

**SPONSORSHIP AND MARKETING SALES OPEN JULY 8 AT 12:00 p.m. EDT (U.S.) TO CURRENT CONTRACTED EXHIBITORS.** Availability is limited and opportunities are reserved/sold on a **FIRST-COME, FIRST-SERVED** basis. The link for the sponsorship portal will be on the IPPE website, under the **EXHIBITORS** tab.



The International Production & Processing Expo (IPPE) is focused on bringing together buyers, with the power to make or influence buying decisions, and sellers of the latest technology of products and services to make your business successful. They come to see companies like yours and the new products and resources that make this the premier event for the poultry and egg, meat and animal food industries.

Maximize your impact through sponsorships and marketing to distinguish your company from your competitors.

IPPE's sponsorship and marketing opportunities allow you to start sharing your message before the show, highlight your presence during the show and even extend your reach after IPPE is over. Sponsorship and marketing are key to attracting new prospects, boosting sales and increasing brand recognition. The best way to remain top of mind is to stay in front of your audience every step of the way.

Choose one or multiple opportunities to create a program that fits your IPPE goals. Have an idea? Looking for an idea? Contact Lisette Reyes, manager, expo services to brainstorm a custom package to match your goals.

Lisette Reyes  
[lreyes@ippexpo.org](mailto:lreyes@ippexpo.org)  
770.635.9053

All sponsors must be current contracted IPPE exhibitors. The deadline for all banner and digital opportunities is Jan. 8, 2025.

Payment is due within 30 days of invoice. If payment is not received by the due date, sponsorships will be canceled and returned to inventory. Refunds are not given if you choose to cancel your sponsorship or your booth. Sponsorships purchased less than 30 days before IPPE must be paid in full or the sponsorship will not be delivered.

#### **Promote Yourself - COMPLIMENTARY Tools for Exhibitors**

You have made the commitment to exhibit. There is a lot to be excited about. To help you spread the word, IPPE has a variety of resources you may use to easily engage with your audiences and customers.

**Free guest passes for your customers** - Contact Robin Hughes, expo support coordinator, at [rhughes@ippexpo.org](mailto:rhughes@ippexpo.org) to get custom promo code.

**Online press release** - IPPE accepts exhibitor press releases to be posted on the Exhibitor Press Releases page of the IPPE website. 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 Center, located in the A/B Connector of the GWCC.

## **M2A ELITE**

### **\$18,500 - OFFERINGS ARE EXCLUSIVE TO M2A ELITE PARTICIPANTS**

M2A Elite sponsors have a unique opportunity to reach all IPPE attendees through pre-show promotions, including one pre-show email or postcard mailing to all registered attendees, multiple onsite signage placements, printed guides and much, much more.

Sponsorship benefits include:

- Company logo and booth number featured on the home page of the IPPE website with a link to your website (will stay on the IPPE site until exhibit space sales open for IPPE 2025), average 70,000+ IPPE website views per month.
- Company highlight, including logo (with link to your website), booth number and short write-up in one attendee newsletter, expected reach of 30,000+ attendees
- Recognition in the official IPPE pocket guide, available to 30,000+ attendees
- Elite sponsors’ logos rotated with schedule on monitors throughout the Georgia World Congress Center (GWCC). 53 monitors total
- All Elite sponsors are featured on a banner at the entrance of each hall with company logo and booth number appearing on signage
- Your company logo and booth number displayed on new 10’ x 5’ LED digital screens located outside the A- and B-Building of the GWCC
- Digital billboard display throughout show week of your logo and booth number. These give sponsors continuous visual exposure during the entire week of IPPE.
  - GWCC digital billboards are located:
    - inside the lobby areas
    - over the B-Building escalators
    - at the top of the escalator coming up from the Red Deck parking lot
    - A-Building lobby and outside A-Building (East Plaza)

- B-Building (International Blvd.)
- C-Building (Marietta Street Parking Deck)
- One attendee postcard mailing or EMAIL blast. Send us the printed postcards or the HTML material for the email blast, and we will send to 2025 preregistered attendees in the categories you choose in January\*
- Company logo on window clings placed at the top of the B- and C-Building escalator guard walls
- Company logo and booth number window cling on hotel shuttle bus windows; approx. 38 buses servicing 38 hotels
- Company name and logo included in a post-show communication to 2025 attendees (approximately 30,000 emails)
- All Elite sponsors will be recognized with a logo and link to your website in each of the four daily show e-blasts sent out during the week of IPPE (approximately 100,000 emails throughout Expo week)
- All Elite sponsors will be recognized with your company logo on a registration confirmation email to all attendees
- Each Elite sponsor will have one push notification sent from the official IPPE mobile app during the show. IPPE to determine schedule

\*Post card must be nonglossy/uncoated material. All creative must include your booth number.

