

Jan. 31 - Feb. 2, 2017 | Georgia World
Congress Center | Atlanta, Georgia USA
www.ippexpo.org



INNOVATION



EDUCATION



GLOBAL REACH



NETWORKING



INTERNATIONAL PRODUCTION & PROCESSING EXPO

EXHIBITOR PROSPECTUS

The world's largest annual feed, meat and poultry technology exposition. Brought to you by American Feed Industry Association, North American Meat Institute and U.S. Poultry & Egg Association.

CONNECTING THE WORLD TO ANIMAL PROTEIN



International Production & Processing Expo (IPPE) brings the global animal protein industry to Atlanta, Ga. IPPE's aggressive promotional campaign recruits international executives, operation and plant managers, purchasing agents, engineers, researchers and farm owners. Additionally, IPPE partners with international trade associations, overseas travel agencies, publications, exposition managers, U.S. embassies and consulates to recruit buyer delegations

WORLD EVENTS

Partnership and participation with prestigious international events provides access to thousands of global professionals.

EuroTier

IFFA

International Dairy Show

Latin American Poultry Congress

VIV, Europe and Asia

Pack Expo

Process Expo



OUTREACH

Comprehensive direct and digital mail campaigns, which reach all industry decision makers, are offered to exhibitors. Plus, exhibitors have access to comprehensive marketing plans and discounted advertising rates. IPPE will continue the customer invite program in 2017 that will enable exhibitors to provide complimentary registration to key customers and prospects.



CONFERENCE PROGRAMS

IPPE's education is world-class and designed by the industries' leaders, customers and suppliers to attract the buyers you want to see. IPPE offers practical, in-depth conferences that examine critical issues and offer realistic solutions to facilitate day-to-day operations.



NETWORKING EVENTS

IPPE hosts the popular Welcome Reception at the Georgia Aquarium, a world class venue.

PARTNERSHIP WITH U.S. DEPARTMENT OF COMMERCE

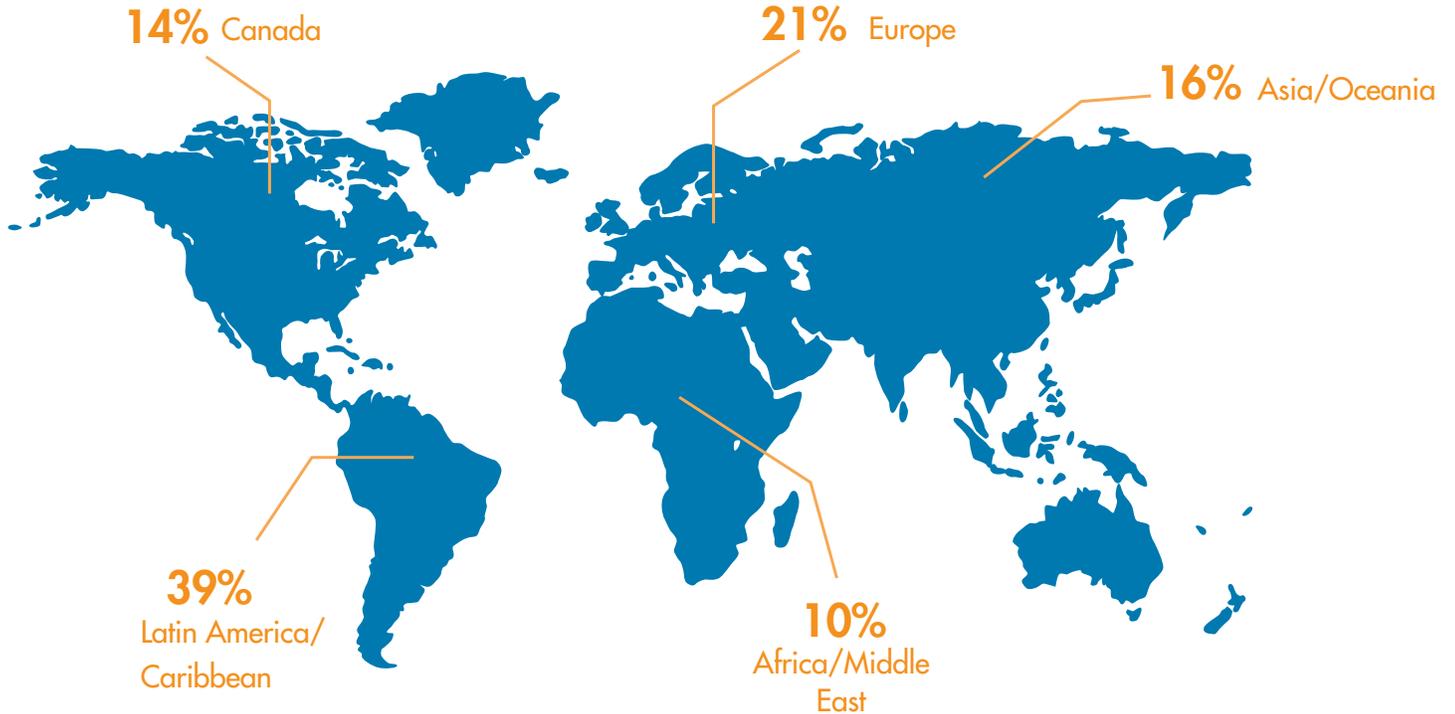
IPPE is part of the U.S. Department of Commerce's International Buyer Program bringing delegations of buyers from all over the world. U.S.-based exhibitors have the opportunity to list their products and services in the Export Interest Directory provided to international attendees through this program.



