



April 14, 2026

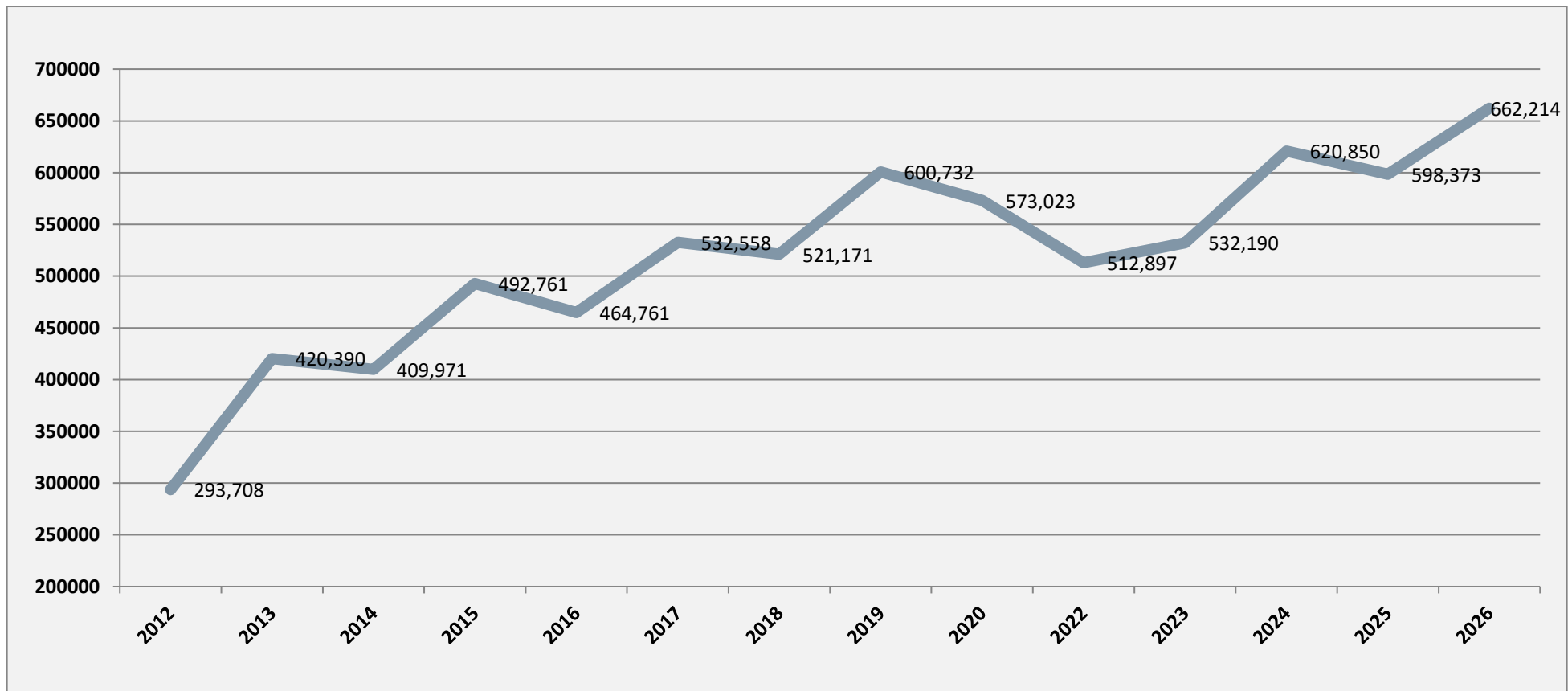
EAC Meeting IPPE Overview

All microphones have been muted. The meeting will start at 10 a.m. ET.

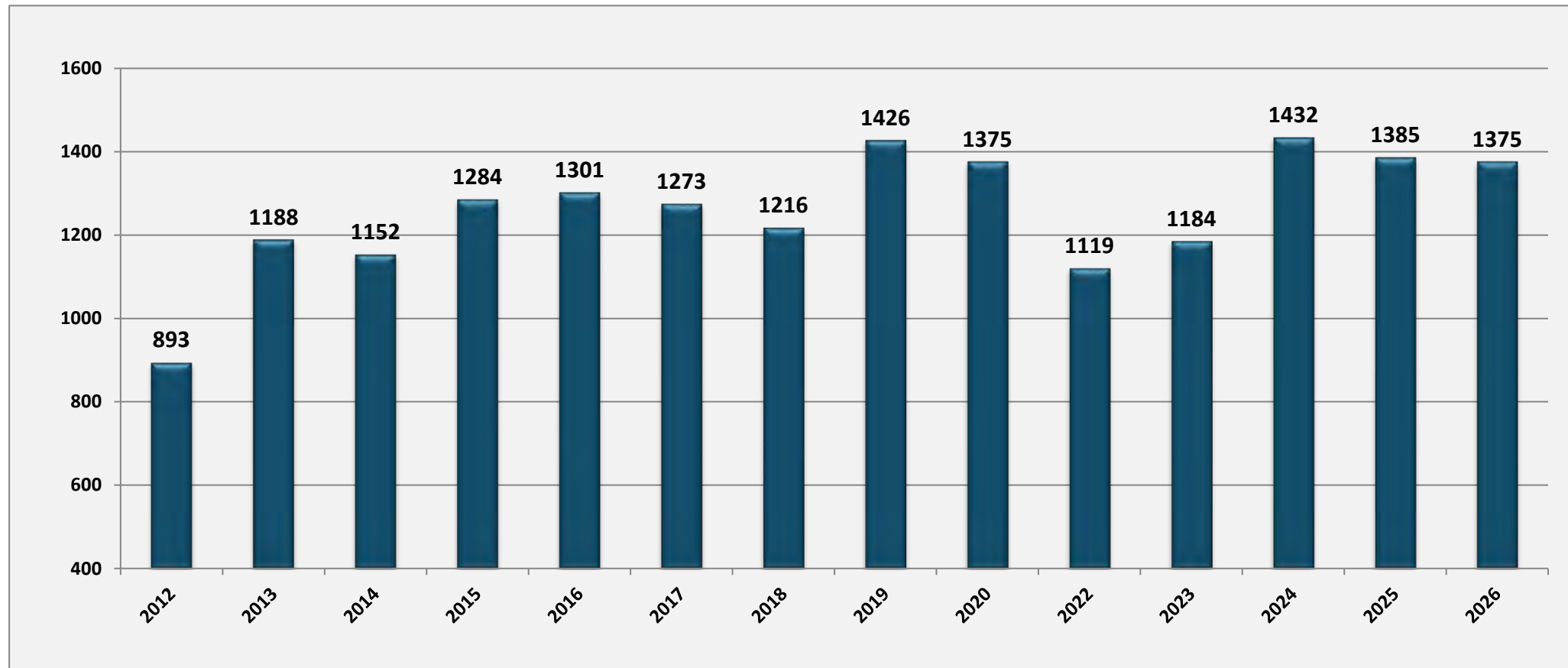
2026 IPPE Summary

- 662,214 sq. ft.; 1,375 exhibitors
- 207 new exhibitors booked 37,055 sq. ft.
- 711 exhibitors with 250 sq. ft. or less, representing 98,925 sq. ft.
- 32,550 registered attendees
- 22,844 Domestic (71%) and 9,706 International (29%)
- 49% of international attendees from Latin America
- 115 countries represented (25 through TEMS)
- 32,017 leads collected by 513 exhibitors