\*\*By participating in the M2A Elite sponsorship, you are agreeing to and giving permission for your company logo to be printed on products and signage approved by IPPE.

IPPE reserves the right to add or upgrade benefits as needed.

## IPPE POSTCARD MAILING

### GET IN TOUCH WITH IPPE ATTENDEES BEFORE IPPE AND/OR FOLLOW UP WITH THEM AFTER!

#### \$2 per card, U.S. addresses; \$2.50 per card, Canadian addresses

IPPE will mail your printed, **non-coated** postcard to our registered attendees prior to the show or post-show. All postcards must contain your booth number.

Attract attendees from the feed/live production, processing/packaging areas of the industries or select to contact all pre-registered domestic attendees.

The postcards will be mailed to attendees indicating interest in the areas you select beginning the first week of January. This ensures attendees receive the postcard and add your booth to their list to visit. The mailings are individual and not grouped.

You design your postcard (must include your IPPE booth number) and have it printed on non-coated paper. Then, ship them to us for mailing. Cards that do not meet our requirements will not be mailed.

***Additional information, including specifications and a form to indicate interest area (s) and quantities desired, will be sent via email.***

***Deadline for participation is Dec. 1. Postcards must be received by Dec. 15. Sponsor will be invoiced after the interest form is received. Invoice must be paid prior to postcard mailing.***

## IPPE Wi-Fi NETWORK SPONSOR

### \$25,000 Exclusive - One Opportunity

Be seen every time attendees access the Wi-Fi network at the GWCC during IPPE. **Free Wi-Fi will be available across the entire GWCC campus (on the show floor, in common areas, lobby areas and meeting rooms).** GWCC has upgraded the facility's Wi-Fi technology so you can reach more attendees faster. One exclusive opportunity is available for the sponsor to name the Wi-Fi network, with a limited number of letters/numbers, and IPPE's approval. The sponsor will also be recognized in pre-show promotions to attendees, IPPE show guides and pocket planners, and on onsite signage throughout all halls and common areas with information on how to access the Wi-Fi network during the show.

## IPPE APP

### \$15,000 Exclusive - One Opportunity

Be seen first, every time attendees open the IPPE app. One exclusive opportunity.

Sponsorship benefits include:

- Recognition in pre-show emails including attendee newsletters (November to January), Know Before You Go guides, and daily onsite Monday, Tuesday and Wednesday IPPE newsletters – expected reach of 30,000+ emails each day
- Recognition in onsite show signage throughout all halls encouraging attendees to “download the app,” approx. 10,000 downloads
- A non-linkable splash screen to launch right after the show branding screen for 5-10 seconds.
- Digital banner with company name and booth number linked to a URL of your choice
- Company name as sponsor in the drop-down listings for the mobile app navigation linked to a URL of your choice.
- A “tile” on the home page of the app. The tile will be customized to include the art/imagery of your banner ad. This can link to any URL of your choice.

These benefits will all translate to the desktop version of the app as well.

## **DAILY “THANK YOU FOR REGISTERING” EMAIL**

**\$7,500 each – Four Opportunities**

Different than the Registration Confirmation, the daily “Thank You for Registering” email is sent to every attendee within 24 hours of their registration. The email contains basic information about IPPE, overviews of programs and events, directions on how to build their MYS Show Planner, and more! Sponsor’s banner ad will be included in every email with a link to your website. This is a wonderful opportunity to start marketing to IPPE’s thousands of attendees from the moment they decide to attend the show and to reach the specific segment you want to target. (Approximately 30,000 registrants)

## **BANNER LOCATIONS**

**The deadline for all banner and digital opportunities is Jan. 8, 2025.**

**PRICE VARIES BY LOCATION and SIZE (Additional information will be sent via email)**

**Please note the cost for design, production and installation and dismantle of the banner is NOT INCLUDED in the location price.**

This signage opportunity is a wonderful way to maximize brand recognition and improve traffic to your booth. Opportunities exist in A-Building (level 4), B-Building (levels 2-4) and C-Building (level 1)

Sponsorship benefits include:

- The banner program location selection is first-come, first-served
- Cost is based on location and size and DOES NOT include design, production and installation and dismantle of the banner
- All installation and dismantle of banners must be completed by GES, IPPE’s general service provider. Additional Information will be sent via email. You may use GES for production of your banner or your own vendor. The banner must meet GES/GWCC specifications.