Reserve your space today. www.ippexpo.org

Working together, USPOULTRY, AFIA and NAMI have more than 180 years of trade show experience. The numbers speak for themselves...

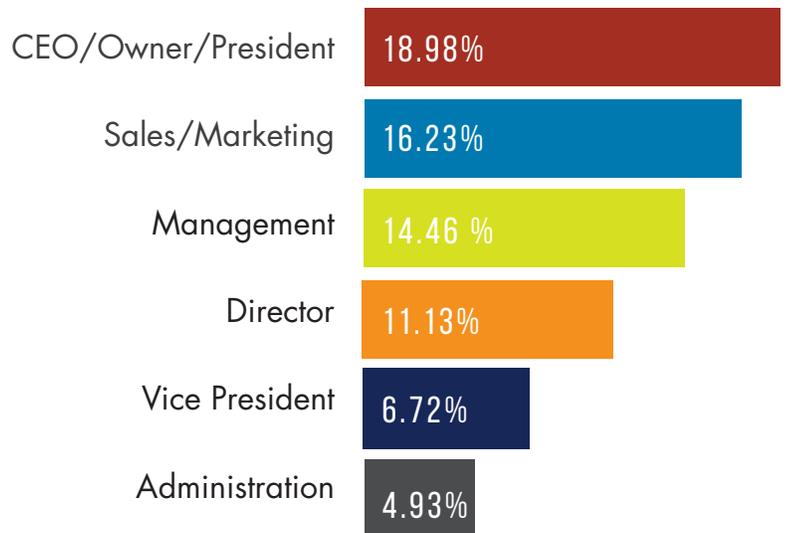
2016 IPPE INTERNATIONAL BREAKOUT Visitors from over 140 countries



2016 ATTENDEE PROFILE



ATTENDEE JOB FUNCTIONS



INDUSTRY PURCHASING POWER



52% ATTENDEES PURCHASED AT THE SHOW OR PLANNED TO PURCHASE AFTER THE SHOW

2016 BUYER INTEREST

*Of all attendees

Feed Ingredients	3,240
Meat & Poultry Further Processing Equipment	3,232
Packaging	2,946
Production and Housing Equipment	2,363
Meat & Poultry Processing Equipment	2,283
Genetics/Breeders	2,035
Animal Health Products	1,993
Quality Control Equipment/Services	1,955
Incubation/Hatchery Equipment	1,881
Feed Mill Equipment & Supplies	1,878
Maintenance	1,600
Egg Handling & Processing Equipment	1,583
Environmental Equipment/Products	1,524
Facility Design	1,438
Other...	1,353
Consultant Selection	1,229
Transportation	1,079
Rendering Equipment/Products	991

BUYING POWER OF OUR AUDIENCE

Approve expenditures	75%
Approve suppliers	81%
Determine needs	90%
Determine specifications	86%
Recommend suppliers	91%

