RECONNECTING
YOU WITH
THE ENTIRE
INDUSTRY

SERVICES
BUYERS
NETWORKING
TRENDS
INNOVATION
NEW PRODUCTS
SOLUTIONS
TECHNOLOGY
AND MORE
**2022 IPPE**

**RECONNECTING YOU WITH THE ENTIRE INDUSTRY**

The global animal food, meat and poultry industries will come together in Atlanta, Jan. 25-27, for the 2022 IPPE to reconnect the world with the newest technology, research, processes, solutions and products that the entire industry has to offer. As the ONLY annual exposition highlighting the best of all three industries, the 2022 IPPE is your source to the entire food chain.

**IPPE HIGHLIGHTS**

- **3 INTEGRATED INDUSTRIES**
- **25,000+ INDUSTRY LEADERS**
- **160+ HOURS OF EDUCATION SESSIONS**
- **1,000+ INTERACTIVE EXHIBITS**
- **RANKED #21 IN THE TOP TRADE SHOWS IN THE U.S.**
- **11.5 ACRES OF EXHIBITS SHOWCASING INNOVATIVE TECHNOLOGY, EQUIPMENT AND SERVICES**

IPPE is uniquely positioned as the only annual exposition of its kind showcasing the most current technology, equipment, supplies and services used in the global production and processing of eggs, meat and poultry, and those involved in animal food manufacturing. The 2022 IPPE will connect industry professionals committed to implementing best practices, updating operations and remaining competitive with solutions from across the globe. Held every year in Atlanta, IPPE is planning for a safe, successful, in-person show in January 2022, bringing everyone together to foster the next era of innovation, education and relationship building.

Show Sponsored By

Additional Industry Support

Reserve your space today. www.ippexpo.org
The health and safety of everyone who attends the International Production & Processing Expo (IPPE) is our top priority, as we continue to plan for a successful show in January 2022. We are following guidelines from the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), and state and local governments regarding the coronavirus (COVID-19) and will provide regular updates to all stakeholders as the situation warrants.

On behalf of the three partner organizations that produce IPPE - the American Feed Industry Association (AFIA), North American Meat Institute (NAMI) and U.S. Poultry & Egg Association (USPOULTRY) - we would like to thank our industries, our members and their team members for their hard work this past year providing the critical service of feeding the world, and we look forward to reconnecting with each of you at the 2022 IPPE.

As we plan for the 2022 IPPE, we are focusing on ways we can be as much of a resource to you as possible. We remain ready and able to support your needs. If you have any questions, concerns or suggestions on ways we can be of service to you and our industry, please let us know by emailing info@ippexpo.org or calling:

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The Georgia World Congress Center, where the 2022 IPPE will be held, was the first convention center in the U.S. to achieve GBAC STAR™ facility accreditation from the Global Biorisk Advisory Council (GBAC), a Division of ISSA, the leading trade association for the cleaning industry. The GBAC STAR™ program helps commercial and public facilities of all sizes establish and carry out an organized approach to cleaning, disinfection and infection prevention. To achieve GBAC STAR™ accreditation, facilities must demonstrate compliance with the program’s 20 elements, which range from standard operating procedures and risk assessment strategies to personal protective equipment and emergency preparedness and response measures.
IPPE connects buyers that produce animal food, process and package meat and poultry, and meat and poultry live production with professionals in animal food and health, processing and packaging, genetics and incubation and live production with providers of the equipment, supplies and services used in the production and processing of meat, poultry, eggs and animal food. This year, more than ever, IPPE’s aggressive promotional campaign will attract executives, operations and plant managers, purchasing agents, engineers, researchers and more from the world’s top feed, meat and poultry companies. Additionally, IPPE partners with international trade associations, overseas travel agencies, publications and exposition managers to recruit buyers and decision-makers from across the world. For the 2022 IPPE, you can build relationships, generate leads and reconnect with your colleagues from the entire industry.