## **LED WALL**

### **INSIDE**

**\$3,750 Includes (1) 10-SECOND INCREMENT in B-Hall Registration - Two areas (6 Spots)**

**\$3,750 Includes (1) 10-SECOND INCREMENT in B-Hall at Level 4 Escalator (6 Spots) This location is the first set of escalators used in B-Building and from the entry level to the hall.**

GWCC digital walls are located inside the A-B lobby area and over the B-Building Level 4 escalator. These give the sponsors continuous visual exposure during the entire week of IPPE. Each 10-second graphic will be looped every 90 seconds.

The exhibitor is responsible for the creative used, based on requirements of IPPE and the GWCC. Graphic must contain booth number. Graphic can be static or animated/video.

## **HANGING CROSS-AISLE SIGNS**

**\$750 EACH, DOUBLE-SIDED**

**A-Hall: Aisles ----- (1 for each aisle)**

**B-Hall: Aisles ----- (1 for each aisle)**

**C-Hall: Aisles ----- (1 for each aisle)**

Available above the main tram line at each cross-aisle sign. Once you place your order, you will be contacted to choose your aisle location. Sponsor must choose the closest available aisle to your booth.

## **FLOOR CLING ADD-ON**

**\$500 EACH**

We all know some IPPE attendees walk the halls looking up for navigation and some walk around looking down to navigate (or look at their phone). Increase your visibility to all attendees by purchasing a floor cling to be displayed beneath your hanging cross-aisle sign. Your cling includes your logo, booth number and an arrow pointing in the direction of your booth.

## **IPPE DIRECTIONAL FLOOR MESSAGE ARROWS**

**\$7,500 EACH - One Opportunity in each of A-, B- and C-Halls**

**Direct the Attendees to Your Booth from the Time They Enter the Venue**

Add your company logo, short message and booth number to large floor arrows used to lead attendees throughout the venue and show halls. By following your brand, they will be ready to discuss that much needed product or service only you can provide! Directional arrows begin at the entrances and continue to the connector. The count is 50-60 total arrows per building.

## **SIDEWALK GRAPHICS**

**\$1,000 EACH – Eight Opportunities Each Outside A-, B- and C-Building**

Capture attendees' attention before they even enter the building with a 6 ft x 4 ft sidewalk graphic. You design the artwork (must include booth number) to meet your company's specific marketing goals. (Subject to IPPE approval.) Purchase one or multiple locations to design the impact you desire. Choice of location is first-come, first-served.

## **OFFICIAL SHOW LANYARDS**

**\$10,000 – Four Opportunities**

IPPE will feature one OFFICIAL lanyard for all attendees. Make sure your brand is front and center with thousands of attendees at IPPE by purchasing one of the FOUR brand positions on the custom show lanyard. The IPPE lanyard will include the IPPE logo, the four sponsors' logos with booth numbers and custom artwork, making it a keepsake for attendees to take home and view your brand all year long.

***\*The deadline to purchase a lanyard sponsorship is Oct. 4. IPPE retains the right to deny competitors, and the opportunity is first-come, first-served.***

## OFFICIAL SHOW BAGS

### **\$5,000 - Four Opportunities**

Attendees love show bags! They are great for conveniently collecting literature and giveaways during the show, and they are used after the show. IPPE will feature ONE official custom show bag for all attendees. Show your commitment to sustainability by adding your logo and booth number to the official show bag and share the limelight with IPPE throughout the entire show and for years to come! Show bags will be distributed in the registration area and at the information desk in the main lobbies of the B- and C-Buildings.

***\*The deadline to purchase a show bag sponsorship is Oct. 4. IPPE retains the right to deny competitors and opportunity is first-come, first-served.***

## TRAMS

### **\$6,000 Per Tram**

#### **Six shared between B-, BC- and C-Halls**

#### **Two in A-Hall**

Keep your brand on the move while providing transportation to IPPE attendees.

Sponsors will have their company brand/message and booth number printed and attached as a large header, as well as on the front or back of the tram. Send your custom artwork, and IPPE will have the signage produced and installed for you. You can select one or more trams. Trams run continuously on the center aisle of B- and C-Hall. Trams will be looping through the B-, BC- and C-Halls. Additional tram signage, encouraging attendees to ride, will include sponsors' logos.

## TRAM STOP BENCHES

### **\$2,500 Includes 6 Benches in A-Hall**

### **\$5,000 Includes 12 Benches in B-Hall**

### **\$1,700 Includes 4 Benches in BC-Hall**

### **\$2,500 Includes 6 Benches in C-Hall**

Positioned strategically throughout all halls.

These rest stops have your brand as a focal point for attendees while they are waiting for a tram in A-, B-, BC- and C-Halls or while they are walking on the show floor. Each sponsor will have their company logo and booth number printed and attached as a large floor sticker at each tram stop/bench.

