WATT Global Media to host events and showcase digital media at IPPE
2020 marks the company’s 67th year exhibiting at one of the world’s largest trade shows

Rockford, IL – January 1, 2020 – At the International Production & Processing Expo (IPPE), WATT Global Media will host three live events and showcase its current digital publications and products plus additional events scheduled for 2020. IPPE will take place on January 28-30, at the Georgia World Congress Center (GWCC) in Atlanta, GA.

IPPE is the world’s largest annual display of technology, equipment, supplies and services used in the egg, meat and poultry industries as well as in feed manufacturing. In 2019, the event attracted over 30,000 visitors and 1,400 exhibitors from 131 countries, placing the show in the top 50 in the United States. The 2020 IPPE will be the biggest ever with exhibitors filling all three halls of the GWCC, including an extra 100,000 square feet of space.

WATT Global Media’s booth, #C10269, will feature exclusive Top Companies information for immediate access to data charts and links. Additionally, attendees can pick up a free Top Companies poster when subscribing to complimentary agrifood industry publications. Other interactive booth features will help visitors view videos, digital publications, event information, play games and more.

WATT Global Media also will co-produce/host a series of educational sessions during IPPE:

- **Latin American Poultry Summit**: On January 27-28, this summit will focus on issues of greatest priority to Latin American poultry and egg producers and processors. It will include a special recognition for the Latin American Hall of Fame to celebrate individuals who have dedicated their lives to advance the poultry industry. This will be presented by WATT Global Media and Industria Avícola magazine.

- **Feed Strategy Conference: Feeding Poultry to Meet Evolving Consumer Demands**: On January 29, this half-day seminar will highlight tools animal feed stakeholders need to maintain productivity and profitability in a changing production landscape. Additionally, it will examine macro trends influencing production over the next 12 months and beyond.

- **Broiler Welfare Panel: Working for objective improvement in broiler welfare**: On January 30, this complimentary 1.5 hour discussion will feature animal welfare researchers and live production professionals presenting indicators that can be objectively measured and tied to bird welfare outcomes.

“At IPPE, the industry’s producers, supply chain and business partners come together in a unique forum that leads to building knowledge, sharing new technology advancements and making connections with leaders from around the globe,” says Greg Watt, President/CEO. “In our 67th year as an exhibitor, it is an honor to be a part.”

About WATT Global Media
WATT Global Media grows agrifood and pet food businesses with proven results for over 100 years. Access the market expertise, engaged audiences and targeted solutions that lead to successful connections in the poultry, feed and pet food markets. With WATT Global Media, gain a global advantage in implementing dynamic marketing solutions through innovative technology and delivery channels. [www.WATTGlobalMedia.com](http://www.WATTGlobalMedia.com)