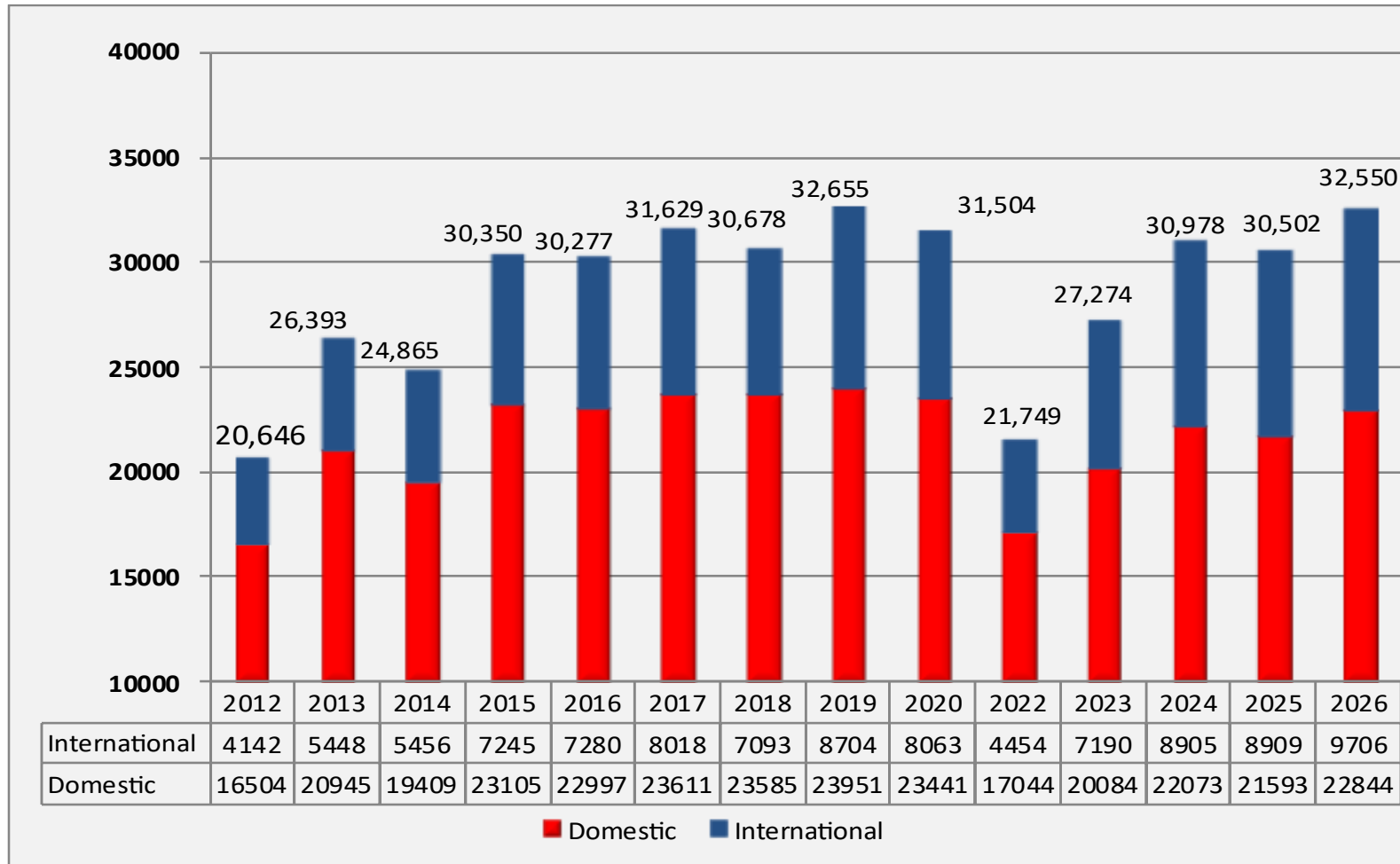
14 Year Trend - Exhibit Space



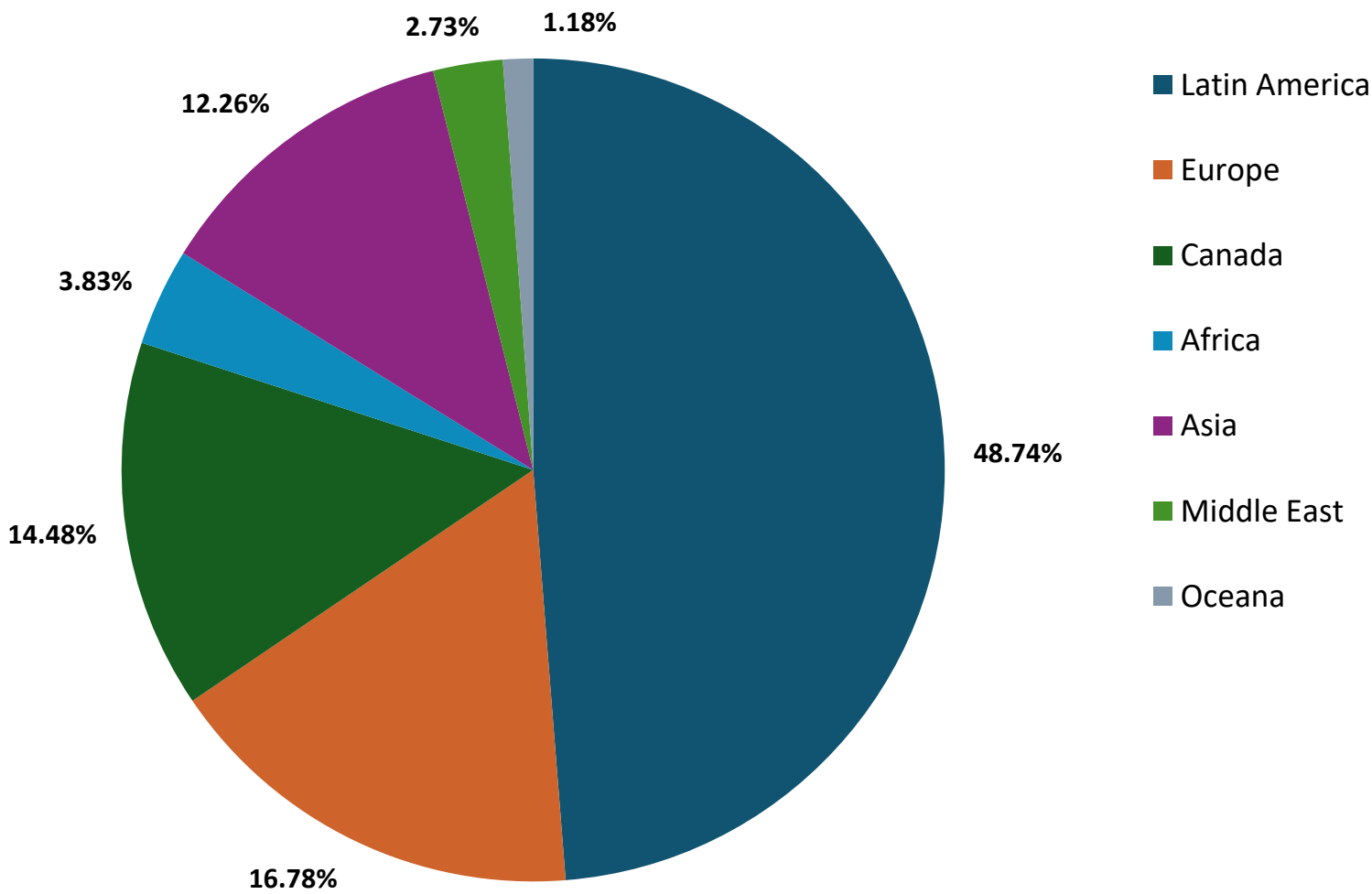
14 Year Trend – Number of Exhibitors



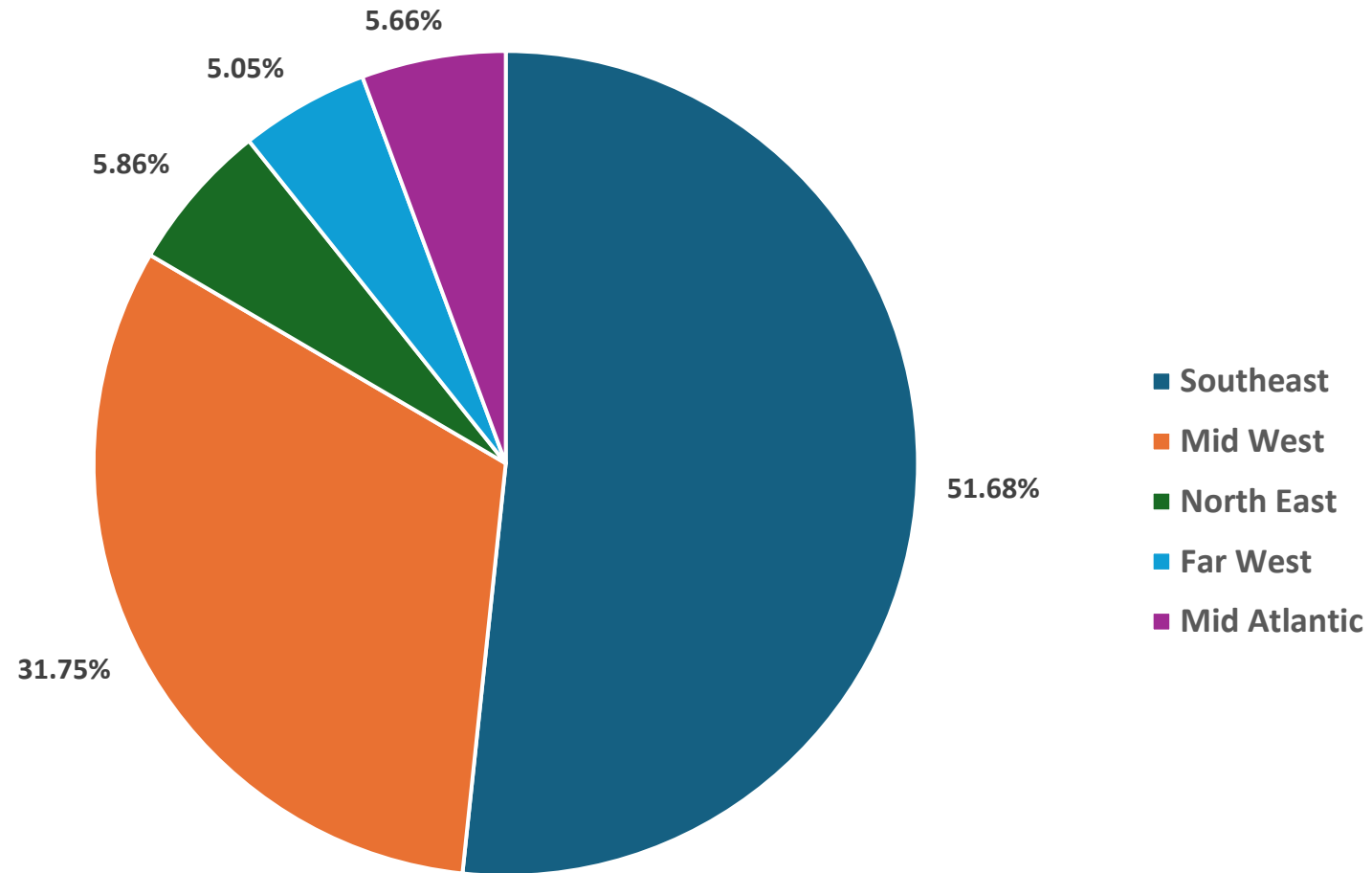
14 Year Trend - Attendee



2026 IPPE International Registration



IPPE 2026 US Region Registration





IPPE 2026

Post-Show Survey Results

U.S. POULTRY AND EGG ASSOCIATION
April 2026





- Performance of the event was measured by online feedback surveys deployed through the Explori platform
- Explori's KPIs were used to measure performance in comparison to other trade shows
- The results were also compared to the Industry and IPPE 2025 & 2024 benchmarks, where these were available



- **Event dates:** January 27th – 29th 2026
- **Fieldwork dates:** January 30th – February 20th 2026



Attendees

- **13,313** contacts sent survey
- Two reminder emails
- **1,068** completes – **8%** response rate
 - 2025: **978** completes – **7%**

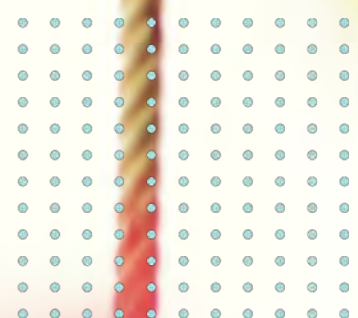


Exhibitors

- **1,188** contacts sent survey
- Two reminder emails
- **252** completes – **21%** response rate
 - 2025: **242** completes - **19%**

We will cover:

