



IPPE[®]

INTERNATIONAL
PRODUCTION & PROCESSING EXPO

Jan. 26 - 28, 2027
ATLANTA, GA

EXHIBITOR PROSPECTUS

WWW.IPPEXPO.ORG

Produced by:



IPPE HIGHLIGHTS



Showcase your innovations to thousands of key decision-makers from across the animal food, meat, and poultry and egg industries by exhibiting at the International Production & Processing Expo (IPPE).

For many exhibitors, IPPE delivers the most productive three days of business development all year, with 48% of attendees serving as authorized decision-makers. IPPE connects global buyers with the latest technology, equipment, services and solutions from leading industry providers, all in one place. It's where business gets done, partnerships are built and the future of animal protein production and nutrition takes shape.

Position your company alongside the industry's top innovators and engage directly with qualified buyers actively seeking new solutions and reserve your booth today!

IPPE is sponsored by the U.S. Poultry & Egg Association (USPOULTRY), the American Feed Industry Association (AFIA) and the Meat Institute.

2027 IPPE

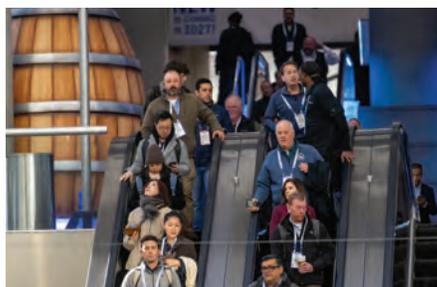
3
INTEGRATED
INDUSTRIES

32,000+
INDUSTRY
LEADERS
WORLDWIDE

80+
HOURS OF
EDUCATION
SESSIONS

1,350+
INTERACTIVE
EXHIBITS

14+
ACRES OF
INNOVATIONS,
TECHNOLOGY,
EQUIPMENT & SERVICES



Show Sponsored By



Additional Industry Support



Reserve your space today. www.ippexpo.org



38%
of attendees are first-time IPPE visitors - fresh prospects you haven't met yet!

"IPPE has long been an essential event for American Coolair because it gives us the opportunity to connect face-to-face with both long-time customers and new partners, while also seeing the latest technology and innovations shaping the poultry and agriculture industries all in one place."

Robert Graves, Jr., Agricultural Sales Representative - American Coolair

WHY ATTENDEES COME:

1. Opportunities to Network
2. Initiate New Business Relationships
3. Learn About New Products & Services
4. Find Solutions to Improve Business
5. Obtain Information on Current Market Conditions
6. Experience the Latest Technology

BUYER INFORMATION

ATTENDEE BUYING POWER



BUYER INTEREST

Further Processing Equipment/Products	27%
Packaging Equipment/Products	27%
Slaughter/Evisceration Equipment/Products	27%
Animal Health Products	26%
Housing & Production Equipment	23%
Food Ingredients/Raw Materials	23%
Feed Ingredients	23%
Egg Collection/Grading Equipment	21%
Feed Mill Equipment	20%
Quality Assurance/Food Safety Products	18%
Environmental Equipment/Products	18%
Building & Supplies	16%
Rendering Equipment/Products	15%

AREAS OF INTEREST

Broilers	41%
Animal Food/Feed	21%
Commercial Eggs	19%
Beef/Cattle	13%
Pork/Swine	12%
Other	13%
Turkeys	8%

ATTENDEE JOB FUNCTIONS

42% C-Level Management

20% Sales & Marketing

12% 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 2027 IPPE will offer 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 32,000+ 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 2026 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.

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

As an Exhibitor, You Gain Access to Valuable Opportunities



- **Connect with qualified prospects.** Thirty-three percent of IPPE attendees are new to the show and represent more than 115 countries, offering a powerful opportunity to expand your reach.
- **Engage with decision-makers face-to-face.** Over three days, meet thousands of attendees—many who influence purchasing decisions across the global animal protein production and nutrition industry.
- **Strengthen relationships and build new partnerships.** In-person dialogue helps you better understand current and future customer needs and strategically position your solutions.
- **Private meeting space.** Access meeting rooms at the venue and hotel suites for after-hours customer meetings and receptions.
- **Complimentary exhibitor registrations.** Ensure your team has the onsite expertise needed to represent your company at IPPE.
- **Enhanced company visibility.** Your company name and booth number will appear in printed show guides, along with expanded product listings and company descriptions in digital guides and attendee planning tools.
- **Thought leadership opportunities.** Apply to present your innovative technology during TECHTalks sessions on the show floor.
- **Product innovation spotlight.** Submit a video for the New Product Showcase to highlight your newest solution and compete for the “Best of the Best” awards.

