**QUICK REFERENCE**

### Exhibitor

**Exhibit Manager**

Anne Sculthorpe  
Phone prior to Wed., Jan. 20, 2021: (678) 514-1976;  
Email: asculturpe@ippeexpo.org  
Floor Managers will assist on show hall floors. Floor manager booths: A238, A3241, B3616, B6569, B8733, C10642, C13377.

### Facility

**Georgia World Congress Center (GWCC)**

www.gwcc.com  
285 International Blvd. N.W., Atlanta, GA 30313  
Phone: (404) 222-4319; Fax: (404) 222-4311  
Event Coordinator: Melinda Buchanan, mbuchanan@gwcc.com  
B-Building Main Entrance  
285 Andrew Young Intl Blvd. N.W., Atlanta, GA 30313  
C-Building Main Entrance  
235 Northside Dr., Atlanta, GA 30313

**Service Contractor**

Global Experience Specialists, Inc. (GES)  
www.ges.com  
750 Maxham Rd., Suite 300, Lithia Springs, GA 30122  
Phone: (770) 372-1600; Fax: (770) 372-1602  
Exhibitor Services Phone: (800) 475-2098; Fax: (866) 329-1437  
Onsite: GES Serv/Center, BC Connector Bridge and a Satellite Desk in AB Connector

### Vendor Services

Onsite: BC Connector Bridge. See full list in Vendor Services section of Exhibitor Manual. Onsite orders and changes can be directed to appropriate vendor service counter. Review each form in the Exhibitor Manual. Note the deadline dates for receipt of each form. Early requests are encouraged.

### Insurance

All exhibitors must have a certificate of insurance on file with Exhibit Manager Anne Sculthorpe no later than Fri., Jan. 8, 2021; email rhughes@uspoultry.org, even if exhibitor has hired an EAC (Exhibitor Appointed Contractor) for booth install/dismantle. The insurance covers the actual exhibit space during show times as well as setup/dismantle. If exhibitor is using an EAC, an EAC form must also be completed online through GES online ordering/exhibitor manual link prior to Jan. 8, 2021.

### Exhibitor and EAC Entry Hours

Exhibitors and EACs scheduled for move-in on Wed., Jan. 20, 2021, are granted access to show halls from 1:00 p.m. – 6:00 p.m.  
Access for other days are as follows: Thu., Jan. 21 – Wed., Jan. 27, 2021, 7:00 a.m. – 6:00 p.m. daily from Thu., Jan. 28, 2021, 7:00 a.m. – 11:00 p.m.; Fri. and Sat., Jan. 29 – 30, 2021, 7:00 a.m. – 6:00 p.m. and Sun., Jan. 31, 2021, 7:00 a.m. - 4:00 p.m.

### Installation

This is a targeted move-in. Target schedule is located in Exhibitor Manual. All move-ins are scheduled by GES prior to move-in.  
No access to exhibit hall is allowed prior to or after posted times as given above.  
Exhibitors may set up and dismantle their own exhibits or, at their option, may arrange for installation labor through GES or another exhibitor appointed contractor (EAC). All booths must be carpeted and freight delivered before 6:00 p.m. on Mon., Jan. 26, for inspection. No exceptions! Make your travel plans accordingly.

### Labor (Installation and Dismantle)

Read the instructions and labor forms carefully — it will save you money. GES will guarantee to have the labor available to perform your installation and dismantling at the time you require, provided you issue your request by Tue., Jan. 12, 2021, and your materials are available at the stated time. Straight time rates apply Mon. - Fri., 8:00 a.m. - 4:30 p.m. Time and one-half rates apply Mon. - Fri., 4:30 p.m. - 12:00 a.m. and Sat., 8:00 a.m. - 12:00 a.m. If you have any questions regarding labor, please contact GES Exposition Services at (800) 475-2098.
Empty Crates
Complimentary crate storage provided for exhibitors during Expo by GES. Tag all empty crates with labels provided by GES marked "EMPTY" and place in aisle outside booth area. These labels are provided at GES ServiCenter, BC Connector Bridge. GES labor will collect crates and store until after close of show. These will be returned according to empty crate return schedule posted in GES ServiCenter. Due to the immense number of cartons and crates being stored for this show, please allow until Thu., 11:00 p.m. for all empty cartons and crates to be returned to booths in A HALL and until 1:00 a.m., Jan. 29, in B and C HALLS. Show halls will close at 11:00 p.m. on Thu., Jan. 28, so your pack-up crew may need to stay an extra night or two. Schedule the travel plans accordingly.

IPPE Floor Plans
Floor plans change on a weekly basis. For the most current version of the IPPE floor plans, please refer to the floor plan link at www.ippexpo.org.