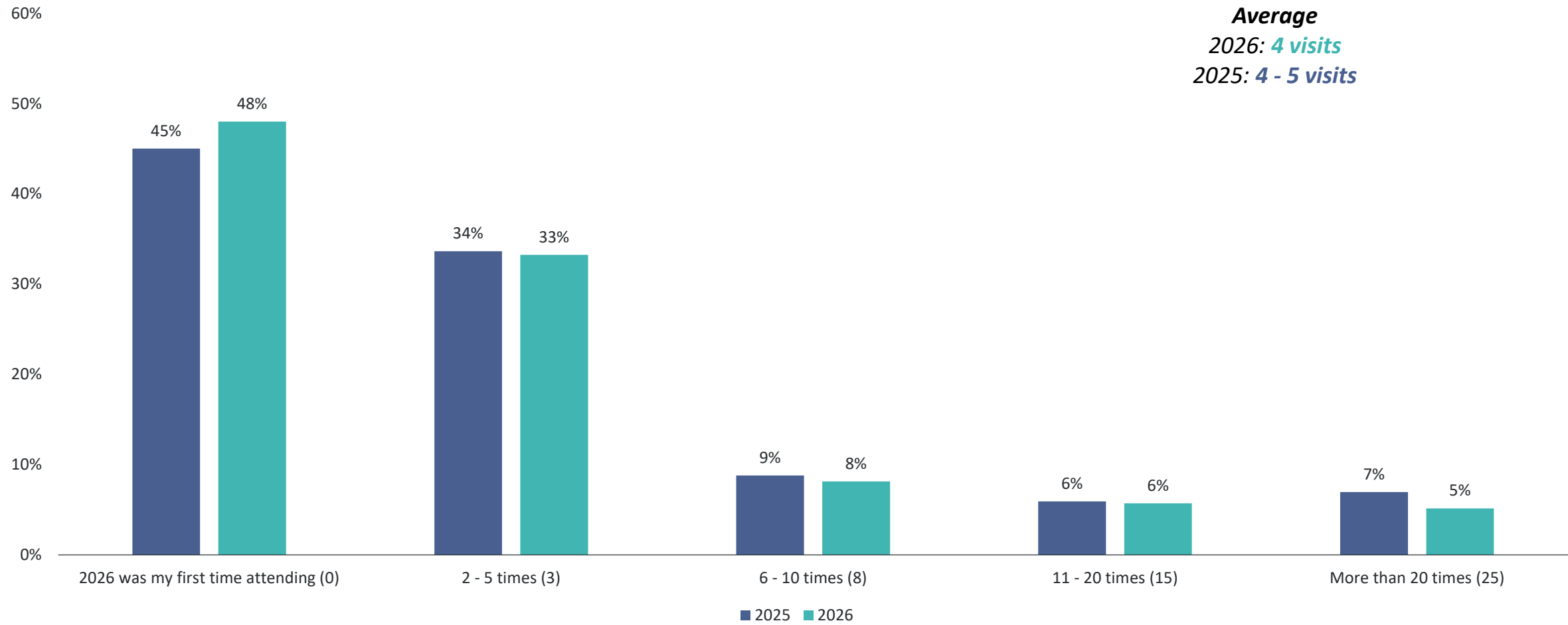
1. Who attended?
2. What experience did they have?
3. What were their objectives?
4. What did exhibitors think of IPPE?

A decorative graphic consisting of a grid of small, light blue dots arranged in a rectangular pattern on the left side of the image.

Who attended?

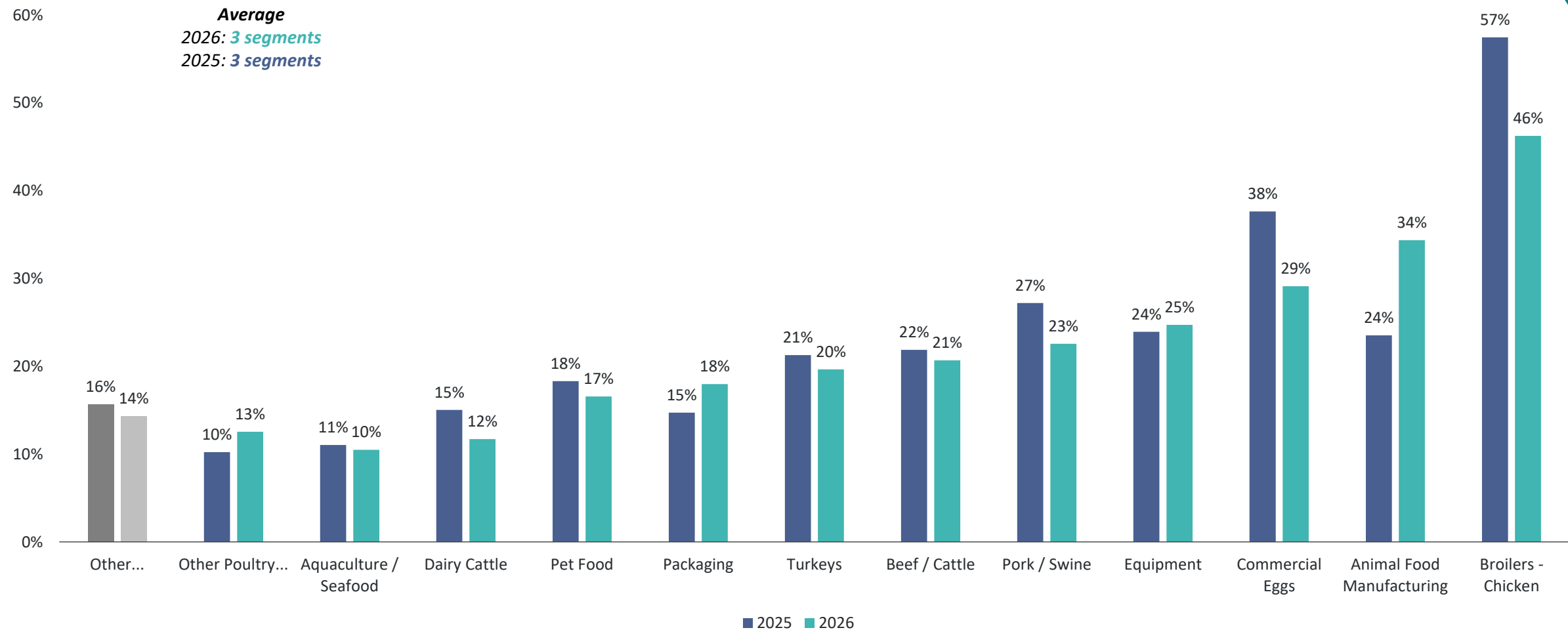
No. of previous visits

Attendees had previously visited IPPE 4 times on average, roughly half were visiting for the first time in 2026



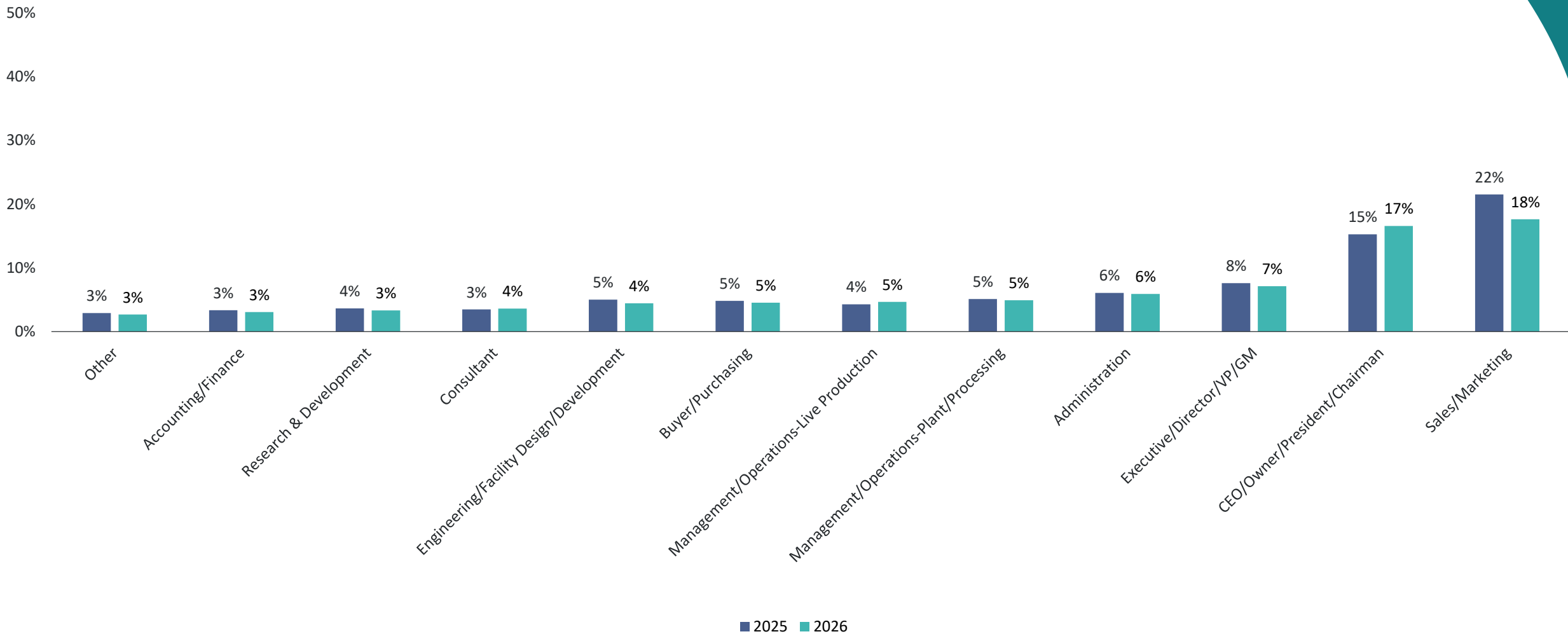
Company segments

Companies in the Broilers - Chicken, Animal Food Manufacturing, Commercial Eggs, Equipment and Pork/Swine segments were most represented by attendees



Job function [IPPE DATA]

Sales / Marketing was the most common job function for IPPE attendees followed by CEO/Owner/President/Chairman, which aligns with 2025

