

AT-THE-SHOW MARKETING THAT WORKS

2026 IPPE Pocket Guide

EXHIBITING ISN'T ENOUGH. You need to stand out from the crowd and give decision makers a reason to come to your booth. The International Production & Processing Expo (IPPE), the world's largest annual meat, poultry, egg and animal food industry event held in the Georgia World Congress Center, is expected to draw more than 30,000 attendees from around the world. With 1,300 plus exhibitors, attendees have a lot to navigate in three days. So why not give them a compelling reason to visit your booth with an ad in the trusted and proven IPPE Pocket Guide.

THE 2026 IPPE POCKET GUIDE

is an essential "at the show" marketing tool that ensures visibility for your brand and drives traffic to your exhibit. Not only does it provide attendees all the resources they need to have a successful show: Booth numbers, exhibitor listings, educational and event opportunities, hall maps and more, but your ad will give them a glimpse of who you are and why they should visit your booth.

With distribution at registration and the front entrance, the IPPE Pocket Guide is attendees' first look at what the show has to offer. Your ad can create a favorable first impression as attendees explore the show. A convenient 4 x 9" pocket size means attendees can keep it by their side and refer to it time and time again as they walk the show.



INTERNATIONAL
IPPE
PRODUCTION & PROCESSING EXPO

Jan. 27-29, 2026
Georgia World
Congress Center
Atlanta, GA



AMP UP YOUR AT-THE-SHOW MARKETING

- Amplify your brand message to attendees when they first arrive to the show.
- This IPPE show resource has been a trusted go-to guide for attendees for 30 years.
- Conveniently sized, this pocket guide features exhibitor listings, hall maps and vital show information.
- The most cost-effective way to elevate your brand's visibility among attendees.



REASONS WHY YOU NEED AT-THE-SHOW MARKETING

INCREASE YOUR BRAND VISIBILITY.

The IPPE Pocket Guide can amplify your presence at the show.

GENERATE LEADS.

The IPPE Pocket Guide will send attendees to your booth, where you can capture their data.

SHOWCASE NEW PRODUCTS AND SERVICES.

Advertising your new offerings will give attendees a reason to visit your exhibit.

INCREASE SALES.

Advertising can enhance your reputation and build trust among potential buyers.

RATES

Full Page
\$4,100 net (\$4,824 gross)

1/2 Page
\$2,450 net (\$2,882 gross)

AUDIENCE

An estimated 30,000 IPPE attendees, representing the entire chain of production and processing for meat, poultry, eggs and animal food.

DISTRIBUTION

At registration and main entrance

SPECIFICATIONS

See following page for details.
Send all electronic materials to:

admaterials@meatingplace.com

Reserve Your Space Today

AD CLOSING: November 21

MATERIALS CLOSING: December 12

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FULL PAGE AD IN IPPE POCKET GUIDE 4 x 9 inches

Single page

Trim—4" x 9" (102 x 229 mm)

Live Area—3½" x 8½" (89 x 216 mm)

Bleed Area—4¼" x 9¼" (108 x 235 mm)

Spread pages

Trim—8" x 9" (204 x 229 mm)

Live Area—7" x 8½" (172 x 216 mm)

Bleed Area—8½" x 9¼" (216 x 235 mm)

HALF PAGE AD IN IPPE POCKET GUIDE 4 x 4 ½ inches

Trim—4" x 4½" (102 x 115 mm)

Live Area—3½" x 4" (89 x 102 mm)

Bleed Area—4¼" x 4¾" (108 x 121 mm)

IPPE POCKET GUIDE SPECIFICATIONS

Digital Specifications Highlights

The show guide is a 4" wide x 9" deep trim perfect-bound booklet.

Acceptable File Formats

- We require press-optimized PDFs (PDF-X1a), but we also accept native Mac files: InDesign, Illustrator or Photoshop.
- All artwork must be a minimum of 266-300 dpi.
- All art should be saved as CMYK or Grayscale (not RGB).
- All fonts must be embedded. If supplying native Mac files, please package all images and fonts

Not Acceptable File Formats

- Web graphics, including .jpg or .gif files: These files are at a lower resolution (usually 72 dpi) than is required for the printing process.

Send Materials to

Amy Carter, Production Manager

IPPE Pocket Guide

Meatingplace

phone: +1 773-376-0344

e-mail: admaterials@meatingplace.com or upload to <http://sendit.mtgmediagroup.com>. Follow the easy directions once there to upload files, providing advertiser name and description.