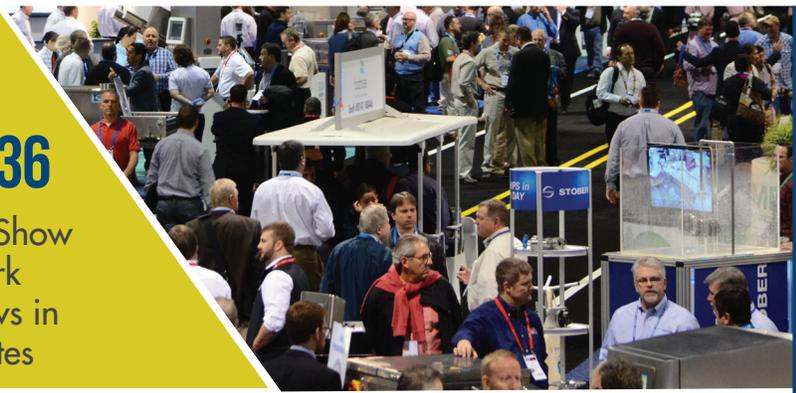
SPECIES OF INTERESTS

Beef/Cattle	12.7%
Broilers	27.9%
Commercial eggs	13.7%
Companion animals	3.4%
Dairy cattle	6.5%
Seafood	12.4%
Sheep	4.7%
Pork/Swine	3.3%
Turkeys	16.9%
Other	4.5%

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RANKED NO. 36

in size by Trade Show News Network of all trade shows in the United States



ATTENDEES ARE COMING TO IPPE TO LOOK FOR COMPANIES LIKE YOURS.

ALMOST 90% OF OUR ATTENDEES COME TO OUR SHOW FOR THESE TOP 3 REASONS THEY ATTEND

- See latest in technology
- Network with companies
- Learn about new products & services



IN SUPPORT OF OUR EXHIBITORS IPPE HAS MULTIPLE MARKETING AND PROMOTIONAL OPPORTUNITIES

- IPPE promotes the show and other IPPE week activities through its various social media platforms.
- Targeted direct mailing campaigns- your marketing materials sent to a targeted segment of attendees that would be interested in learning about your products and services.
- Free IPPE promotional postcards for you to send key customers telling them about the show.
- Cooperative marketing with trade associations which reaches a broad range the meat, poultry and egg industries.
- IPPE reaches potential attendees through print and digital advertisements in 50+ publications around the globe.
- Put your branding in front of 30,000+ attendees through our various sponsorship opportunities.
- IPPE offers a variety of sponsorships that will showcase your company and draw traffic to your booth. From elite sponsorships to gift giveaways, as an exhibitor you will have the option to select one that is right for you.



Show Sponsored By



Association Cooperators



2016 IPPE ATTENDEE LIST

Here is just a sample of the companies that
send buyers to IPPE:

A & R PACKING CO INC	D'ARTAGNAN	KEYSTONE FOODS	PLUMROSE USA INC
A B FOODS LLC	DAKOTA PROVISIONS LLC	KOCH FOODS	PRESTAGE FARMS INC
A TO Z PORTION CONTROL MEATS	DAYBREAK FOODS INC	KRAFT/OSCAR MAYER FOODS	PROVIEW FOODS
ACTIVE FEED COMPANY	DAYBROOK FISHERIES INC	KREAMER FEED INC	PROVIMI
ADM ALLIANCE NUTRITION INC	DIETZ & WATSON INC	KREHERS FARM FRESH EGGS	PUGLISI EGG FARMS INC
ADVANCEPIERRE FOODS	ED MINIAT LLC	KREIDER FARMS	PURINA
AGRI STAR MEAT & POULTRY LLC	EGG INNOVATIONS LLC	KROGER	QLF INC
ALLEN HARIM FOODS LLC	EGGLAND'S BEST LLC	KUNZLER & CO	QUALITY PROCESSING SERVICES
ALPINE MEAT INC	FARBEST FOODS	L&R FARMS	QUINCY STREET INC
AMERICAN FOODS GROUP LLC	FARM FRESH FOOD LTD.	LAND O' FROST INC	QUIRCH FOODS
AMICK FARMS LLC	FIELDALE FARMS CORPORATION	LAND O' LAKES PRODUCTS	R L ZEIGLER CO INC
ATKINS SHEEP RANCH	FOSTER FARMS	LONE STAR FOODSERVICE LTD	RED STAR FOOD SERVICE INC
ATLANTIC VEAL AND LAMB	FPL FOOD LLC	LOPEZ FOODS	REMBRANDT ENTERPRISES
AVICOLA NACIONAL	FRED USINGER INC	LUCTA SA	RIDLEY INC
AVIDESA MACPOLLO	FRESH MARK INC	MANCHESTER FARMS	ROSE ACRE FARMS INC
BACHOCO	GENERAL MILLS	MAPLE LEAF FARMS	ROYAL CANIN USA INC
B & B POULTRY CO INC	GEORGES INC	MAPLE LODGE FARMS LTD	RUDOLPH FOODS COMPANY INC
B & D FOODS	GERBER POULTRY INC	MAR-JAC POULTRY INC	SALM PARTNERS LLC
BAKKAHOR FOODS USA	GNP COMPANY	MARS PETCARE	SANDERSON FARMS INC
BAR-S FOODS CO	GOLDEN STATE FOODS	MCDONALDS CORP	SAUDER FEEDS INC
BELL & EVANS	GREAT PLAINS PROCESSING	MEYER NATURAL FOODS	SAVAGE POULTRY
BERKS PACKING COMPANY INC	GREATER OMAHA PACKING CO INC	MICHAEL'S FINER MEATS LLC	SEABOARD CORP
BIRCHWOOD FOODS	HALPERNS'	MIDWEST AG ENTERPRISES INC	SIMMONS FOODS INC
BOAR'S HEAD PROVISIONS CO INC	HARRISON POULTRY INC	MILLER POULTRY	SIoux-PREME PACKING CO
BOB EVANS FARMS INC	HASTINGS FOODS LLC	MOUNTAIRE FARMS	SMITHFIELD FOODS INC
BRASWELL EGG COMPANY INC	HERITAGE POULTRY FARMS LTD	MRS RESSLER'S FOOD PRODUCTS CO	SONSTEGARD FOODS
BROWN PACKING COMPANY INC	HIDDEN VILLA RANCH	MURPHY-BROWN LLC	SOUTHERN STATES COOPERATIVE
BUCKHEAD BEEF COMPANY	HILLANDALE FARMS	NATIONAL BEEF PACKING CO LLC	SPARBOE FARMS
BUTTERBALL LLC	HILL'S PET NUTRITION INC	NATURE'S VARIETY	STANDARD MEAT COMPANY
BUTTERFIELD FOODS COMPANY	HI-PRO FEEDS	NEWLYWED FOODS	STRAUSS BRANDS INCORPORATED
CAL-MAINE FOODS INC	HOLLY POULTRY	NEESE COUNTRY SAUSAGE INC	SUNRISE FARMS
CARGILL	HOLMES FOODS INC	NESTLE	SUPERIOR FARMS
CAROLINA PRIDE FOODS INC	HORMEL FOODS	NORBEST/MORONI FEED COMPANY	SUWANNEE VALLEY FEEDS
CASE FARMS	HOUSE OF RAEFORD	NORTH COUNTRY SMOKEHOUSE	SYSCO
CATELLI BROTHERS INC	INDIANA PACKERS CORPORATION	NUESKE'S APPLEWOOD SMOKED MEATS	TECUMSEH POULTRY LLC
CCF BRANDS	INGRAM FARMS	OBERTO SAUSAGE COMPANY	TEXAS FARM LLC
CENTER FRESH EGG FARM	INTERNATIONAL DEHYDRATED FOODS	OK INDUSTRIES INC	TF KINNEALEY & CO INC
CENTRAL VALLEY MEAT COMPANY INC	J H ROUTH PACKING COMPANY	OPAL FOODS LLC	THE MASCHHOFFS LLC
CJ FOODS MANUFACTURING CORP	JACK LINKS BEEF JERKY	OSI GROUP	TIP TOP POULTRY INC
CLAXTON POULTRY FARMS INC	JAINDL TURKEY FARMS	PECO FOODS INC	TRIUMPH FOODS
COLORADO PREMIUM FOODS	JASPER MEATS INC	PEDERSON'S NATURAL FARMS	TURKEY VALLEY FARMS
COOPER FARMS INC	JBS UNITED INC	PENN DUTCH FOOD CENTER	TYSON FOODS INC
COSTCO WHOLESALE MEATS	JBS USA	PERDUE FARMS INC	VICTORY PROCESSING
CREIGHTEN BROTHERS	JENNIE-O TURKEY STORE INC	PERFORMANCE FOOD GROUP	VITAL FARMS
CRESCENT FOODS	JOHNSONVILLE SAUSAGE LLC	PILGRIM'S PRIDE CORP	VILLARI BROS FOODS LLC
CRIDER FOODS	JTM PROVISIONS	PINE RIDGE FOODS	VIRGINIA POULTRY GROWERS COOP
CRYSTAL FARMS INC	KALMBACH FEEDS INC	PITMAN FARMS	WAMPLERS FARM
CTI FOODS	KENT NUTRITION GROUP INC		