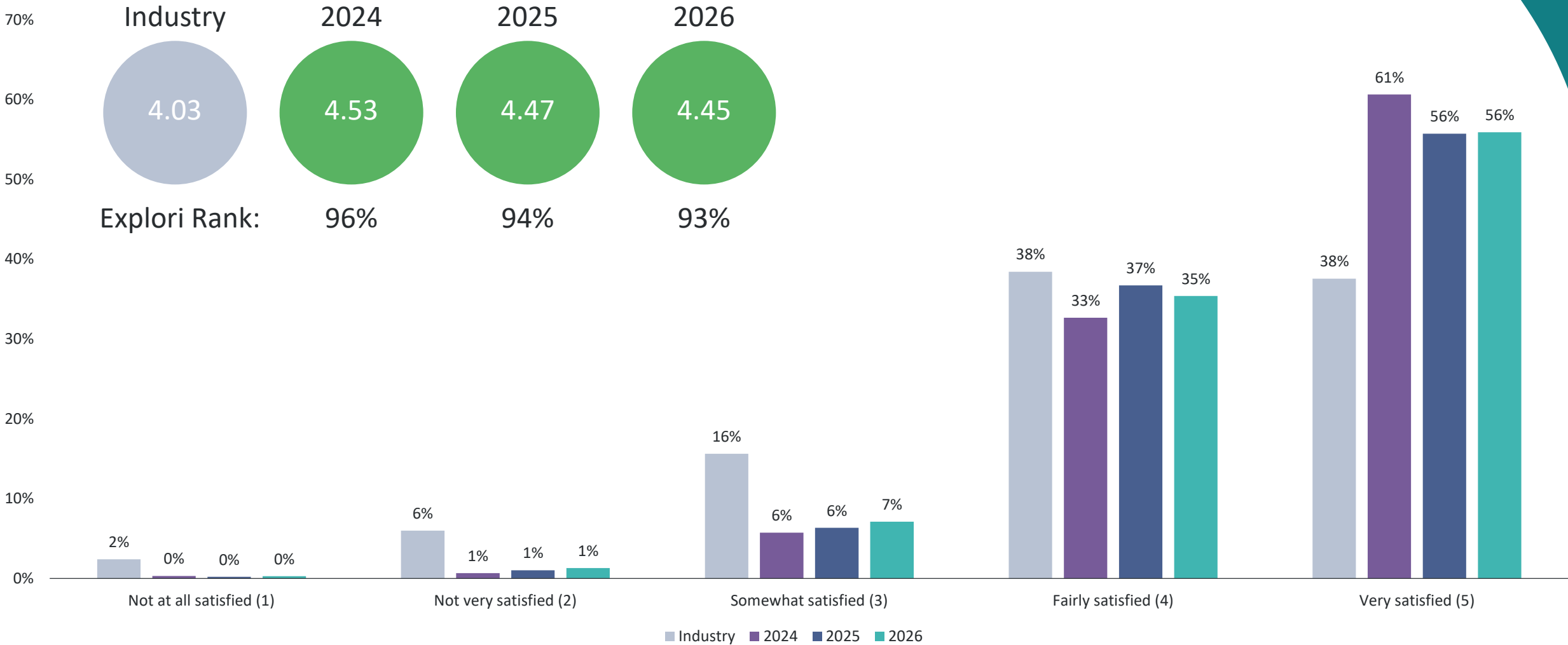


A low-angle, upward-looking photograph of a modern building's facade. The facade is covered in a complex, geometric mosaic of light-colored tiles. Several arched windows are visible, some of which are recessed into the building's structure. The building is set against a clear, light blue sky.

What experience
did they have?

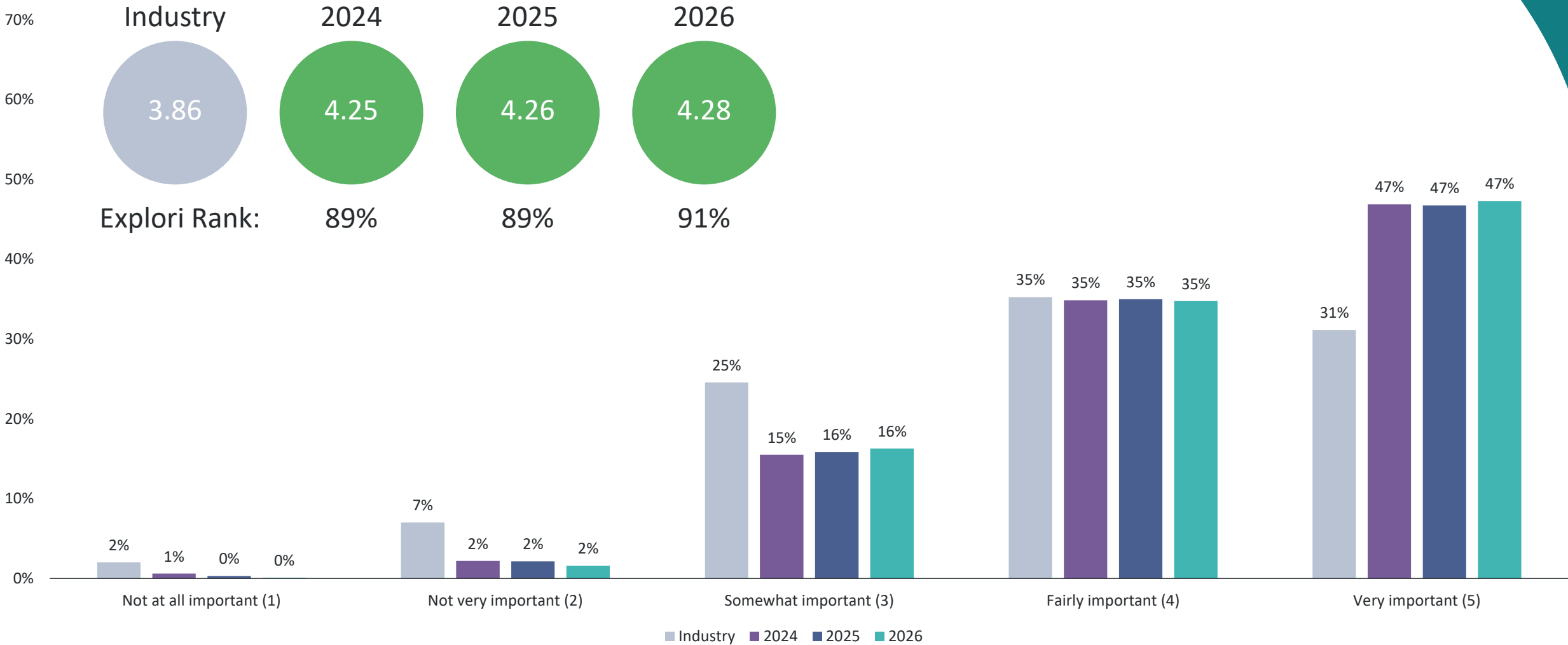
Overall Satisfaction

The overwhelming majority of attendees were satisfied with IPPE this year, outperforming the Industry benchmark and placing the event in the top 10% of Explori ranked events



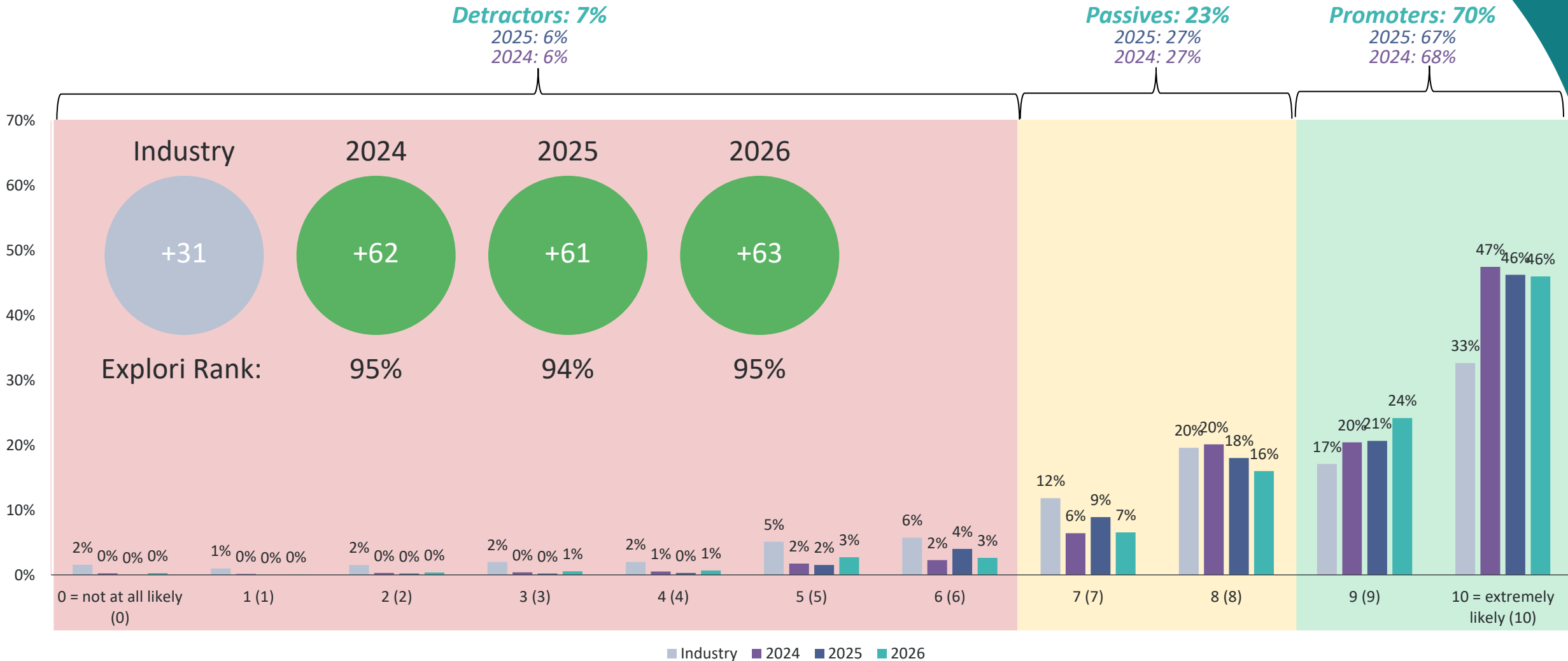
Importance of IPPE

Four-fifths felt IPPE was important to their business, which contributes to an average score remaining in line with previous years and sitting comfortably above the Industry benchmark



Net Promoter Score

Over two thirds of attendees are classed as ‘Promoters’, contributing to an NPS of +63, which continues to sit notably above the Industry benchmark and in the top 10% of Explori ranked events



Promoter (70%) themes



38%

NETWORKING

- Two fifths of Promoters appreciated the opportunities to connect with key Industry figures, customers, and suppliers

The networking opportunities are world-class

It is a great opportunity to network within the Industry



28%

LATEST TECHNOLOGY

- Seeing the latest technological advancements within the poultry Industry in-person were also highlighted

At the IPPE you can see all the new technologies and what [is] up and coming

It's a one-stop event to... see new technologies firsthand



24%

CONTENT

- The high quality of content presented in sessions was highlighted by some Promoters as informative and valuable

The learning sessions that are provided ensures that you will take something from IPPE

