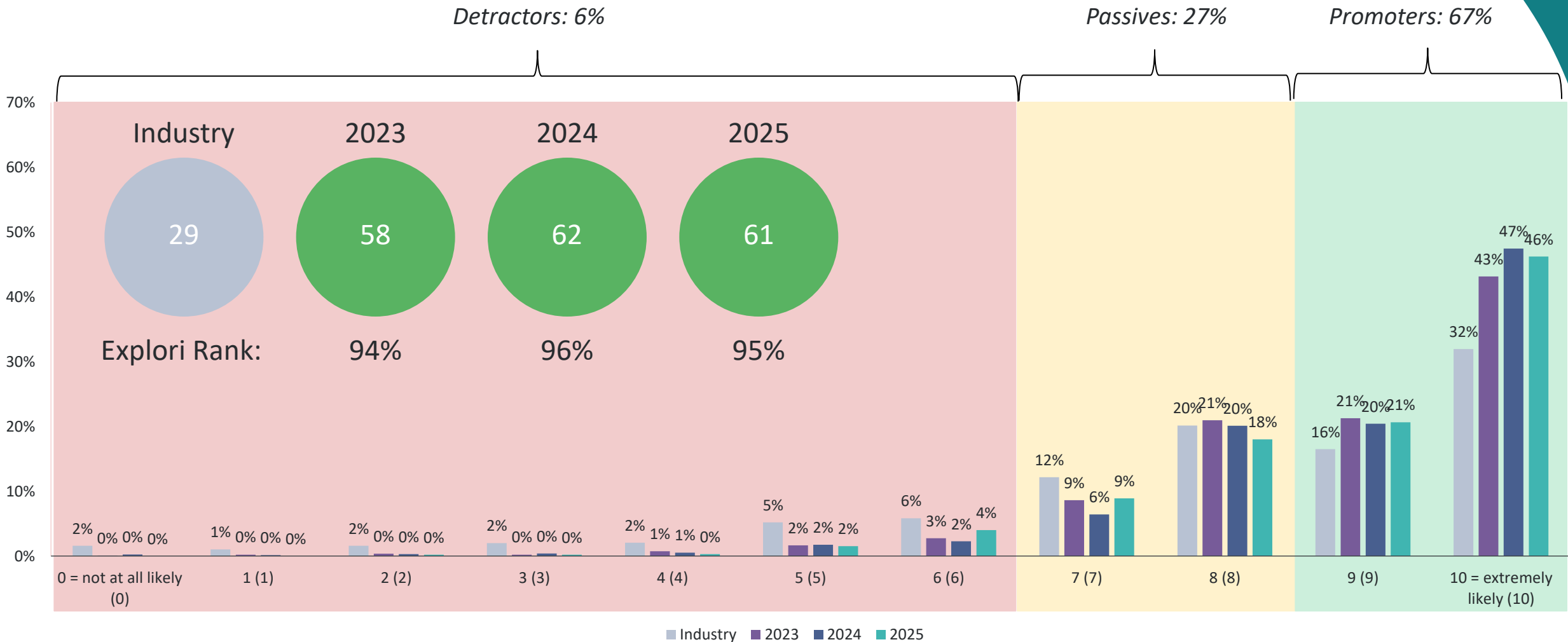
Importance of IPPE

82% of attendees felt the event was fairly or very important, making IPPE more important than the industry norm



Net Promoter Score

NPS outscored the industry benchmark by some distance, since 67% of attendees were Promoters. This KPI also achieved near to the highest rank in the top quartile of events measured by Explori





NETWORKING

41%

- Possibility to connect with industry professionals, potential clients, suppliers and colleagues was valued

The event is a huge meeting point for poultry industry players

It is a great place to network with all aspects of the industry

I was able to connect with many industry professionals



RANGE OF EXHIBITORS

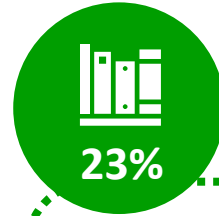
14%

- The breadth of exhibitors present that represented the entire industry were a big positive

It is a great opportunity to see all of the players in the entire industry

It is a good mix of live production feed and processing

Exhibitors cover the range of services and products needed to run a successful poultry operation. One stop shop.