## INTERNATIONAL TRADE CENTER SPONSOR

### **\$12,500 – One Exclusive Opportunity**

Attracting more than 9,000 International visitors from 130+ countries, IPPE is truly the only show of its kind for the global meat, poultry and egg, and animal food industries. The International Trade Center provides translation assistance, snacks and beverages, printer/copier, internet connection and comfortable furniture for attendees from around the world to relax and recharge or catch up on business. Put your business and products in the forefront with these valuable customers by sponsoring the International Trade Center.

Sponsorship benefits include:

- Recognition of sponsor on signage outside the Center, on directional signs, in printed show guides and on the IPPE app
- Recognition of sponsor on window clings both outside the Center and on the Center's windows overlooking the Expo floor
- Two pop-up banners can be displayed inside the International Trade Center. Sponsor to supply banners and IPPE must approve in advance.
- Placement of sponsor's literature in the Center

- Recognition in attendee marketing materials sent prior to the Expo
- Opportunity to provide other materials such as pens, pads of paper, other branded giveaways
- Receive International Trade Center attendee scanned information, including name, title, company name and contact information

## **NEW! IPPE COMMUNITY LOUNGE**

### **A, B, C-Halls**

**\$5,000 – A and C-Halls - additional signage**

**\$7,500 – B-Hall – Larger space with additional signage**

**One opportunity in each of A, B, and C-Halls**

Attendees need a break from walking the trade show floor so why not let them enjoy the break while learning about your company by reading your company brochures.

Sponsorship benefits include:

- Brochure rack
- Charging tables with company logo and booth number cling attached
- Signage with your logo and booth number
- Marketing via attendee newsletters
- Lounge locations identified on floorplan online and on app, naming you as the sponsor

## **NEW! IPPE DISCOVERY ZONE**

### **B - Hall**

**\$5,000 – One exclusive opportunity**

IPPE's Discovery Zone is a great place for attendees to have fun and interact with each other, and your name can be associated with it.

Sponsorship benefits include:

- Recognition of sponsor in printed show guides and on the IPPE app
- Recognition in attendee marketing materials emailed prior to the show
- Discover Zone location identified on floorplan online and on app, naming you as the sponsor

## **NEW! IPPE HAPPY HOUR SPONSORSHIP**

**\$25,000.00 – Two Opportunities**

**TUESDAY – ON THE SHOW FLOOR! 4:15 p.m. - 5:00 p.m.**

Networking is a key driver for the thousands of professionals who attend IPPE; and the opening day Happy Hour, held on the Expo floor, is the highlight of the week for many. Attendees are offered complimentary beer, wine, soda, and bottled water.

Make a lasting impression and drive IPPE attendees to your booth by sponsoring the Happy Hour. The Happy Hour is promoted heavily both pre-show and on-site during Expo week. This opportunity includes seven pre-show emails to registered attendees and the 30,000+ prospects in IPPE's database, recognition on the IPPE website and the app, on-site signage, recognition in push notifications sent from IPPE's app announcing the Happy Hour, verbal recognition during the Happy Hour, and so much more!

Sponsorship benefits include:

- Exhibitor logo and booth number will be published on the IPPE website as the Happy Hour sponsor and will include a link back to sponsor's website
- Recognition with logo and booth number on the official IPPE app

- Recognition in pre-show emails including monthly attendee newsletters, Know Before You Go guides, and daily onsite Monday, Tuesday and Wednesday IPPE newsletters – expected reach of 30,000+ emails each day
- Exhibitor logo and booth number included on Happy Hour signage throughout the GWCC advertising the event
- Exhibitor logo, booth number, QR code (linked to a website of your choice) and short message on 22" x 28" signs on easels at each of the function's drink carts (approximately 20 carts total)
- Recognition as Happy Hour sponsor (including booth number) included in the intercom announcement when the event starts
- Push notifications from the IPPE app reminding attendees of the event, includes sponsor's name and booth number

## **NEW! YOUNG LEADERS UNDER 30**

**\$5,000 – One Exclusive Opportunity**

Sponsorship benefits include:

- Company logo with link to your website on the Young Leaders Under 30 Award page on the IPPE website.
- Company logo with link to your website on all pre-show emails to Young Leaders and member companies.
- The Young Leaders Under 30 Award recipients and their guests will stop by your booth during their VIP tour of the Expo floor. Sponsor has the option to have a member of their staff accompany the group on the tour.
- Sponsor will receive three invitations to attend the Young Leaders Under 30 Award breakfast and has the option to provide handouts or giveaways for the recipients.
- Sponsor will be recognized, with booth number, at the Young Leaders' plaque presentations to be held on the Expo floor in the Discovery Zone and open to all IPPE attendees.

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