



Submit Your Application for the Innovation Station / New Product Showcase!

IPPE is excited to announce its third Innovation Station / New Product Showcase! The Showcase will provide exhibitors with an outstanding opportunity to submit a video that highlights a new product or innovation for IPPE participants. The Innovation Station / New Product Showcase videos will be on display in the B/C Connector of the Georgia World Congress Center during the 2022 IPPE, as well as viewable via links through the IPPE mobile app. The Innovation Station / New Product Showcase will be promoted by IPPE show management to attendees leading up to and during the 2022 IPPE.

Innovation Station / New Product Showcase videos are selected on a first-come, first-serve basis, and this is a **FREE** service. Videos must be submitted to IPPE show management and must meet the following eligibility and submission requirements. Use the button below to apply to the program.

Eligibility Requirements:

- Your company must be a contracted 2022 IPPE exhibitor.
- Your product or technology must have been introduced or launched since 2020 or is being introduced or launched at the 2022 IPPE.
- New product or innovation must be relevant for the processing, production or packaging of poultry, egg, meat or animal food industry-related products.
- Limited to one entry per contracted exhibitor.
- **Application deadline is November 19, 2021.**
- Opportunity is available on a first-come, first-serve basis for the first 35 qualifying application, so early entry is encouraged.
- Approved applicants will be notified on or before November 30, 2021.

Submission Requirements:

- A video of the new product or technology is limited to 3 minutes and must be submitted in one of the following video formats: MOV, MP4, AVI and WMV.
- When submitting your video, name the file with your company name and product (i.e., XYZCompany_Roller). If under 10MB in file size, you may submit your video by email to Gwen Venable at gvenable@uspoultry.org. Files over 10MB can be sent through a free file transfer service such as Wetransfer.com and should be sent to gvenable@uspoultry.org.
- The Innovation Station / New Product Showcase videos will be promoted in IPPE attendee newsletters, via IPPE's social media channels, on the IPPE website, and linked through the IPPE mobile app. It is strongly encouraged that you promote your video as well.
- **The deadline for the Innovation Station / New Product Showcase video submissions by selected exhibitors is December 17, 2021. Entries received after this date are not guaranteed entry.**
- For questions or more information, please contact Gwen Venable at gvenable@uspoultry.org or 678.514.1971.