INFORMATIVE / EDUCATIONAL

23%

- Attendees appreciated the opportunity to learn about latest technologies, trends, and innovations

Allows us to see new technology coming into the food production industry and food safety

IPPE is the best opportunity I know of to learn about the latest technologies and issues facing the... industry

Every time I attend, I learn something new



BUSINESS DEVELOPMENT

9%

- Ability to find new customers, suppliers, and business partners all at IPPE were cited by attendees

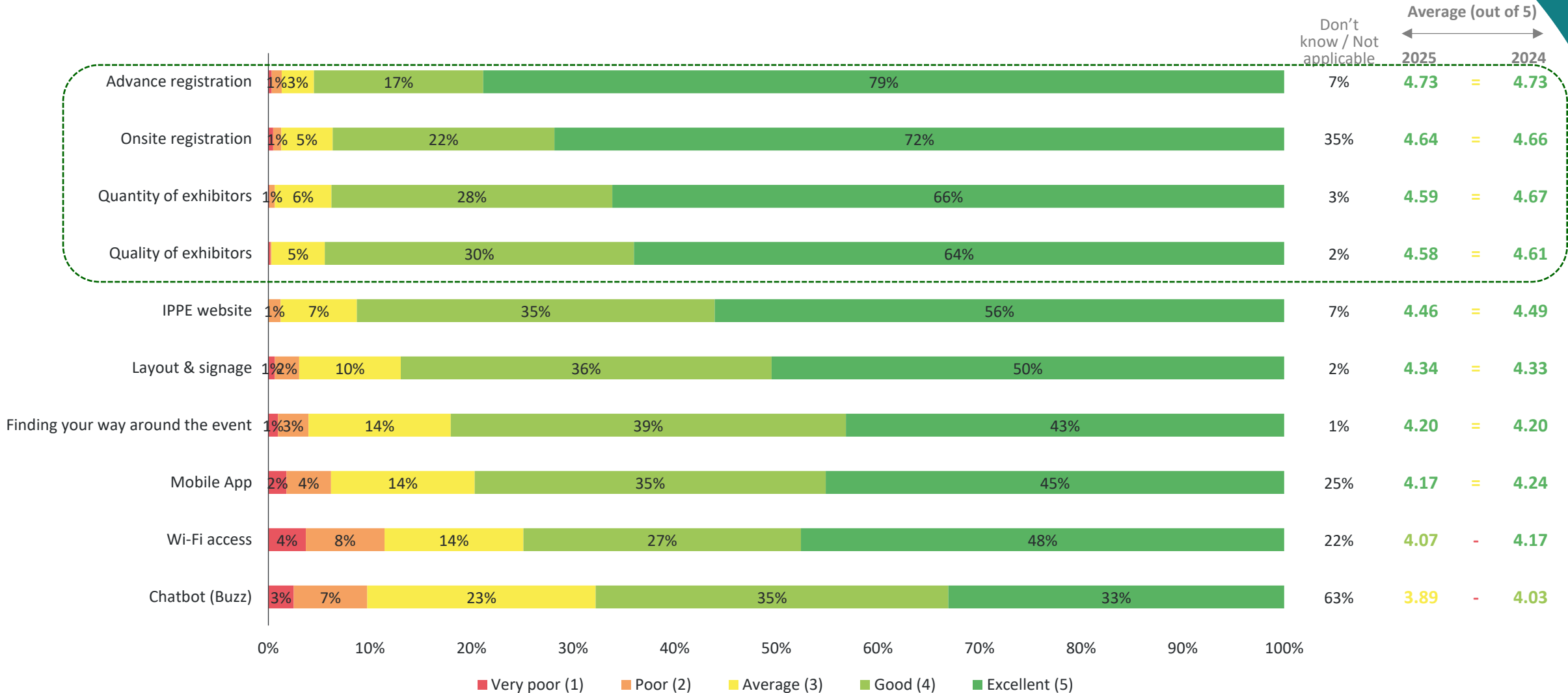
I made numerous connections with people in the industry that have already spurred new business

Best place... to grow business under one roof

I was able to make many contacts with clients and new partnerships for our work

Event aspects ratings

Advance & onsite registration, along with the quantity & quality of exhibitors, were very highly rated aspects. Chatbot (Buzz) was not widely used but had a little room for improvement

