



Dear IPPE Exhibitor:

On behalf of U.S. Poultry & Egg Association, American Feed Industry Association and North American Meat Institute, it is an honor to welcome you to the 2016 International Production & Processing Expo, an integration of the International Poultry Expo, International Feed Expo and International Meat Expo. Thank you for choosing to be a part of the world's largest annual tradeshow for the meat, poultry, egg and feed industries.

The information contained in this Exhibitor Manual represents the result of years of Expo experience and exhibitor feedback. Its contents include general information, important deadlines, registration, and rules and regulations. We strongly encourage everyone involved in the coordination of your booth to read this manual. Reading the manual and following the guidelines will save you valuable time and resources. We have condensed and organized all exhibitor information so the manual will serve as a primary resource for exhibitors. Please refer to the registration section of the manual as it should answer questions you may have about your staff participating in the IPPE.

For the 2016 IPPE, days and hours are as follows:

**Tuesday, January 26, 10 a.m. to 5 p.m.**

**Wednesday, January 27, 9 a.m. to 5 p.m.**

**Thursday, January 28, 9 a.m. to 3 p.m.**

Our internet site, [www.ippexpo.org](http://www.ippexpo.org), is dedicated solely to the Expo and all related services. Once your booth space has been assigned, you will be given access credentials and you will be able to either update or add your company bio information. This information will be accessible to potential customers and attendees on the IPPE Web site and the interactive kiosks during the show. Beginning August 3, 2015, you may register your employees for badges online using these access credentials.

We would also like to encourage you to take advantage of the marketing and sponsorship opportunities that are being offered this year to maximize exposure and increase visibility at the show. For more marketing information, visit [www.ippexpo.org](http://www.ippexpo.org) to view the Marketing Manual online in the exhibitor information.

We thank you for the confidence you have placed in our organizations. If we may be of any assistance to you, please don't hesitate to contact Anne Sculthorpe (phone: 678.514.1976; email: [asculthorpe@ippexpo.org](mailto:asculthorpe@ippexpo.org)); Sarah Novak (phone: 703.558.3574; email: [snovak@afia.org](mailto:snovak@afia.org)); or Eric Zito (phone: 202.587.4223; email: [ezito@meatinstitute.org](mailto:ezito@meatinstitute.org)).

See you in January!

Sincerely,

Anne Sculthorpe, CEM  
IPPE Exhibit Manager  
U.S. Poultry & Egg Association

Sarah Novak  
Vice President  
Membership & Public Relations  
American Feed Industry Association

Eric Zito  
Senior Director  
Membership & Expo Svcs.  
North American Meat Institute