The scientific aspect (IPSF) has great research presentations



21%

RANGE / QUALITY OF EXHIBITORS

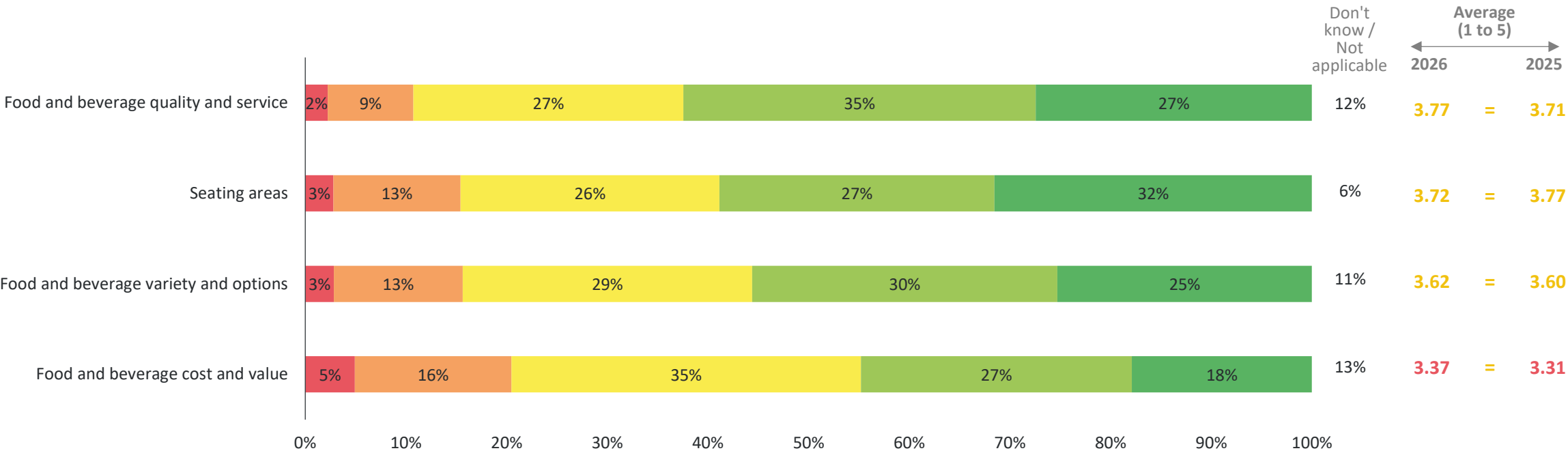
- Some praised the wide range and quality of participating exhibitors and exhibits available at IPPE

The diversity of vendors is greater than any expo I've attended before

I would recommend IPPE because it showcases professional-grade equipment with excellent craftsmanship

Ratings of Venue Services

The lowest rated venue services which show room for improvement relate to the catering and seating availability at IPPE



Very Poor (1) Poor (2) Average (3) Good (4) Excellent (5)

LOGISTICS & FACILITIES

15

The indoor temperature was too low for some attendees, who also noted a lack of seating, and felt access to the venue at times was difficult

CATERING

22

Comments here felt that the available food options were lacking in quality, and food outlets were lacking in quantity

CATERING

91

Some attendees were keen to see food options of greater variety and quality, as well as healthier food options

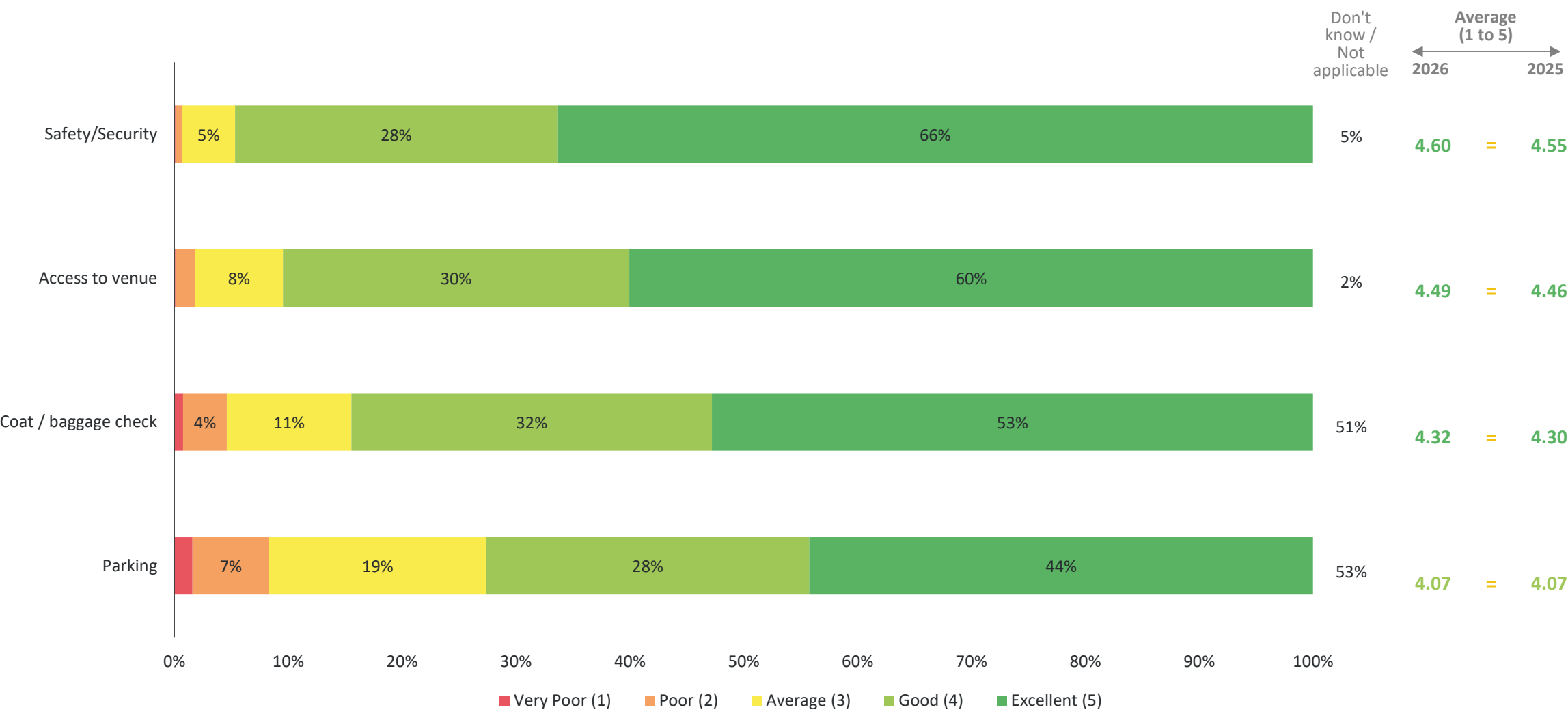
LOGISTICS & FACILITIES

76

Comments here desired more seating areas, more signs around the venue to aid navigation and improved Wi-Fi were requested

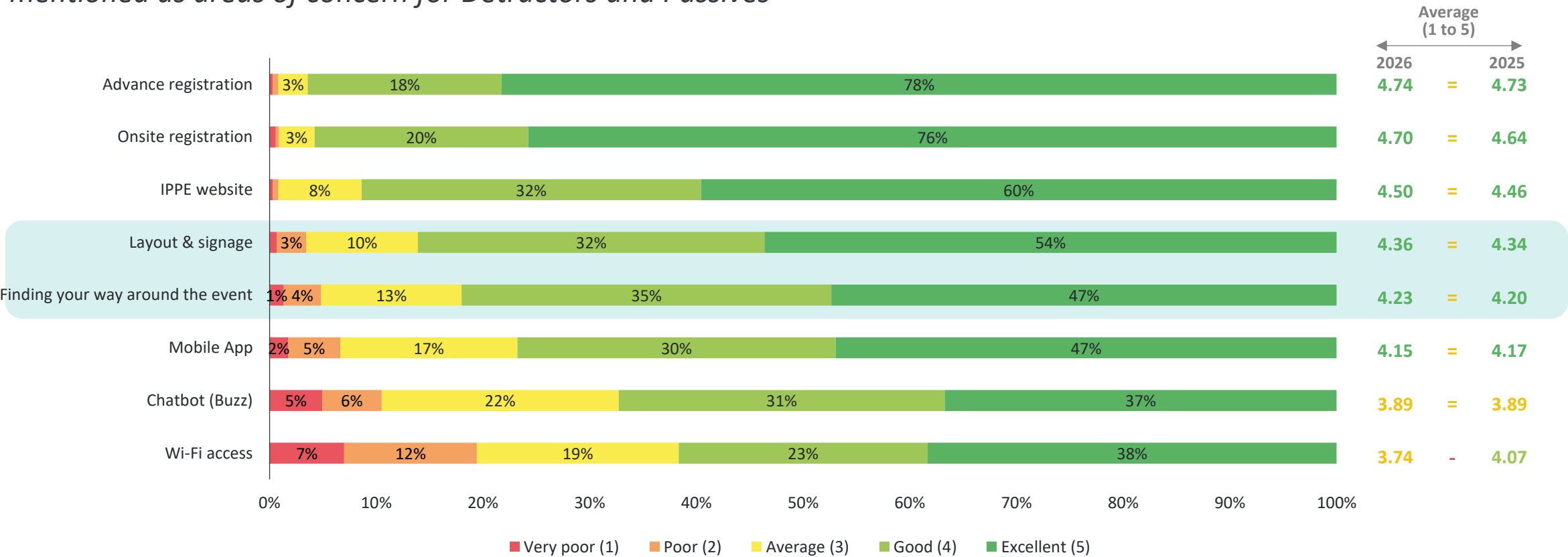
Ratings of Venue Services

Just under three quarters of attendees rate the following elements positively, maintaining the scores from 2025



Ratings of Event Aspects

The large majority of event aspects were rated very positively by attendees, apart from the ChatBot and Wi-Fi access, both of which show room for improvement. Despite being rated well, layout related aspects are mentioned as areas of concern for Detractors and Passives



LAYOUT

Some Passives found the venue layout could have been more logically laid out and easier to navigate

LAYOUT

Comments here felt that the venue lacked signs, and hosting the exhibition in a different location to meetings was unhelpful