...and more!

EXHIBIT SPACE PRICING



IPPE provides the customer service you need to make exhibiting as easy as possible.

Tenure Discount
(available to exhibitors of 2016 IPPE):
\$4/square foot

Reserve your space now!

Exhibitors booking space after Sept. 30, will be assessed an additional \$2/square foot.

Association Membership Discount:

Members in good standing of AFIA, NAMI or USPOULTRY at the time of the show are entitled to \$2/square foot discount.

Corner(s):

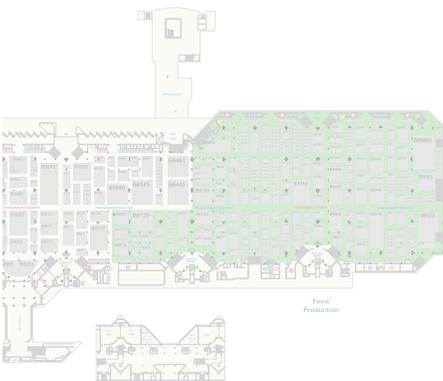
Additional \$250 per corner

Base Price:

\$22/square foot through Sept. 30.

Two-level exhibit stands accepted upon approval of design and construction.

Apply at www.ippexpo.org



Find the perfect booth to meet and conduct your business
View IPPE 2017 interactive floor plan June 1.

EXHIBITOR RETURN ON INVESTMENT

Unlimited Complimentary Registrations for your booth staff to ensure you have the on-site expertise you need

Complimentary Crate Storage during the expo

Housing Services with early access to discounted rates for hotels in Atlanta through IPPE's exclusive housing provider

Year-Around Exposure with online listing on www.ippexpo.org, including product listing and company information

Access to Meeting Rooms on-site and at IPPE block hotels, so you can conduct business in private off of the exhibit floor

Buyer Matching Services through IPPE's partnership with the U.S. Department of Commerce

Easy Online Exhibitor Service Kit is a practical guide to planning, installation and dismantling of exhibit space, including discounts for advance orders

Show Updates help exhibitors stay informed about show progress and tips to make the most of your exhibit

Exhibitor Invite program enables exhibitors to provide complimentary registration for trade show floor access to key customers and prospects

SALES CONTACT

EXHIBIT SALES

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FOLLOW US



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FOLLOW US



SCHEDULE AT A GLANCE

EXHIBITOR MOVE-IN

Large Booth Target Dates

Wednesday, Jan. 25
1 - 6 p.m.

Thursday - Sunday, Jan. 26 - 29
7 a.m. - 6 p.m.

Monday, Jan. 30
7 a.m. - 6 p.m.*

*All exhibit set-ups must be completed by 6 p.m.

SHOW HOURS

Jan. 31 - Feb. 2, 2017

Tuesday, 10 a.m. - 5 p.m.

Wednesday, 9 a.m. - 5 p.m.

Thursday, 9 a.m. - 3 p.m.

Georgia World Congress Center

285 Andrew Young International Blvd., NW
Atlanta, Georgia 30313-1591

Education sessions are offered from Jan. 30 - Feb. 3, 2017.

EXHIBITOR MOVE-OUT

Large Booth Target Dates

Thursday, Feb. 2
3 - 10 p.m.

Friday, Feb. 3
7 a.m. - 10 p.m.

Saturday, Feb. 4
7 a.m. - 4 p.m.
Forced freight after 4 p.m.