



## Promote Yourself - COMPLIMENTARY Tools for Exhibitors

**Free guest passes for your customers** – Exhibitor promo codes will be sent out in September. Contact Robin Hughes, expo registration manager, at [rhughes@ippexpo.org](mailto:rhughes@ippexpo.org) with any questions.

**Online press release** - IPPE accepts exhibitor press releases to be posted on the Exhibitor Press Releases page of the IPPE website beginning in November. The press releases will be reviewed weekly and posted accordingly in alphabetical order by exhibitor name. Maximum five press releases per exhibitor.

**Media Center:** The IPPE Media Center is the go-to spot for members of the media to gather information, take a break and do their work. Drop off copies of your press releases and/or press kits to be displayed for members of the media to pick up.

**Map Your Show (MYS) Listing:** A standard company listing includes company address, phone, description, company contacts and product categories. This is free, but there are options for upgrades.

**TECHTalks** - TECHTalks is an opportunity for exhibitors to share their expertise through 20-minute on-floor presentations that address a variety of areas, including food safety, animal welfare, feed production, sustainability, renewable or alternative energy, artificial intelligence etc. An application will be posted to the Exhibit tab of the IPPE website on August 26.

**New Product Showcase** – The New Product Showcase is a great marketing opportunity for exhibitors to post video submissions highlighting your newest solution for customers to improve their business. An application will be posted to the Exhibitors tab of the IPPE website on September 19.

**Expo images and downloadable graphics** – Under the [MEDIA](#) tab on the IPPE website, you will find the image library with useful media for email signatures, social media, correspondence, etc. You will also find a section of downloadable graphics to use as banner ads in email promotions and more. To use, insert the graphic into your email signature and include the following message with your company name and booth number.

[Come see XXX at booth number XXX at the 2025 IPPE!](#)

**Social media posts** - Tag us (#IPPE2025) and use “@yourcompanyname” to promote your presence and share your handle in the EXHIBITOR LOGIN area so we can find and tag you back.

**Export Interest Directory**- Take advantage of an exclusive opportunity offered by IPPE and sign up to be included in the Export Interest Directory. **As a 2025 IPPE exhibitor, your listing is FREE.** However, to qualify for a submission, 2025 exhibiting companies must be a company of U.S. origin and certify that at least 51% of the products or services exhibited are of U.S. origin.

International attendees will have access to the Export Directory electronically and at the International Trade