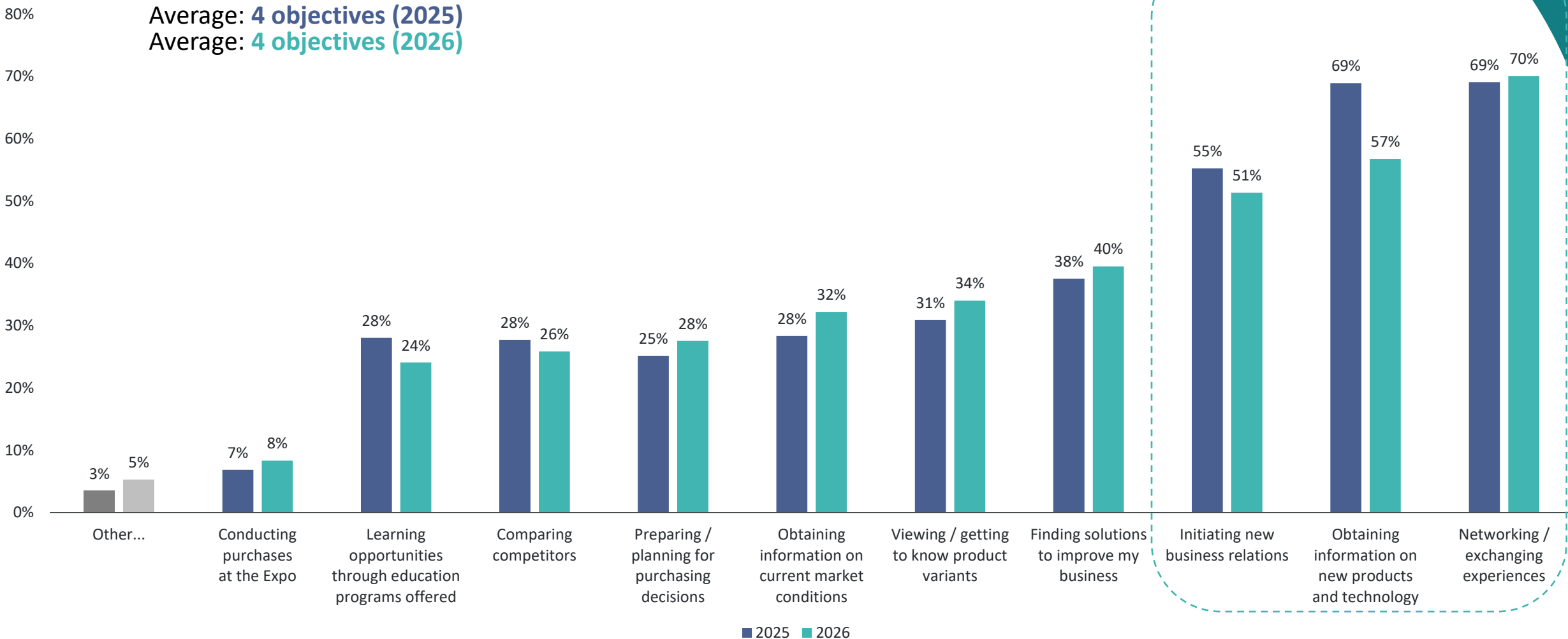
The background of the slide is a light blue gradient. In the bottom left corner, there is a low-angle photograph of a building's facade, characterized by a complex, geometric, and mosaic-like pattern of grey and white tiles. Several arched windows are visible on the building. Overlaid on this background are three large, solid-colored circles: an orange one in the top left, a dark blue one in the center, and a yellow one in the bottom right. The text 'What were their objectives?' is centered within the dark blue circle.

What were their
objectives?

Attendee Objectives

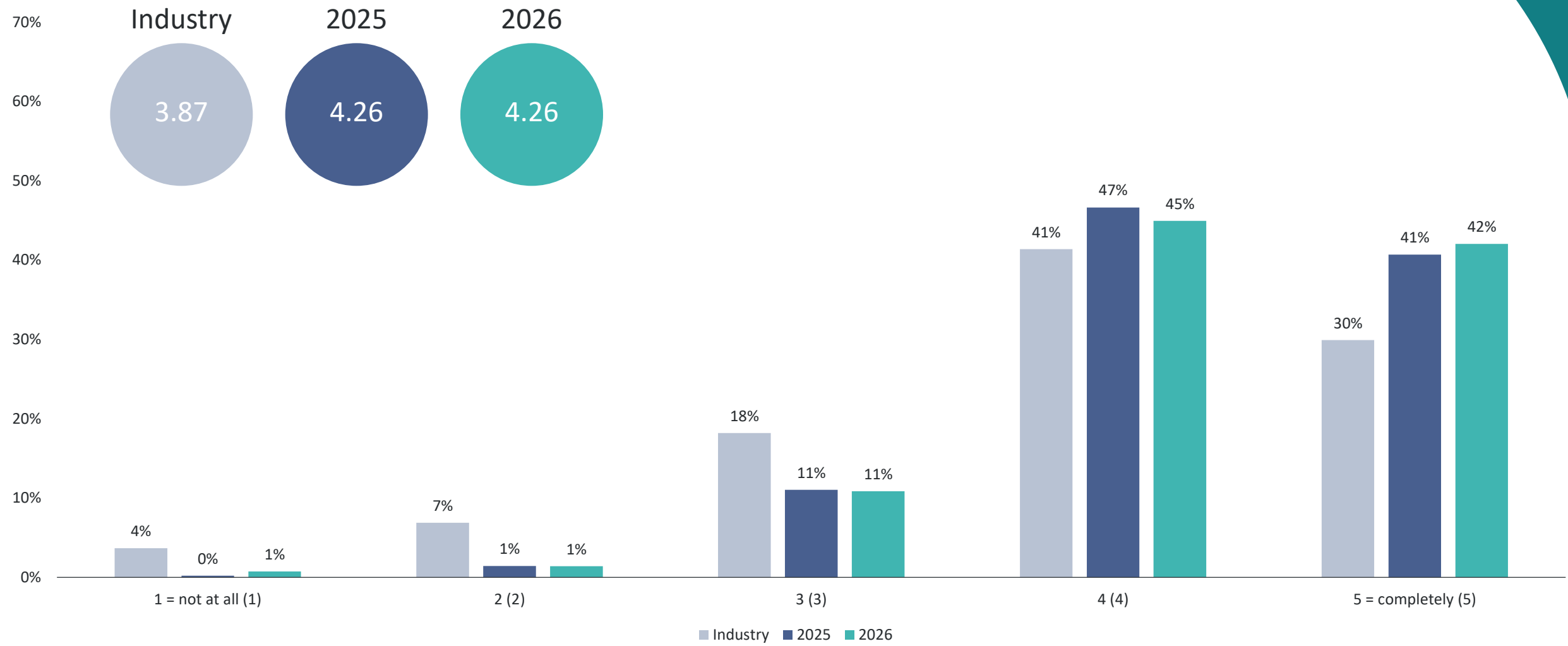
Top objectives for attendees relate to networking and newness, including both obtaining new information, and new business relations

Average: 4 objectives (2025)
Average: 4 objectives (2026)



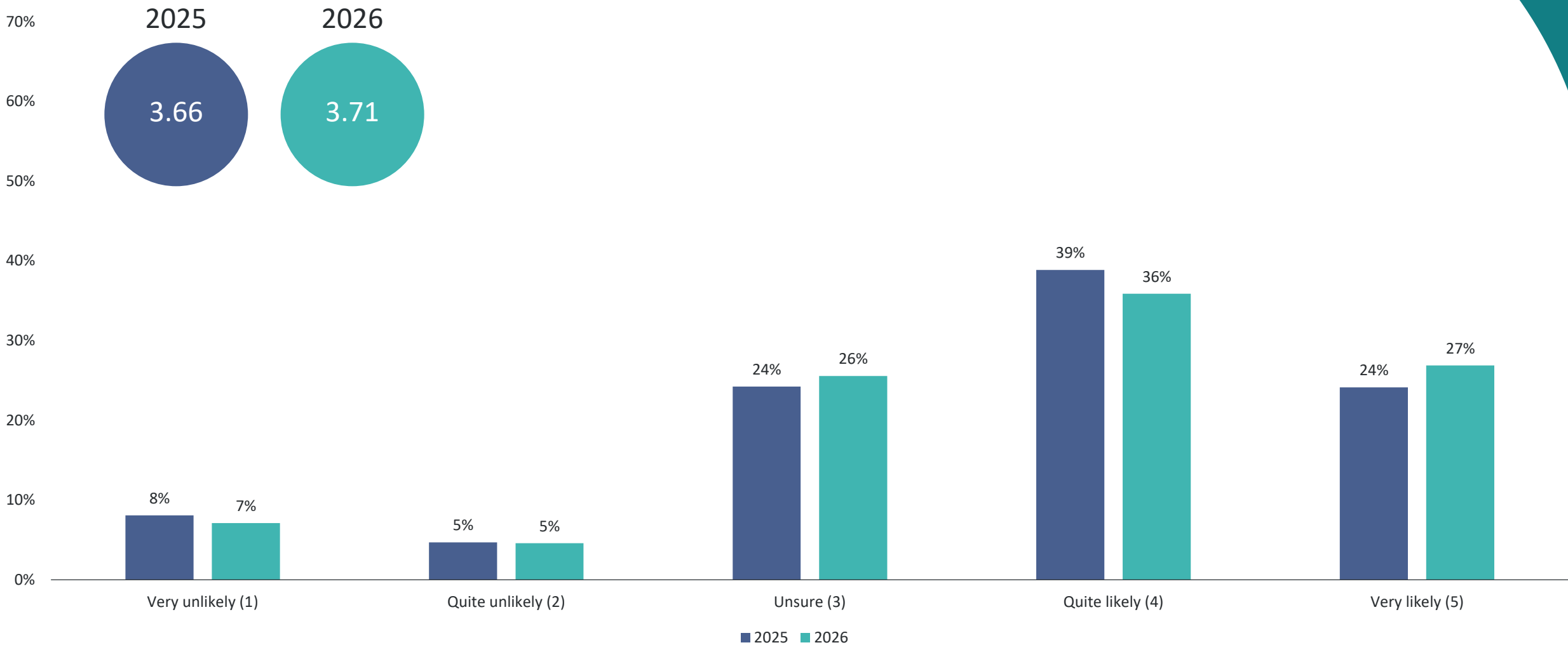
Overall Attending Objectives Met

Two fifths of attendees felt that they completely met their objectives at IPPE, contributing to a score which remains consistent with 2025 and outperforms the Industry benchmark



Likelihood of Purchasing

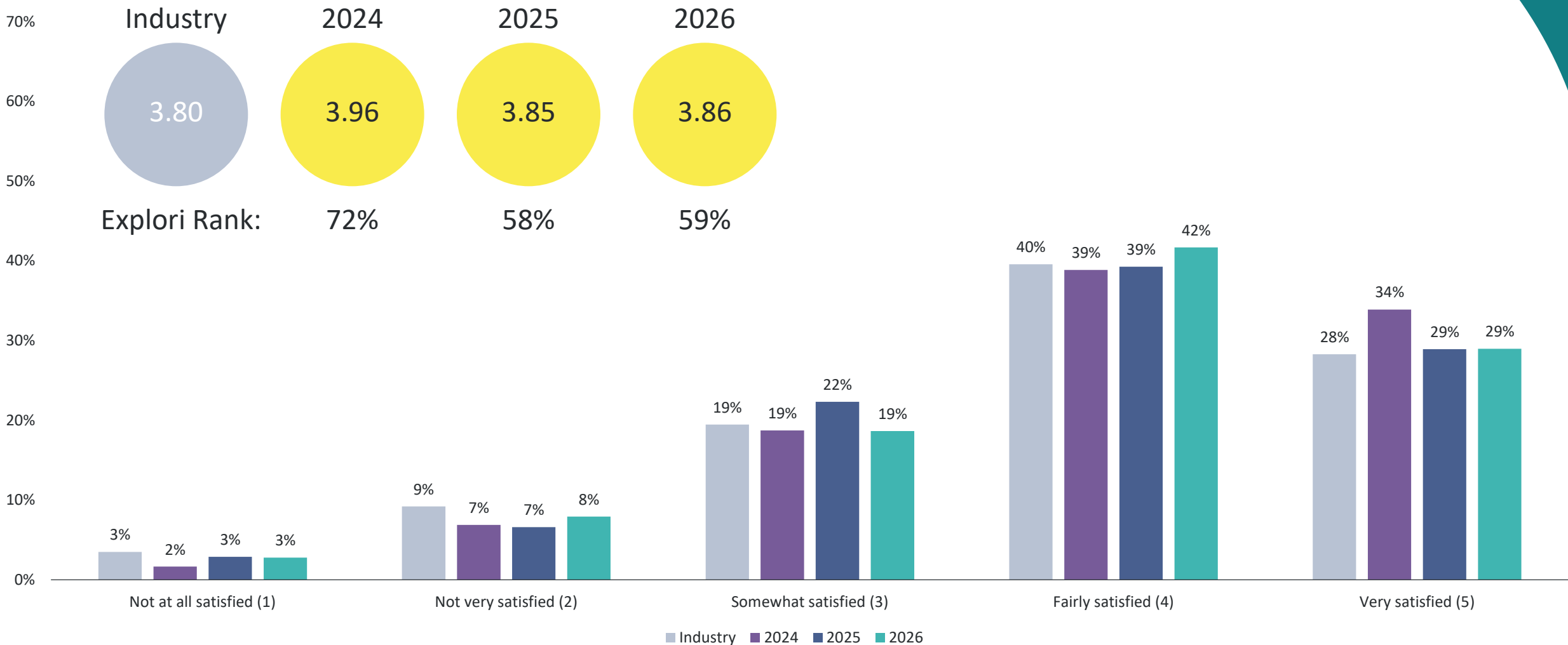
Three-fifths of attendees were likely to purchase from an exhibitor or other entity they met at IPPE



What did exhibitors
think of IPPE?