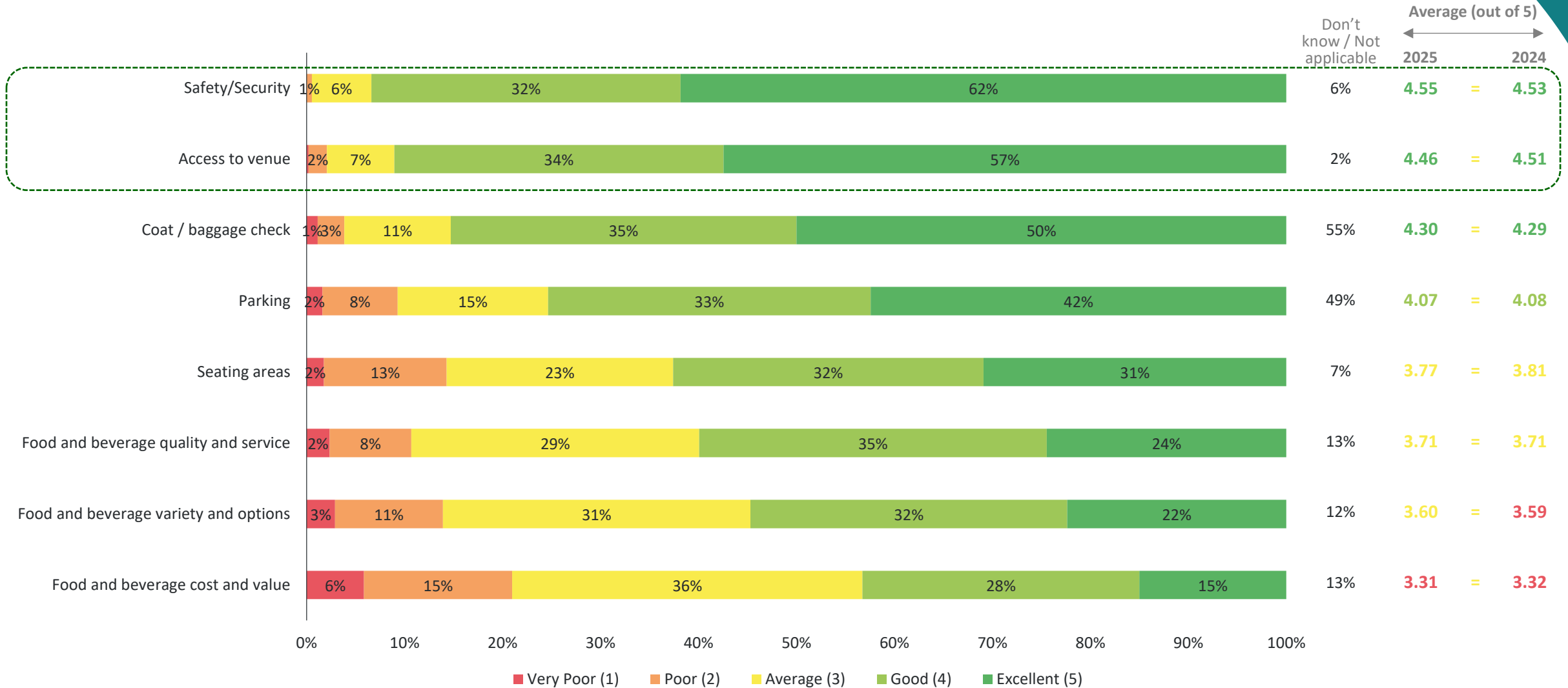


Please rate IPPE on the following elements:

Base - 2024: 1321; 2025: 978
*Percentages rebased excluding N/A's

Venue services ratings

The venue was praised for safety / security, access, and the coat / baggage check. However, all aspects of catering - cost, variety and quality - could have been better



Please rate Georgia World Congress Center on the following elements?