Dismantling
This is a targeted move-out. Target schedule is located in Exhibitor Manual. All move-outs are scheduled by GES prior to show. Dismantling will begin after 3:00 p.m., Thu., Jan. 28, and must be completed and all materials moved no later than 4:00 p.m. Sun., Jan. 31. Move-out will NOT be permitted before 3:00 p.m. on Thu., Jan. 28, and permitted only after the aisle carpet has been removed. Due to the immense number of cartons and crates being stored for this show, please allow until Thu., 11:00 p.m. for all empty cartons and crates to be returned to booths in A HALL and until 1:00 a.m., Jan. 29, in B and C HALLS. Show halls will close at 11:00 p.m. on Thu., Jan. 28, so your pack-up crew may need to stay an extra night or two. Schedule the travel plans accordingly. Large overseas shipping containers will be returned beginning on Sun., Jan. 31, at 8:00 a.m. unless requested for an earlier time.

Aisle Carpet and Booth Drape Colors
- Feed Equipment & Animal Feed Ingredients – A HALL – Emerald Green carpeting – Standard Black drape
- Processing/Packaging – B HALL – Red (Red & Black) carpeting – Standard Black drape
- GES ServiCenter/Vendor Services/Event Zone/Customer Connection Center/Association Headquarters – BC HALL – Pepper (Black & White) carpeting – Standard Black drape
- Genetics/Incubation/Live Production/Animal Health/Egg Production & Processing – HALL C - Blue Jay (Blue & Black) carpeting – Standard Black drape
- Main Avenue/Tram Line – Highway Design carpeting
- Connector to Tram Line in all three halls – Highway Design carpeting

Booth Sign/Floor Marker
A complimentary two-line (11" x 17") booth sign will be supplied to all standard booths with pipe and drape backdrops. This sign will include the name of the exhibiting company and booth number. Floor markers are provided for all exhibitors.

Electrical Services
See specific requirements on electrical forms provided in exhibitor manual. Full payment and scaled diagram indicating number and location of outlets, including booth’s dimensions and neighboring booth/aisle numbers must be included before services are provided.

Cleaning Services
Show management provides for cleaning of the aisles each night. If you have a need for cleaning of booth, these services can be ordered through GES. Booth cleaning is an exclusive service available through GES.

Telephone and Internet Hard Lines
Telephones and internet hard lines should be ordered prior to Expo start date to ensure no delay in installation. If requested, CCLD Networks will provide the telephone number assigned to your booth in advance. Cellular phones are also available.

Wi-Fi Internet Service
Complimentary Wi-Fi internet service is available on the exhibit floor areas from Sat., Jan. 23, through the end of the show, Thu., Jan. 28. Please refer to Wi-Fi Usage Policy in Rules and Regulations section of exhibitor manual.

Student Program
The College Student Career Program will bring approximately 700 students interested in careers throughout our industries to the Expo, and they will be available for interviews. This is an excellent opportunity for your company to get a firsthand look at the young talent interested in pursuing a career in the meat, poultry or feed industries. Alert your company personnel manager to this opportunity to interview prospective employees. Contact Barbara Jenkins, bjenkins@uspoultry.org, for more information.

International Visitors
There will be bilingual personnel on duty at the Information Desk in the main lobbies. If you need a full-time interpreter for your booth, a request should be made through the talent contractor for the show, CMT Agency. Orders for Interpreters should be received with payment in full no later than Jan. 8, 2021, to guarantee reservation for IPPE show days.
## Hotel Shuttle Bus Service

Complimentary bus service will be provided on Tue., Wed. and Thu. between the Northside Drive C-Building entrance at GWCC and official IPPE block hotels except for Embassy Suites, Hilton Garden Inn, Hyatt Place Centennial, Omni and Glenn hotels which are within walking distance to the GWCC and Buckhead block hotels. Based on visitor feedback and survey responses over traffic delays utilizing the shuttle bus service, IPPE will provide visitors booking Buckhead block hotel rooms through the IPPE Hotel Provider, Experient, three (3) free roundtrip passes from the Buckhead and Lenox MARTA station to the GWCC. There is no shuttle bus service to the International Boulevard B-Building entrance. Go to www.ippexpo.org and under the ATLANTA tab is a complete list of hotel route numbers in the Transportation Guide link. Bus service hours: Tue., 7:00 a.m. - 6:00 p.m.; Wed., 7:00 - 11:00 a.m. and 2:00 - 6:00 p.m.; Thu., 7:00 a.m. - 4:00 p.m. Airport shuttle service begins Thu., 3:00 p.m. and continues until 4:30 p.m. at the Northside Drive C-Building entrance.

## MARTA: Metropolitan Atlanta Rapid Transit Authority

The closest MARTA train station to Georgia World Congress Center is the Mercedes Benz Stadium/GWCC/State Farm Arena/CNN Center station. Information regarding MARTA is available on IPPE website, www.ippexpo.org, under the ATLANTA tab. The Transportation Guide link also found there is another good source for MARTA information.