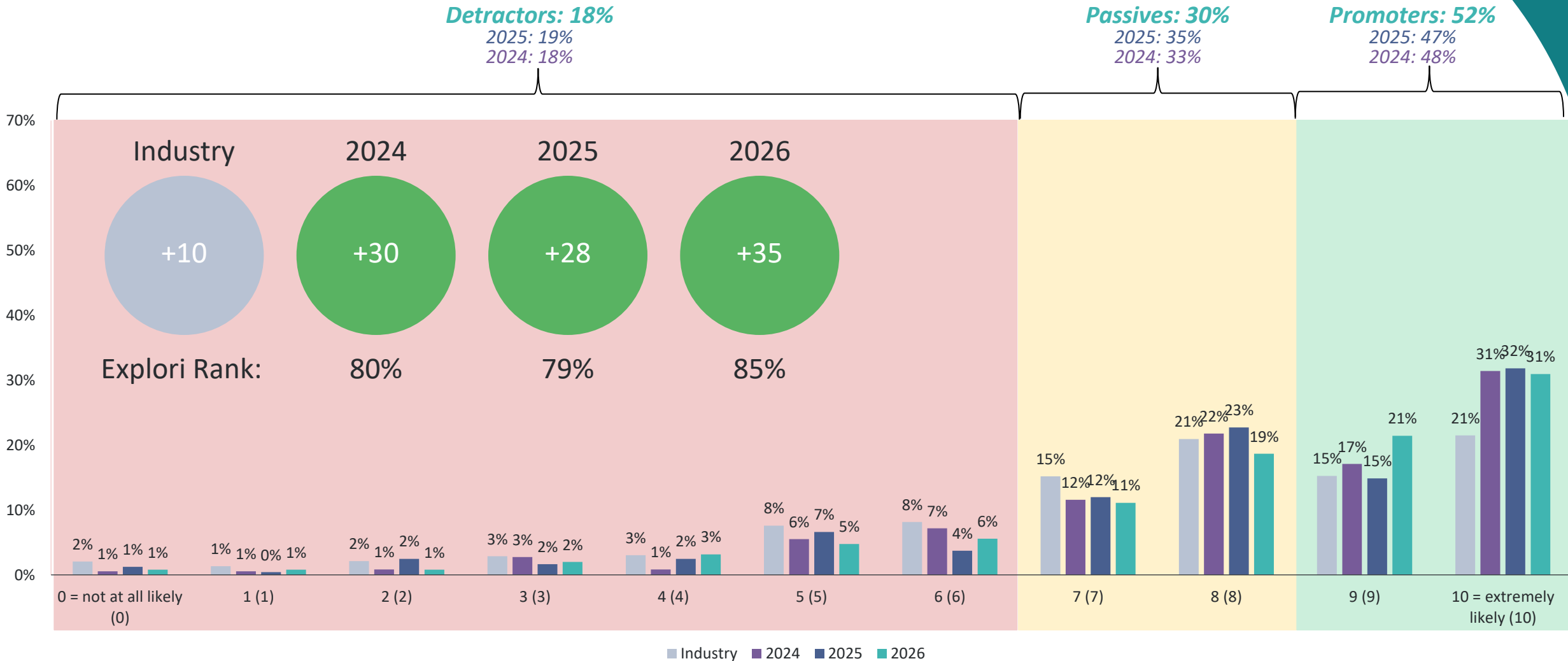
Overall Satisfaction

More than two-thirds of exhibitors were satisfied with IPPE, resulting in a score which remains in line with last years event and the Industry benchmark



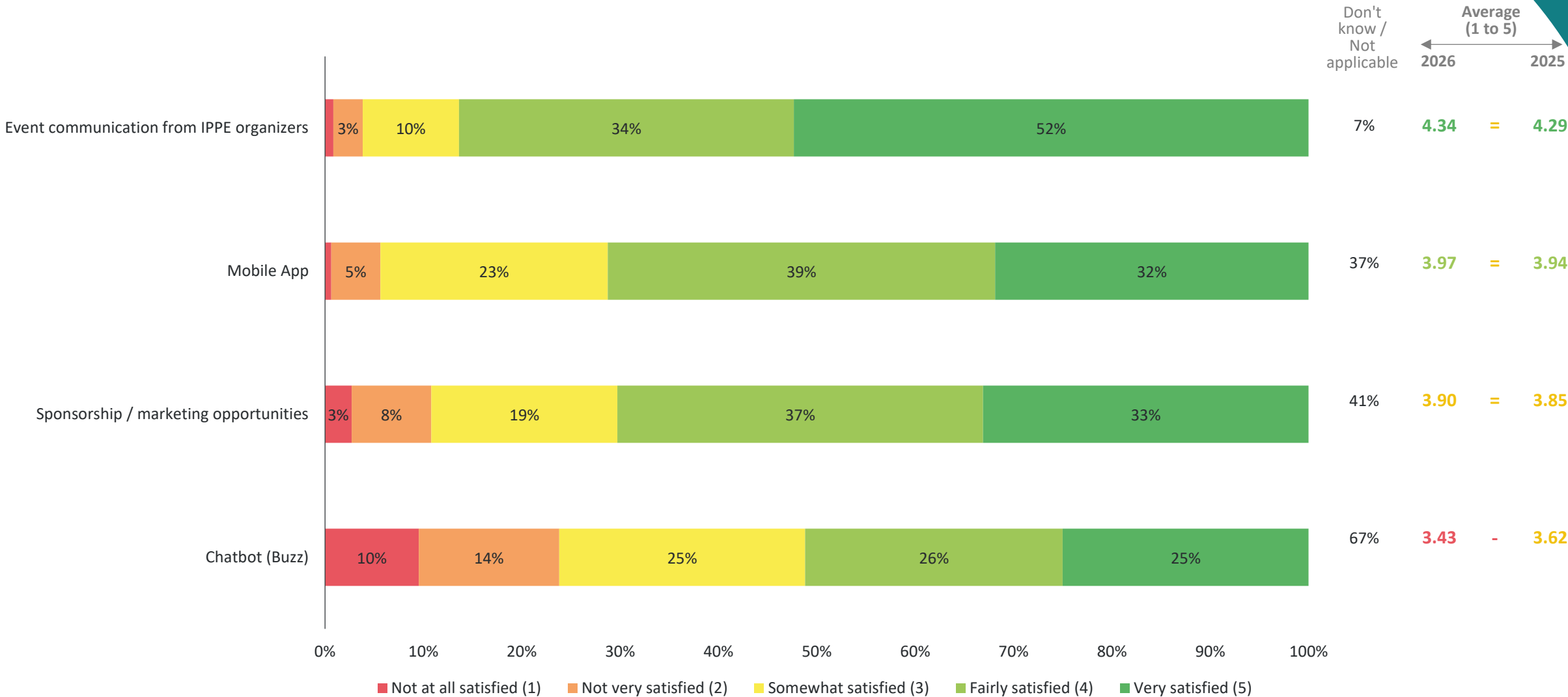
Net Promoter Score

Half of exhibitors are classed as Promoters, contributing to a NPS which sits in the top 15% of Explori ranked events and notably above the Industry average



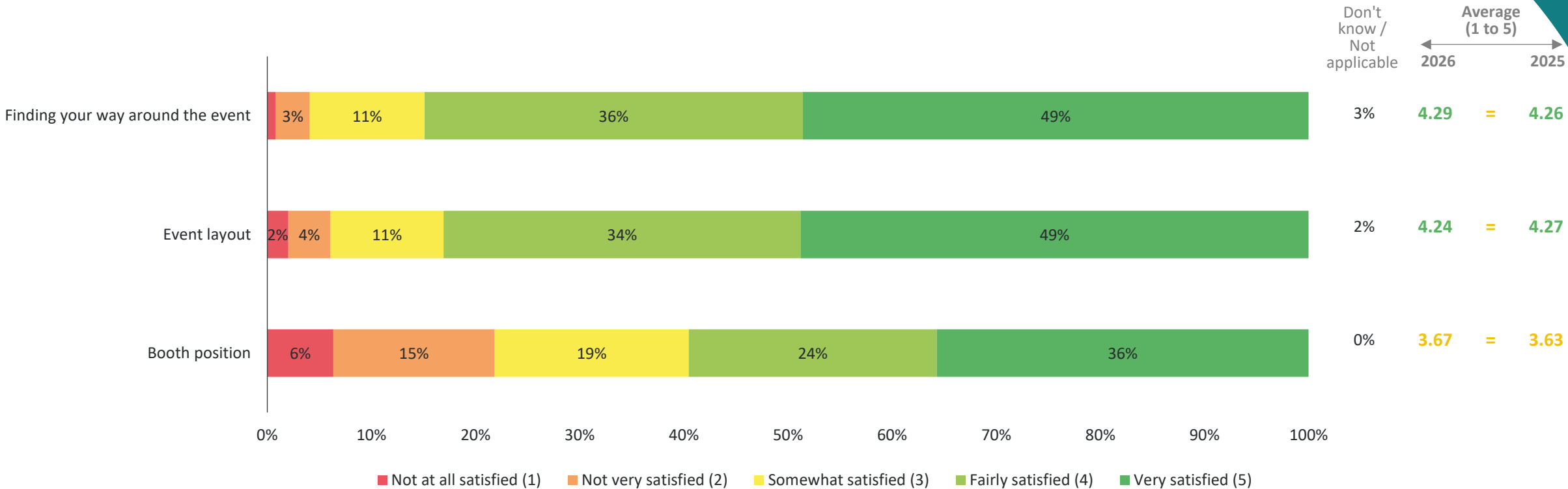
Satisfaction with event components

Exhibitors were satisfied with the event communication and mobile app, however, similarly to attendees, the Chatbot was rated poorly and shows room for improvement



Satisfaction with event components

Over four fifths of exhibitors were satisfied with the layout and navigational aspects of IPPE, but booth position scored lower



BOOTH POSITION / LAYOUT

Assigned booth positions caused some discontent for some Detractors and Passives, who also raised some concerns with the layout of IPPE

BOOTH POSITION / LAYOUT

Comments here desired improvements to the layout of IPPE, feeling as though their booth position was obscured by others

Any questions?