Base - 2024: 1322; 2025: 978
*Percentages rebased excluding N/A's

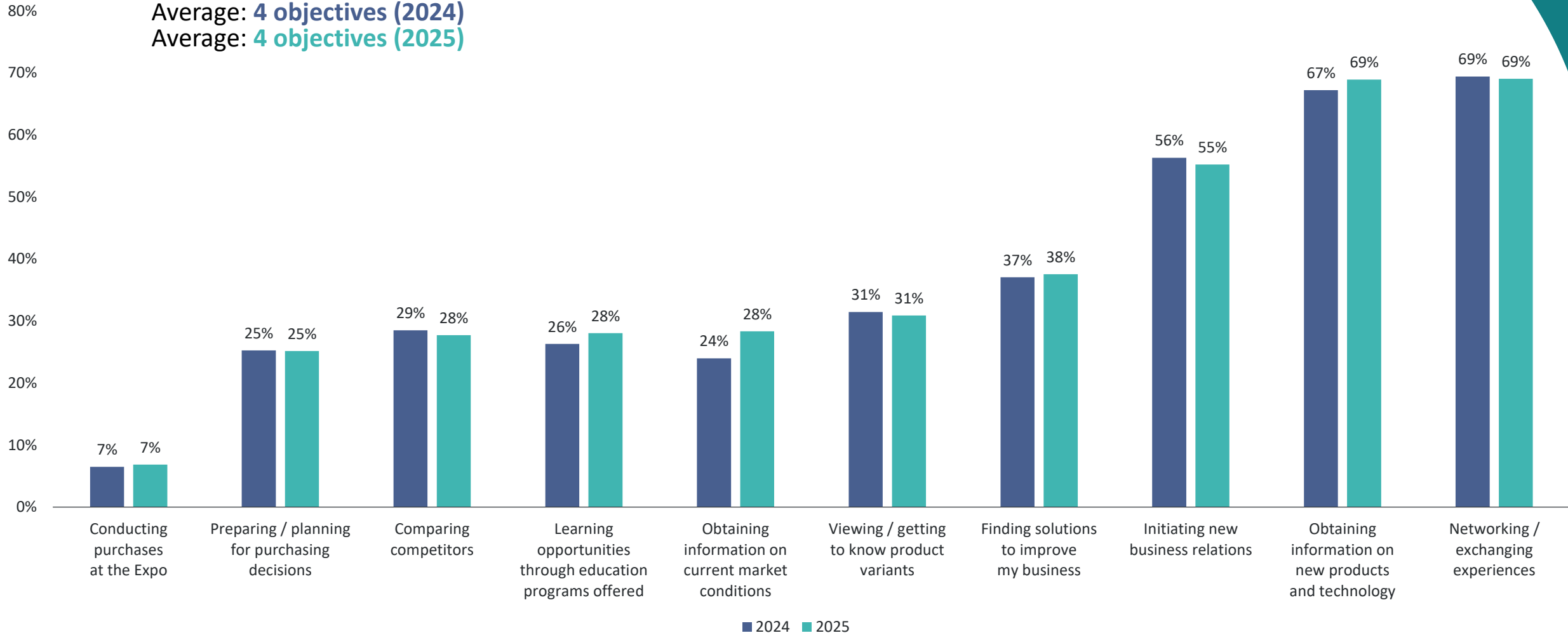
A 3D architectural rendering of a building's facade is shown in the bottom left corner. The facade is composed of a complex, geometric pattern of white and grey triangular and polygonal panels. Several dark, arched openings are visible, suggesting windows or ventilation ports. The building is viewed from a low angle, looking up towards the sky.

What are their objectives?

Attendee objectives

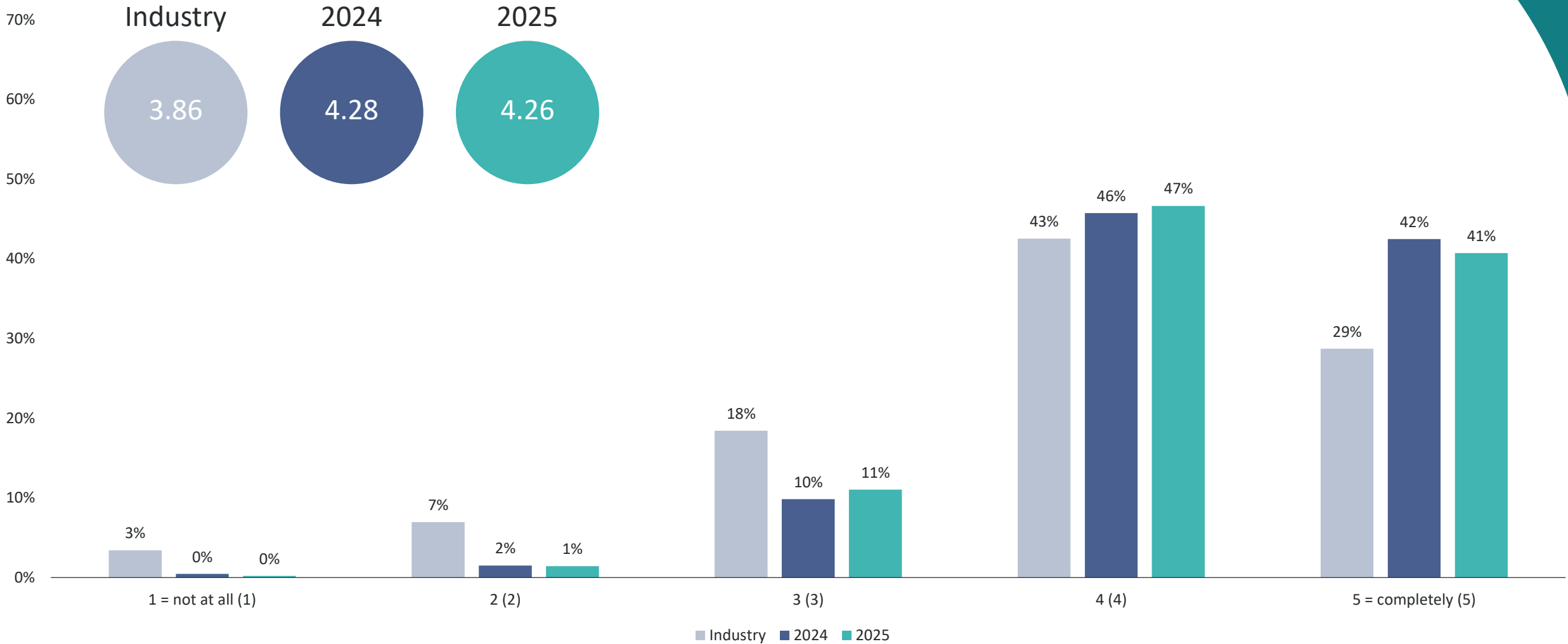
Networking / exchanging experiences, obtaining information on new products / technology, initiating new business relations and finding solutions to improve business were key objectives for attending

