

INCREASE YOUR VISIBILITY *at IPPE*

2027 IPPE Pocket Guide

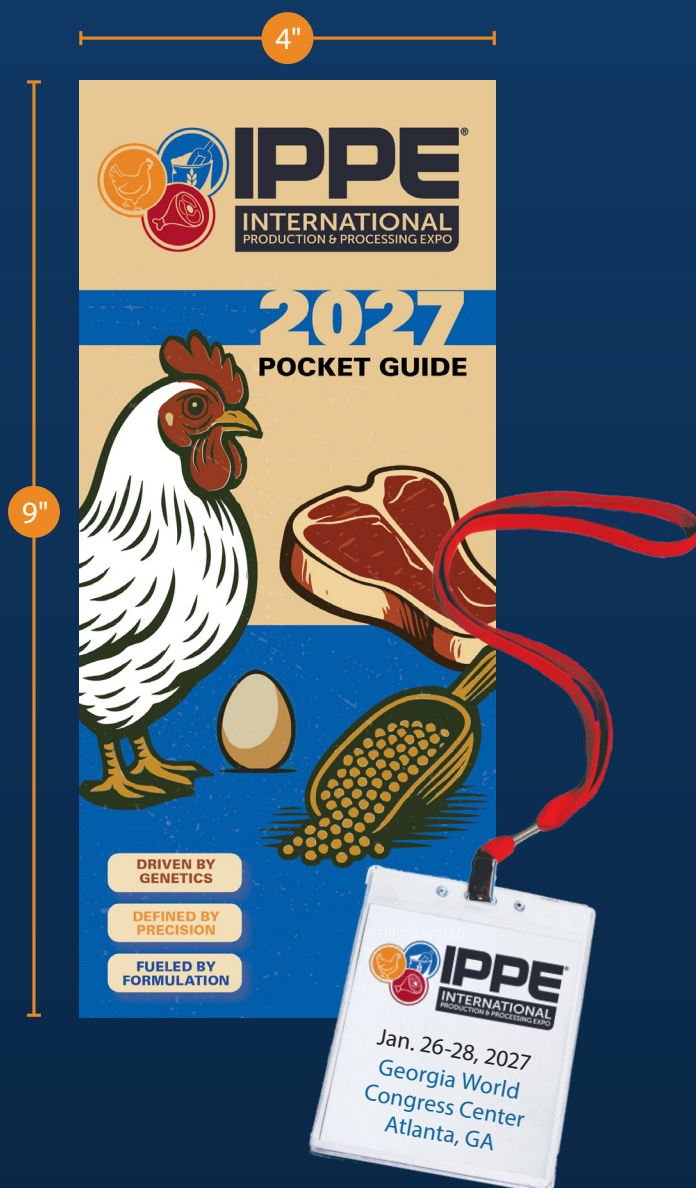
EXHIBITING ISN'T ENOUGH.

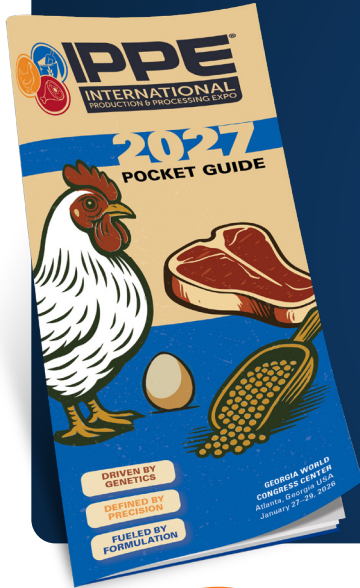
To stand out among more than 1,100 exhibitors you need visibility on the trade show floor. The International Production & Processing Expo (IPPE), the world's largest annual meat, poultry, egg and animal food industry event held in the Georgia World Congress Center, is expected to draw more than 33,000 attendees from around the world. Attendees have a lot to navigate in three days. An ad in the IPPE Pocket Guide is a perfect way to increase your visibility and give buyers a reason to visit your booth.

BOOST YOUR AT-THE-SHOW MARKETING

The 2027 IPPE Pocket GUIDE is an essential "at-the-show" marketing tool is designed to drive 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 can deliver a compelling message about your brand.

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.





AT-THE-SHOW MARKETING THAT WORKS.

- Promote your brand to attendees when they first arrive to the show.
- The IPPE Pocket Guide has been a trusted resource for attendees for 30 years.
- Conveniently sized, our IPPE Pocket Guide features exhibitor listings, hall maps and vital show information.
- The most cost-effective way to elevate your brand's visibility among attendees.

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REASONS WHY YOU NEED AT-THE-SHOW MARKETING

INCREASE YOUR BRAND VISIBILITY

The IPPE Pocket Guide can strengthen your presence at the show.

GENERATE LEADS.

The IPPE Pocket Guide will send attendees to your booth, where you can capture their data.

SHOWCASE NEW PRODUCTS AND SERVICES.

Advertise your new offerings to give attendees a reason to visit your exhibit.

INCREASE SALES.

Advertising can enhance your reputation and build trust among potential buyers.

AUDIENCE

An estimated 33,000 IPPE attendees, representing the entire chain of production and processing for meat, poultry, eggs and animal food.

ADVERTISER BONUS

Advertisers in the Show Guide receive a FREE booth preview in the December or January issues of Meatingplace.

Upload your booth details and high-res photo via the form. Submissions are due by 8 a.m. CST on Wednesday, Oct. 28.

<https://meatingplace.com/ippe-2027-booth-submission-form/>

RATES

Full Page

\$4,250 net (\$4,822 gross)

1/2 Page

\$2,490 net (\$2,929 gross)

DISTRIBUTION

At registration and main entrance

SPECIFICATIONS

See following page for details. Send all electronic materials to: admaterials@meatingplace.com

EXPAND YOUR REACH WITH A DIGITAL BOOTH PREVIEW

ALL NEW FOR IPPE 2027! Let processors know what will be on display or happening at your IPPE exhibit. Your IPPE Digital Booth Preview will be emailed to Meatingplace digital subscribers three times beginning in mid-December 2026 and concluding the week before IPPE.

RATE: \$950 net (\$1,118 gross)

RESERVE YOUR SPACE TODAY

AD CLOSING: November 20 **MATERIALS CLOSING:** December 11

FULL PAGE AD IN IPPE POCKET GUIDE 4 x 9 inches

Single page

Trim—4" x 9" (102 x 229 mm)

Live Area—3 1/2" x 8 1/2" (89 x 216 mm)

Bleed Area—4 1/4" x 9 1/4" (108 x 235 mm)

Spread pages

Trim—8" x 9" (204 x 229 mm)

Live Area—7" x 8 1/2" (172 x 216 mm)

Bleed Area—8 1/2" x 9 1/4" (216 x 235 mm)

HALF PAGE AD IN IPPE POCKET GUIDE 4 x 4 1/2 inches

Trim—4" x 4 1/2" (102 x 115 mm)

Live Area—3 1/2" x 4" (89 x 102 mm)

Bleed Area—4 1/4" x 4 3/4" (108 x 121 mm)

EXPLORE IPPE MARKETING OPPORTUNITIES WITH YOUR MEATINGPLACE ACCOUNT MANAGER

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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 require press-optimized PDFs (PDF-X1a), but we also accept native Mac files: InDesign, Illustrator or Photoshop.
- All artwork must be a minimum of 266-300 dpi.
- All art should be saved as CMYK or Grayscale (not RGB).
- All fonts must be embedded. If supplying native Mac files, please package all images and fonts

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

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