2027



IPPE[®]
INTERNATIONAL
PRODUCTION & PROCESSING EXPO

New Show Logo and Look



IPPE[®]
INTERNATIONAL
PRODUCTION & PROCESSING EXPO

Hall Configuration

FOUR BUILDINGS: A, B, BC and C

HALL A: Feed Equipment and Ingredients /
Animal Health / Rendering

HALL B: Live Production / Genetics /
Incubation / Animal Health / Egg Production &
Processing

HALLS B, BC and C: Meat & Poultry
Processing / Packaging / Rendering

Booth Space Rates

Pricing:

- **Standard Rate:** \$30/square foot
- **Advanced Booking Discount:** \$2/square foot through September 30, 2026
- **Tenure Discount:** \$4/square foot (available to exhibitors of 2026 IPPE)
- **Member Discount:** \$2/square foot (available to members of USPOULTRY, AFIA or the Meat Institute at time of booth selection and in good standing at time of show)
- **Open Corners:** \$250/corner
- **Booth Application Fee:** Non-refundable \$500 payable online by credit card or bank transfer day of application, applied to the final balance for each purchased booth

Payment Terms:

- **Non-Refundable Application Fee:** \$500 payable online by credit card or bank transfer day of application. Booth is not contracted until receipt of application fee.
- **Contracts issued by August 15, 2026:**
 - Booths 300 square feet or smaller - payable in full within 45 days of contract
 - Booths 301 square feet or larger - 25% of balance payable within 45 days of contract date and/ or final balance due by September 30, 2026
- **Contracts issued August 16 - September 30, 2026:** Payment in full within 30 days of contract
- **Contracts issued October 1 – December 15, 2026:** Payment in full within 15 days of contract
- **Contracts issued December 16, 2026 – January 15, 2027:** Payment in full at time of order
- **Note:** There is a 3% non-refundable convenience fee applied to all payments made via credit card

Refund Policy:

- Refund requests must be submitted to show management in writing; email is acceptable.
- **Through September 30, 2026:** 50% refund less \$500 non-refundable application fee.
- **After September 30: No Refunds, No Exceptions**

Exhibitor Information

Refer to website www.ippexpo.org under the EXHIBIT tab of menu

- Booth Selection Process Information (Booth Selection begins May 1 and continues through June 8 for returning 2026 IPPE exhibitors; general sales opens June 9)
- Booth Space Rates and Terms
- Exhibitor Planning Calendar
- Booth Display Rules
- Floor Plans – Available April 24, 2026
- Exhibitor Kit/Manual with Vendor Ordering Information – Available July 31, 2026
- TECHTalks Information and Application - Available August 24, 2026
- New Product Showcase Information & Applications – Available September 17, 2026
- Meeting Room Rental Information and Request Forms – Available October 5, 2026

Exhibitor Information

IPPE wants to keep you current on the latest news, events, education programs and more. To ensure you continue receiving IPPE's emails and that they do not get caught in your company's spam filters, **please add the following IPPE or IPPE-related domains to your "Safe Senders" list.**

- email.ippexpo.org
- maritz.com
- thenexus.net
- eventshq.com or exl.eventshq.com

2027 Sponsorship Sales

Sponsorships



Sponsorship book available for
preview 10:00 a.m. EDT June 15



**2027 sponsorship
sales open at 12:00
p.m. EDT July 6**

ippe.sponsorship.ges.com



New items we should add for
2027?

Questions?

2027 IPPE Housing

Demand for hotels in Atlanta continues to be high. As a valued supporter of our event, IPPE wants to make sure you and your team do not have any difficulty securing rooms at our discounted rate.

Beware that there are housing pirates/poachers that are sending emails. Those emails ARE NOT from our approved housing service provider, and you bear risk of booking with anyone other than Maritz.

IPPE Housing and Registration Seniority Selection Dates

August 3

Group 1

Exhibitors with 35+ years of seniority

August 17

Group 2

Exhibitors with 20 – 34 years of seniority

AFIA, NAMI, USPOULTRY M2A Member Companies

August 31

Group 3

Exhibitors with 10 – 19 years of seniority

September 14

Group 4

Exhibitors with 1 – 9 years of seniority

September 28

Group 5

Exhibitors with 0 years of seniority, new exhibitors, comp booths

October 5

General housing and registration opens

To ensure you receive all housing correspondence and take advantage of your seniority housing opportunity, please add IPPEexh@maritz.com to your Safe Senders list. This will help prevent the email containing your Seniority Housing access from going to your Spam folder!

Please contact Barbara Jenkins,
IPPE Housing Coordinator, with any questions
prior to August 3.

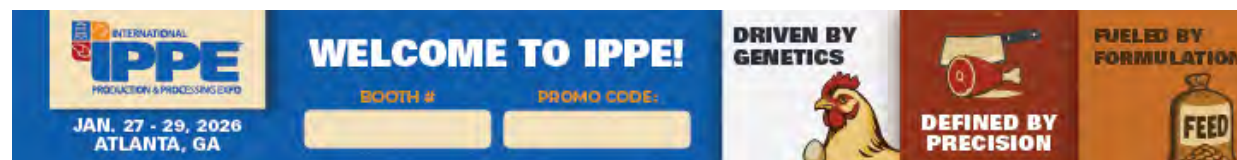
Direct: 770.635.9050 | Email: bjenkins@uspoultry.org

Attendee Promotion

- Nexus database
 - Sending server- **@email.ippexpo.org**
 - >225,000+ contacts with up to 10 years of IPPE history
 - 2,111,174 emails to 130,718 unique contacts
 - 97.5% deliver rate, 54.7% open rate
- MYS exhibitor profile
 - Company name “exhibiting as”
 - Website
 - Email address for general inquiries
 - Categories
 - My Planner
 - Mobile app
- Tailor marketing message based on history, industry/categories of interest
 - Call to action – REGISTER unique link
 - Attendees receive these messages until they register

Attendee Promotion

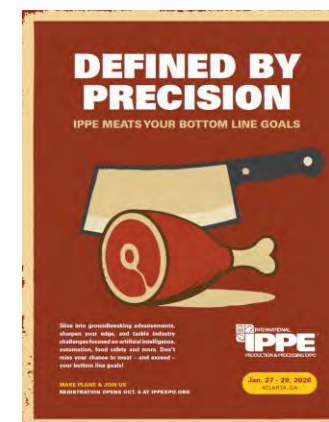
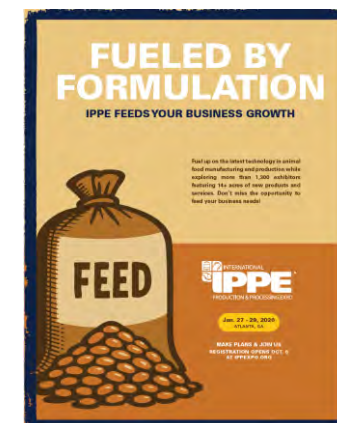
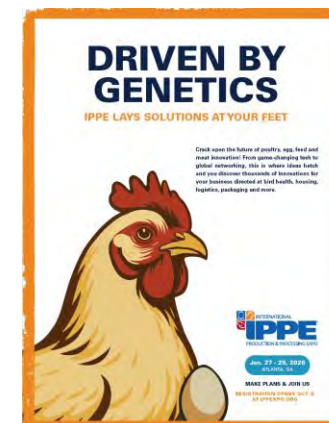
- IPPE creates unique promo code for your marketing promotions.
- Complimentary program to invite your customers.



- Returning attendee can easily register with pre-populated contact information.
- Association Members (M2A) - complimentary pre-registration
 - Matching company name and email extension
- Provide IPPE website link for your promotions
- Nexus marketing services
 - Upload confidential customer list or provide demographics to reach.
 - Create and send your marketing message with promo code / registration link.
 - Track results

Marketing Promotion

- 55+ industry media partners across the global poultry and egg, meat and animal food industries
- Print and digital promotions begin as early as July
- Several provide pre-show guides with show information with exhibitor and product category lists



**Driven by Genetics, Defined by Precision,
Fueled by Formulation...Welcome to IPPE!**

Marketing Promotion



IPPE is the place for technology and innovation for the global protein and animal food value chain.

Social Media and Other Promotions

- Facebook highlights: 6,053 engaged people; 12.6% increase in “likes” from 2025
- 4,595 X followers (+2%) from 2025
- 6,091 Instagram followers (+25%) from 2025
- 3,351 LinkedIn followers (+303%) from 2025
- Partner Newsletters – (ex. USPOULTRY Wire, AFIA Feed Gram, Meat Institute Lean Trimmings)

Other Industry Events Scheduled at IPPE

Industry board and council meetings (USPOULTRY, AFIA, the Meat Institute)

International Poultry Scientific Forum (Southern Poultry Science Society and Southern Conference on Avian Diseases)

College Student Career Program

Young Leaders Under 30 Award

NPFDA – National Protein Food Distributors Association

NARA – International Rendering Symposium

Latin America Poultry Summit

Booth Staff Registration and Customer Invitations

- IPPE provides complimentary registration for booth staff.
- Attendees (customers and guests) to register themselves with correct contact and demographic information for your lead collections.
 - 75% of exhibitors indicate exhibiting objective is to generate new sales leads
- Exhibitors can place customers in hotel room block and send email with link to register for IPPE as attendee.

IPPE Preferred Vendors

List of preferred vendors provided on the website.

Vendors not associated with IPPE target exhibitors claiming to sell attendee lists, advertisements or hotel offers for IPPE.

IPPE does not sell its attendee list to any third-party broker.

Maritz is the exclusive IPPE vendor for providing housing, with the guaranteed lowest negotiated contract price in more than 50 Atlanta hotels during IPPE.

IPPE does not contract, produce or distribute a daily show guide.
(Source Group – Production & Processing News)

BUYER BEWARE! Report any instances of suspected scams to show management.

Thank you.