Average: **4 objectives (2024)**
Average: **4 objectives (2025)**



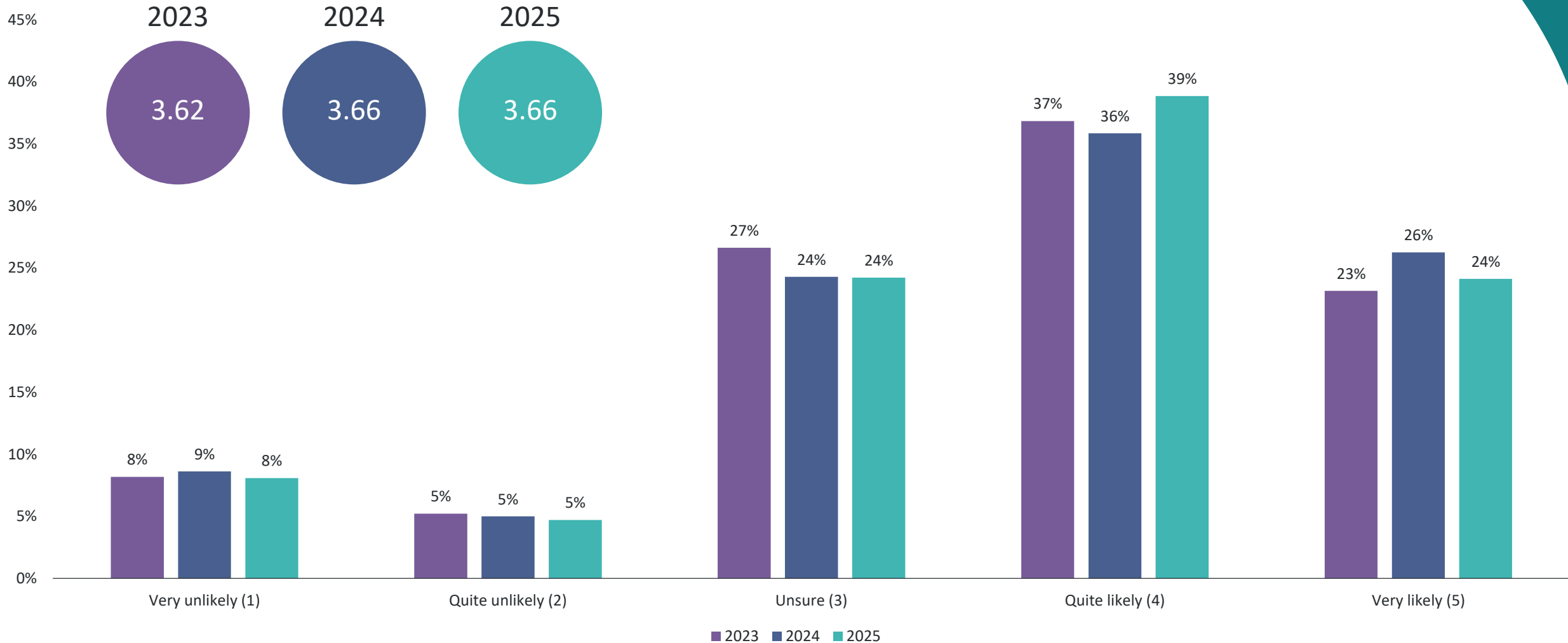
Overall attending objectives met

At an overall level, the degree to which objectives were met were in excess of the industry norm, since 88% scored at least four out of five



Likelihood of purchasing

63% of attendees were likely to purchase from an exhibitor or someone they met at IPPE, as a result of their visit