“Exhibiting at IPPE provides dsm-firmenich with a valuable platform to build new partnerships, deepen relationships with existing customers, and demonstrate our leadership in animal nutrition and health. With more than six decades of participation, we regard IPPE as a premier global forum that consistently supports the growth and advancement of our business.”

Kristin Bonham, Vice President, Animal Nutrition & Health, North America - dsm-firmenich



MARKETING AND SPONSORSHIP OPPORTUNITIES



Extend your brand beyond your booth.

The 2027 IPPE will welcome tens of thousands of attendees. Maximize your visibility and make a lasting impression by taking advantage of IPPE's wide range of sponsorship opportunities. Select one or combine several to create a customized strategy that increases brand exposure, drives traffic to your booth and enhances engagement with attendees.

Sponsorship opportunities like the Mobile Digital Monitors or the IPPE Happy Hour will open at 12 p.m. EDT (U.S.) on July 6 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@ippexpo.org.



WHO EXHIBITS AT IPPE?

IPPE brings together leading providers of equipment, technology and services from across the animal food, meat, poultry and egg industries. These companies represent every stage of the production and processing chain and come to IPPE to showcase the latest innovations, solutions and advancements shaping the future of the industry.

Exhibitors participate in IPPE to connect with qualified buyers, demonstrate new technologies and help businesses improve efficiency, productivity and profitability.

- Generate high-quality leads
- Expand into new markets
- Increase brand visibility & industry recognition
- Connect with purchasing influencers and key decision-makers
- Strengthen relationships with current customers
- Reconnect with dormant prospects and rekindle business opportunities
- Differentiate your company from competitors
- Align your brand with the industry's leading companies and innovators
- Differentiate your commitment to advancing the industry
- Drive traffic to your website and social media platforms

"As a 50-year exhibitor and award recipient at IPPE, ANDRITZ continues to demonstrate its long-standing commitment to advancing the feed industry and delivering technologies customers rely on. The event provides a valuable forum for strengthening partnerships, exchanging insights, and aligning with customer priorities to support the industry's long-term progress."

Dan Lundt, Vice President, NA - ANDRITZ





2027 EXHIBIT BOOTH RATES

Base Price:

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

Tenure Discount

(available to exhibitors of 2026 IPPE):

\$4/square foot



General booth sales begin June 9!

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.

Apply by visiting ippexpo.org and clicking on the **Exhibit tab**

EXHIBITOR RETURN ON INVESTMENT

IPPE is designed to help exhibitors maximize their investment with tools, services and opportunities that drive meaningful business results before, during and after the show.

On-Site Support

- Complimentary booth staff registrations to ensure your team has the expertise needed onsite
- Private meeting room access at the Georgia World Congress Center and IPPE block hotels for confidential business discussions
- User-friendly online exhibitor service kit with planning tools, advance-order discounts and step-by-step guidance for exhibit setup and dismantle
- Complimentary crate storage during the show

Marketing & Brand Visibility

- Year-round online exposure with a company profile and product listings on ippexpo.org
- Increased website and social media traffic by promoting your participation and engaging with attendees before, during and after the event
- Credibility and industry recognition by exhibiting alongside leading companies and innovators

Lead Generation & Customer Engagement

- Lead retrieval devices through Maritz to capture and manage valuable sales leads
- Customer Invite Program allowing exhibitors to offer complimentary trade show floor registration to customers and prospects
- In-person networking opportunities to strengthen relationships with existing clients, reconnect with dormant leads and build new partnerships

Thought Leadership Opportunities

- Selected TECHTalk presentations allow exhibitors to share expertise on key industry topics such as food safety, animal welfare, feed production and sustainability
- New Product Showcase highlights the industry's latest innovations through exhibitor-submitted videos, with participants eligible for the "Best of the Best" awards in three categories: animal food, processing and live production

Additional Exhibitor Benefits

- Exclusive housing discounts and services through IPPE's official housing provider, Maritz
- Timely exhibitor updates with important show information and tips to help maximize your event success



Jan. 26 - 28, 2027
Atlanta, GA USA

FUTURE DATES:

Jan. 25 - 27, 2028
Jan. 23 - 25, 2029

Visit ippexpo.org and click on the **Exhibit tab** to explore exhibiting opportunities for the 2027 IPPE.

If you have questions or want to book your booth space, contact:

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EXHIBITOR SERVICES TEAM

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