**ATTENDEE JOB FUNCTIONS**

- **25%** C-Level Management
- **22%** Sales & Marketing
- **11%** Plant/Live Operations
- **8%** Engineering/Facility
BUYER INFORMATION

ATTENDEE BUYING POWER

38%
Authorized Decision-Makers

15%
Influence Buying Decisions

14%
Recommend Buying Decisions

8%
Part of a Buying Team

WHY ATTENDEES COME:

Keep Up-To-Date On Latest Trends

Networking Opportunities

Learn About New Products and Services

See The Latest Technology

Visit Existing Suppliers and Partners

Visit New Suppliers and Partners

75%
of attendees are purchasing decision-makers.

BUYER INTEREST

Animal Health Products 35%
Packaging Equipment/Products 32%
Feed Ingredients 31%
Further Processing Equipment/Products 31%
Housing and Production Equipment 28%
Food Ingredients/Raw Materials 27%
Processing Related Supplies 23%
Environmental Equipment/Products 22%
Feed Mill Equipment 22%
Egg Collection/Grading Equipment 21%
QA/Food Safety Products 21%
Slaughter/Evisceration Equipment/Products 16%
Breeding Stock 15%
Rendering Equipment/Products 13%

AREAS OF INTEREST

Broilers 47.0%
Commercial Eggs 21.6%
Pork/Swine 19.4%
Beef/Cattle 17.9%
Animal Food/Feed 17.4%
Turkeys 13.2%
Other... 12.6%

39%
of IPPE attendees are new faces you will not have seen at an IPPE show!

Reserve your space today. www.ippexpo.org
Extend your brand beyond your booth.

The 2022 IPPE will welcome thousands of attendees. Maximize your impact through sponsorships and marketing to distinguish your company from everyone else. Choose one or multiple opportunities to create a program to build the most effective traffic-building program possible.

Leading equipment, technology and service suppliers across all sectors of the animal food, meat and poultry industries will showcase their latest innovations and solutions to help companies achieve real results. IPPE is a recognized, quality investment that produces superior value and brand awareness and provides opportunities to help:

- Create new connections with purchasing influencers and decision-makers
- Generate leads from attendees from all over the world
- Deepen relationships with existing clients and other industry partners
- Enter into new markets
- Increase brand recognition and awareness of your company
- Differentiate your business from the competition
- Align your company with industry leaders
- Show your support for the industry

Sponsorships will open Aug. 2 online via the IPPE website on a first come, first served basis.

For more information, please contact Kris Carroll, kcarroll@uspoultry.org.
EXHIBITOR RETURN ON INVESTMENT

**UNLIMITED COMPLIMENTARY REGISTRATIONS** for your booth staff to ensure you have the on-site expertise you need

**COMPLIMENTARY CRATE STORAGE** during IPPE

**HOUSING SERVICES** with early access to discounted rates for hotels in Atlanta through IPPE’s exclusive housing provider, Maritz/Experient, Inc.

**YEAR-AROUND EXPOSURE** with online listing on ippexpo.org, including product listing and company information

**ACCESS TO MEETING ROOMS ON-SITE** and at IPPE block hotels, so you can conduct business in private

**CAPTURE LEADS** through Maritz/Experient’s lead retrieval devices

**EASY ONLINE EXHIBITOR SERVICE KIT** is a practical guide to planning, installation and dismantling of exhibit space, including discounts for advance orders

**SHOW UPDATES** help exhibitors stay informed about show progress and tips to make the most of your exhibit

**EXHIBITOR INVITE PROGRAM** enables exhibitors to provide complimentary registration for trade show floor access to key customers and prospects

**TECHTALKS** enables exhibitors to share their expertise through on-floor presentations that address a variety of areas, including food safety, animal welfare, feed production, sustainability, etc.
Visit ippexpo.org and click on the Exhibitors tab to explore exhibiting opportunities for the 2022 IPPE.

**EXHIBITOR SERVICES TEAM**

**IPPE GENERAL MANAGERS**
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**FUTURE DATES:**
Jan. 24 – 26, 2023  
Jan. 30 – Feb. 1, 2024  
Jan. 28 – 30, 2025