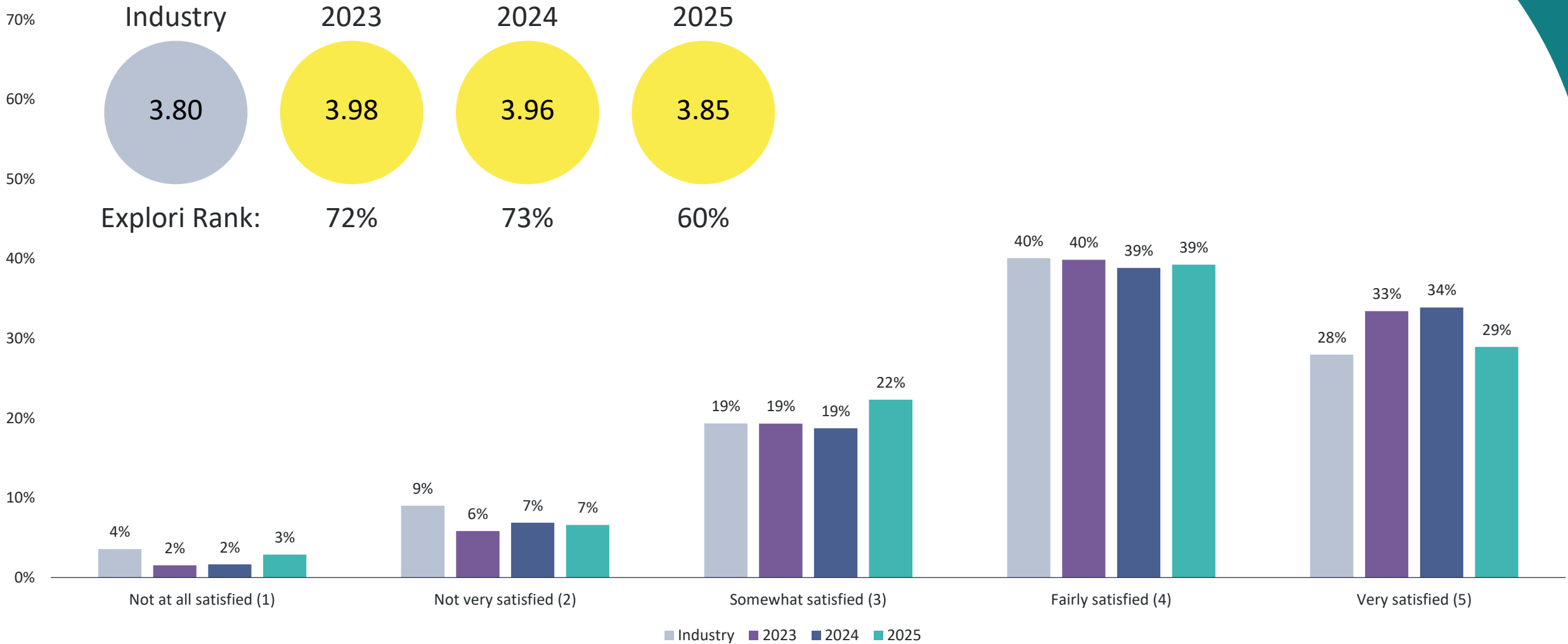
A large, solid teal circle is centered on the page, containing the text. The background of the entire slide is a top-down view of a person's feet wearing black sandals on a grey circular mat, with a zebra crossing visible on the asphalt to the left.

What did exhibitors
think of IPPE?



