

INVITE, ENTICE, EDUCATE

The IPPE Pocket Guide Does All That



EXHIBITING ISN'T ENOUGH. You need to stand out from the crowd and give decision makers a reason to come to your booth. The International Production & Processing Expo (IPPE) the world's largest annual meat, poultry and egg industry event, held in the Georgia Convention Center is expected to draw more than 30,000 attendees from around the world. With 1,300 plus exhibitors, attendees have a lot to navigate in 3 days. So why not give them a compelling reason to visit your booth with an ad in the trusted and proven IPPE Pocket Guide

THE 2025 IPPE POCKET GUIDE

is an essential "at the show" marketing tool that ensures visibility for your brand and drives traffic to your exhibit. Not only does it provide attendees all the resources they need to have a successful show: Booth numbers, exhibitor listings, educational and event opportunities, hall maps and more, but your ad will give them a glimpse of who you are and why they should visit your booth. With distribution at registration and the front entrance, the IPPE Pocket Guide is attendees' first look at what the show has to offer. Your ad can create a favorable first impression as attendees explore the show. A convenient 4 x 9" pocket size means attendees can keep it by their side and refer to it time and time again as they walk the show.





MAGNIFY YOUR MARKETING FOOTPRINT AND INCREASE SHOW VISIBILITY

- Amplify your brand message to attendees when they first arrive to the show.
- This IPPE show resource has been a trusted go-to guide for attendees for 30 years.
- Conveniently sized, this pocket guide features exhibitor listings, hall maps and vital show information.
- The most cost-effective way to elevate your brand's visibility among attendees

At-the-Show Marketing TIPS for IPPE EXHIBITORS

1

Keep your exhibit brand messaging short and to the point.

2

Train front-line staff to confidently answer questions about your products and services.

3

Engage attendees with interactive displays, games, interesting give-aways or speakers.

4

Encourage activity on social media with unique hashtags and interactive activities.

5

Promote media coverage for your business on social media during the show.

6

Create a valuable offer that will generate qualified leads.

7

Advertise in the IPPE Pocket Guide.

RATES

Full Page
\$3,850 net (\$4,529 gross)

1/2 Page
\$2,300 net (\$2,705 gross)

AUDIENCE

An estimated 30,000 IPPE attendees, representing the entire chain of production and processing for meat, poultry and eggs.

DISTRIBUTION

At registration and main entrance

SPECIFICATIONS

See following page for details.
Contact Meetingplace Production
Send all electronic materials to:
printmaterialsmp@meetingplace.com

Reserve Your Space Today

AD CLOSING: November 22

MATERIALS CLOSING: December 13

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FULL PAGE AD IN IPPE SHOW POCKET GUIDE 4 x 9 inches

Single page

Trim—4" x 9" (102 x 229 mm)

Live Area—3½" x 8½" (89 x 216 mm)

Bleed Area—4¼" x 9¼" (108 x 235 mm)

Spread pages

Trim—8" x 9" (204 x 229 mm)

Live Area—7" x 8½" (172 x 216 mm)

Bleed Area—8½" x 9¼" (216 x 235 mm)

HALF PAGE AD IN IPPE SHOW POCKET GUIDE 4 x 4 ½ inches

Trim—4" x 4½" (102 x 115 mm)

Live Area—3½" x 4" (89 x 102 mm)

Bleed Area—4¼" x 4¾" (108 x 121 mm)

IPPE POCKET GUIDE SPECIFICATIONS

Digital Specifications Highlights

The show guide is a 4" wide x 9" deep trim perfect-bound booklet.

Acceptable File Formats

We prefer press optimized PDFs, but we also accept native files, such as Mac applications QuarkXPress (6.0 preferred), Illustrator or Photoshop. Other Key highlights:

- 4/C scans must be saved as either EPS or TIFF in Photoshop CMYK mode at 266–300 dpi.
- All art should be saved as CMYK or Grayscale (not RGB).
- All fonts must be embedded.
- All images/scans, logos/artwork must be included.
- If supplying QuarkXPress documents please provide a "Collect for Output" or a contents report along with the disk and proof.

Not Acceptable File Formats

- Web graphics, including .jpg or .gif files: These files are at a lower resolution (usually 72 dpi) than is required for the printing process.

Send Materials to

Karen Ruesch, Production Manager

IPPE Show Pocket Guide

MTG Media Group

phone: +1-312-274-2204

e-mail: printmaterialsmp@meatingplace.com

or upload to <http://sendit.mtgmediagroup.com>.

Follow the easy directions once there to upload files, providing advertiser name and description.