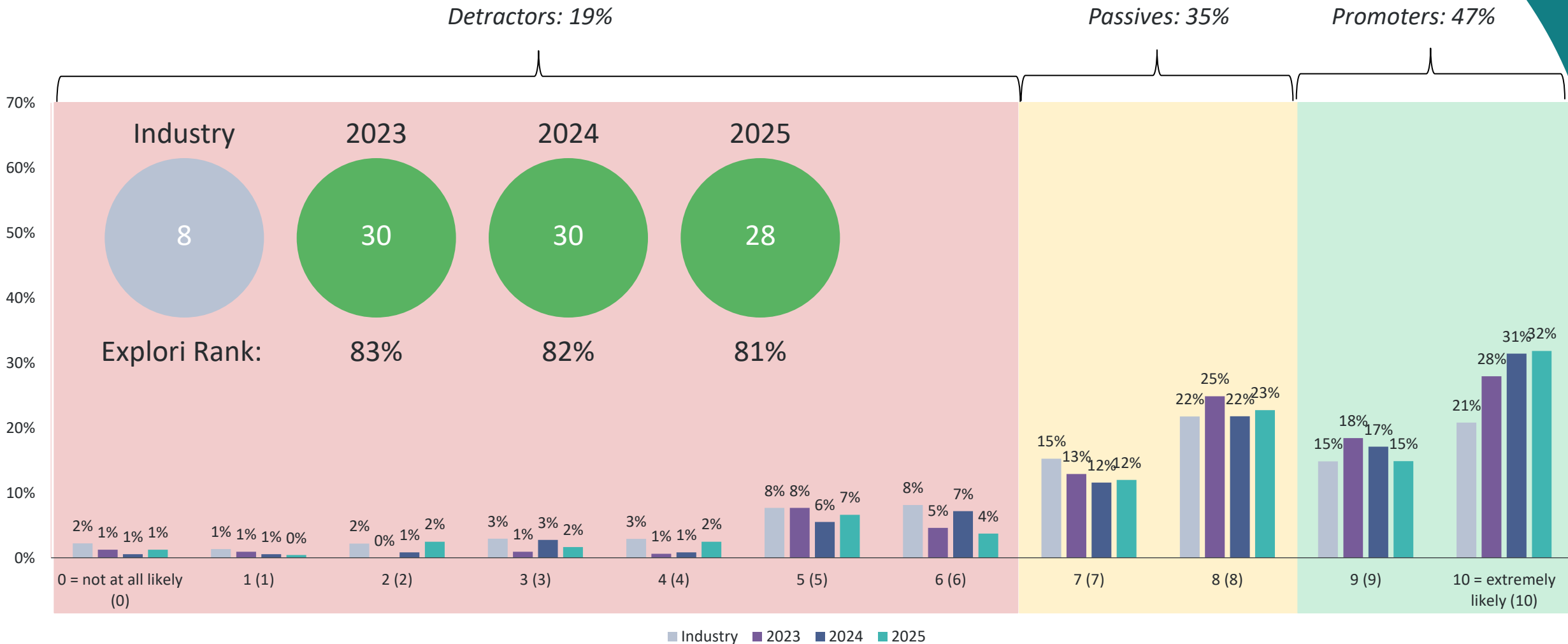
Overall satisfaction

Satisfaction levels were in line with the industry benchmark, since 68% of exhibitors were fairly or very satisfied with IPPE



Net Promoter Score

NPS achieved was consistent with previous years, with around half of exhibitors classified as Promoters who were very likely to recommend IPPE

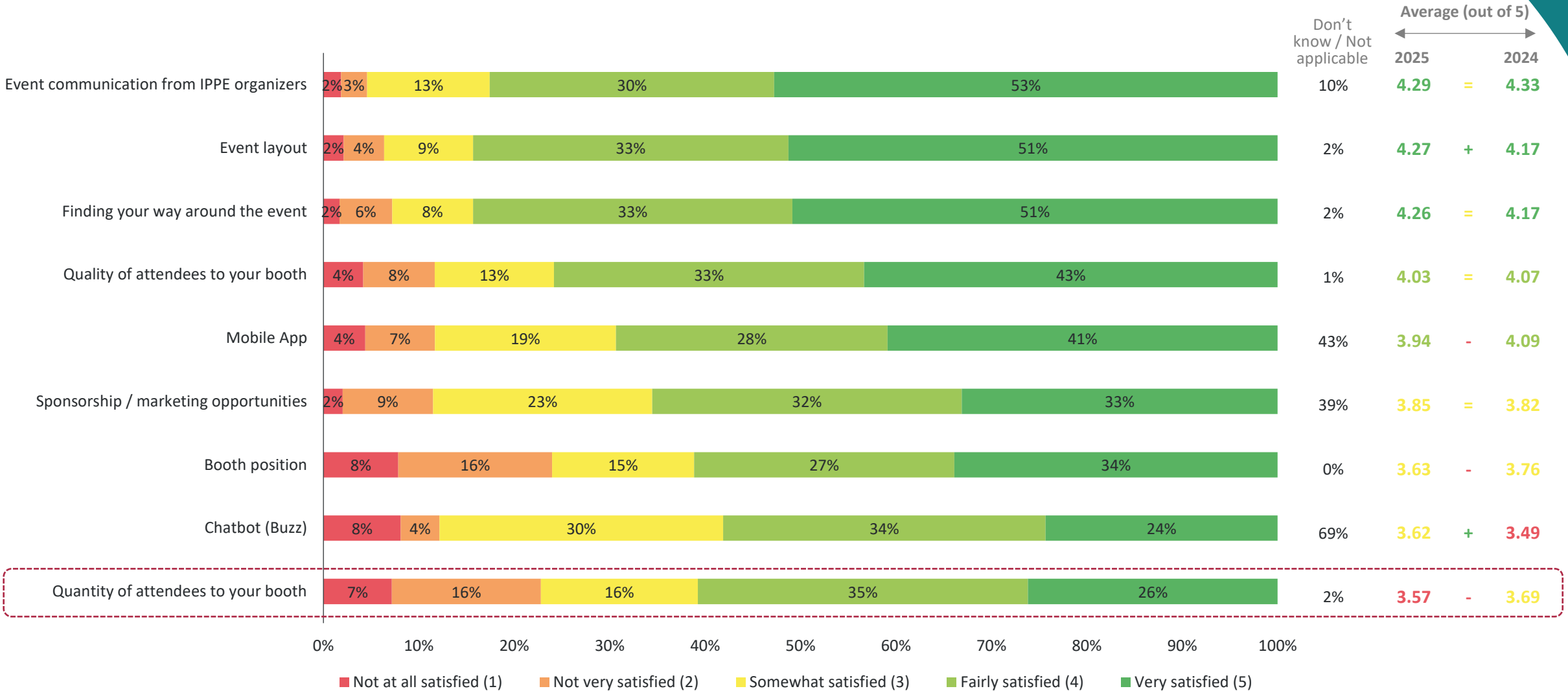


How likely are you to recommend IPPE to a friend or colleague in the industry? Please rate on a scale from 0 - 10, where 0 = not at all likely and 10 = extremely likely

Base - 2023: 390; 2024: 363; 2025: 242

Satisfaction with event components

Exhibitors were most satisfied with event communication from organizers, the event layout and the ease of finding their way around. However, the quantity of attendees and booth position had room for improvement



How satisfied were you with the following?

Base - 2024: 362; 2025: 242
*Percentages rebased excluding N/A's

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:** \$30/square foot
- **Advanced Booking Discount:** \$2/square foot through September 30, 2025
- **Tenure Discount:** \$4/square foot (available to exhibitors of 2025 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, 2025:**
 - 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, 2025
- **Contracts issued August 16 - September 30, 2025:** Payment in full within 30 days of contract
- **Contracts issued October 1 – December 15, 2025:** Payment in full within 15 days of contract
- **Contracts issued December 16, 2025 – January 15, 2026:** 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:

- Refund requests must be submitted to show management in writing; email is acceptable.
- **Through September 30, 2025:** 50% refund less \$500 non-refundable application fee.
- **After September 30: No Refunds, No Exceptions**

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 6 for returning 2025 IPPE exhibitors; general sales opens June 9)
- Booth Space Rates and Terms
- Exhibitor Planning Calendar
- Booth Display Rules
- Floor Plans – Available April 25, 2025
- Exhibitor Kit/Manual with Vendor Ordering Information – Available August 11, 2025
- TECHTalks Information and Application - Available August 25, 2025
- New Product Showcase Information & Applications – Available September 18, 2025
- Meeting Room Rental Information and Request Forms – Available October 6, 2025

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
- eventshq.com or exl.eventshq.com

2026 Sponsorship Sales

Sponsorships



Sponsorship book available for
preview 10:00 a.m. EDT June 16



**2026 sponsorship
sales open at 12:00
p.m. EDT July 7**

ippe.sponsorship.ges.com



New items we should add for
2026?

Questions?

2026 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.

IPPE Housing and Registration Seniority Selection Dates

August 4

Group 1

Exhibitors with 35+ years of seniority

August 18

Group 2

Exhibitors with 20 – 34 years of seniority

AFIA, Meat Institute, USPOULTRY M2A Member Companies

September 2

Group 3

Exhibitors with 10 – 19 years of seniority

September 15

Group 4

Exhibitors with 1 – 9 years of seniority

September 29

Group 5

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

October 6

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 4.

Direct: 770.635.9050 | Email: bjenkins@uspoultry.org

Attendee Promotion

- Nexus database and sending server- @email.ippexpo.org
 - >195,000+ contacts with up to nine years of IPPE history
 - 1,772,858 emails to 117,000 unique contacts
 - 98.65% deliver rate, 50.78% open rate, 90.98% click rate

- MYS exhibitor profile
 - Company name “exhibiting as”
 - Website
 - Email address for general inquiries
 - Categories
 - My planner
 - Mobile app

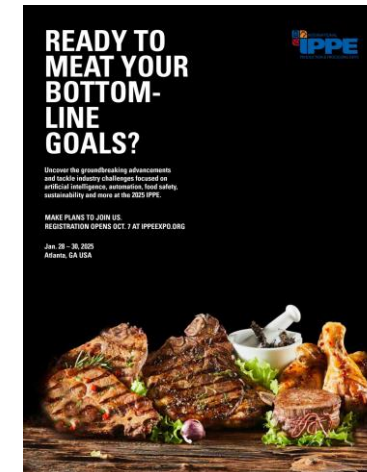
- Target marketing based on history, industry/categories of interest
 - Call to action – REGISTER unique link
 - Attendees receive these messages until they register

Attendee Promotion

- 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

- 55+ industry media partners across the global poultry and egg, meat and animal food industries
- Print and digital promotions begin as early as July

Marketing and Social Media Promotion



All the Solutions to Meet Your Business Needs

Marketing and Social Media Promotions

- Several provide pre-show guides with show information with exhibitor and product category lists
- Facebook highlights: 5,285 engaged people; 3.4% increase in “likes” from 2024
- 4,522 X (formerly) Twitter followers (+2%) from 2024
- 4,592 Instagram followers (+20%) from 2024
- 1,106 LinkedIn followers (+3%) from 2024
- 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.
 - 75% 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.

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 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.