



**International Production & Processing Expo**  
**January 30 – February 1, 2018**  
**Exhibitor Manual**  
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**Looking for Publicity and Promotion Information?**

Access the sponsorship opportunities through the IPPE website [www.ippexpo.org](http://www.ippexpo.org) under the EXHIBITORS tab at top of page



**INTERNATIONAL PRODUCTION & PROCESSING EXPO**

# GENERAL INFORMATION



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 2018 IPPE. 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 exhibit 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 2018 IPPE, days and hours are as follows:

**Tuesday, Jan. 30, 10 a.m. to 5 p.m.**

**Wednesday, Jan. 31, 9 a.m. to 5 p.m.**

**Thursday, Feb. 1, 9 a.m. to 3 p.m.**

Our website, [www.ippexpo.org](http://www.ippexpo.org), is dedicated solely to IPPE 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 website and the interactive kiosks during the show. Beginning Aug. 1, 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 before, during and after the show. For more marketing information, visit [www.ippexpo.org](http://www.ippexpo.org) to view the sponsorship opportunities online under the exhibitors tab.

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

# Approved IPPE Exhibitor Vendors

## Special Advisory to All IPPE Exhibitors

Outside groups often take advantage of an exposition's exhibitor list and aggressively target and solicit exhibitors with their services. Some go as far as to fraudulently claim to be part of IPPE. We urge all exhibitors to be especially diligent when assessing the claims of any vendor who is not an official service provider of IPPE. In some cases, these outside groups are making misleading and fraudulent claims about their product or service.

While you are welcome to purchase services from any vendor, IPPE encourages you to work with its partners listed below. IPPE cautions all exhibitors to use care when using any service provider who is not an official partner or vendor of IPPE. If you have any questions about a vendor, feel free to contact IPPE through email at [asculthorpe@ippexpo.org](mailto:asculthorpe@ippexpo.org) or via phone at (678) 514-1976.



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- **Agility Fairs and Events Logistics** - International Shipper/Customs Broker
  - **Atlanta Hawks Basketball Club** – Atlanta Hawks Basketball Sporting Events Information Provider
  - **CCLD Networks** - Telecommunications and Network Services Provider
  - **CMT Agency** - Convention Models and Talent Provider
  - **Experient Inc.** - Expo Registration, Lead Retrieval and Housing Provider
  - **Georgia World Congress Center (GWCC)** - Official Venue
  - **GES, Global Experience Specialists** - General Contractor, Freight Handler, Installation/Signage & Rigging/Dismantling Provider
  - **GWCC Engineering Department** - Utilities Provider (Water, Gas, Air, Electrical)
  - **Levy Restaurants** - Food & Beverage Provider for Georgia World Congress Center
  - **Lowé Worldwide Refrigeration** - Refrigeration Display and Modular Cold Room Provider
  - **Map Your Show (MYS)** - Floor Plan, Exhibitor Search, Product Search, and Sessions Information Provider
  - **Northlight Photography** - Individual Booth and Expo Photography Provider
  - **PRG** - Audio/Visual Provider
  - **Reliable Security** - Individual Booth and Expo Security Provider
  - **Total Plant & Floral Service** - Plant/Floral Provider



# EXHIBITOR PLANNING CALENDAR

## 2018 INTERNATIONAL PRODUCTION & PROCESSING EXPO

- May – July 2017**      **Priority Housing for Exhibitors**  
Hotel contacts should have received their priority schedule for booking hotels.
- August 14, 2017**      **Online IPPE Registration and Housing Opens**  
**GWCC Meeting Room Requests Begin**  
**Customer Connection Center Requests Begin**  
*www.ippexpo.org*
- September 2017**      **Pre-Order Promotional Materials**  
Place your IPPE promotional materials order. Materials include complimentary stickers and color postcards, as well as sponsorship opportunities. Please see *www.ippexpo.org* under the Exhibitors tab for more information.
- September 29, 2017**      **Final payment due date for booths 300 sq. ft. or larger contracted through September 2017**  
**TECHTalks Applications Due**
- October 3, 2017**      **Deadline to be listed as an exhibitor in the WATT IPPE Pre-Show Directory, which is distributed digitally prior to the show. Advertising is open to October 26.**
- Deadline to submit booth layouts for approval for booths 400 sq. ft. or larger**  
Booth architectural renderings including structure dimensions and hanging signage size and position must be submitted for these booths to Exhibit Manager, Anne Sculthorpe, via email at *asculthorpe@ippexpo.org*.
- November 6, 2017**      **Hotel Confirmation**  
Exhibitor names due for hotel room block. If a block of rooms was requested, ensure a list of correct names and valid credit cards have been provided. All questions concerning request (name changes, arrival/departure dates, room type, cancellation policy, etc.) should be directed to Experient; USA: (800) 293-7279; International: (240) 439-2992.
- November 10, 2017**      **Deadline for exhibiting company name and booth number to be added to IPPE Pocket Planner published by Meetingplace**
- November 20, 2017**      **Deadline to have listing filed for the U.S. Department of Commerce Export Interest Directory**  
Log on to the exhibitor section of *www.ippexpo.org*.
- December 1, 2017**      **Deadline to be listed as an exhibitor in the WATT IPPE Directory, which is the updated version of the WATT IPPE Pre-Show Directory and is distributed digitally and printed for the show. Must be exhibitor prior to Dec. 1, in order for company name and booth number to be listed in directory.**
- December 29, 2017**      **Deadline to submit Exhibitor Appointed Contractor (EAC) form, including proof of insurance, if third party other than GES is conducting setup/dismantle of booth**
- December 31, 2017**      **Last day for domestic exhibitors to register and have 10 or more individual badges mailed**
- Exhibitor Invite Program Deadline. Last day that exhibitor-invited customers through this program may register for complimentary admission to IPPE. Beginning Jan. 1, all attendees registering for IPPE will be charged \$100 for IPPE admission.**
- Update deadline for online directory product listings in the exhibitor login section of *www.ippexpo.org***

January 4, 2018	<b>Deadline to submit Request for Variance to Assigned Target Time form to GES, Eric Birdsell, email at <a href="mailto:ebirdsell@ges.com">ebirdsell@ges.com</a></b>
January 5, 2018	<b>Advance Order Discount Deadline for the following vendors:</b> Global Experience Specialists, Inc. (GES) Utilities orders – Georgia World Congress Center (GWCC) Audiovisual/computer rental – PRG Booth monitoring (security) – Reliable Security Food & Beverage – Levy Restaurants Floral and plant – Total Plant & Floral Service Refrigeration Rental – Lowe Worldwide Refrigeration
January 8, 2018	<b>Deadline for exhibitor proof of insurance submitted to Anne Sculthorpe, Exhibit Manager, <a href="mailto:asculthorpe@ippexpo.org">asculthorpe@ippexpo.org</a></b> If insurance certificate is not received, exhibitor freight will be held from delivery and booth setup will be denied
<b>January 24, 2018</b> 1 – 6 p.m. and <b>January 25-29, 2018</b> 7 a.m. - 6 p.m.	<b>Installation of exhibits. Targeted move-in for exhibitors. Target schedule posted to exhibitor manual and GES web site. Must be coordinated with Eric Birdsell, GES, phone (770) 294-2506, email: <a href="mailto:ebirdsell@ges.com">ebirdsell@ges.com</a>. All exhibits must be set up within scheduled hours and completed by Monday, Jan. 29, at 6 p.m. No after-hours setup.</b>
January 27, 2018	<b>Earliest receiving date for exhibitor freight without targeted shipments to Georgia World Congress Center</b>
<b>January 28, 2018</b> 12 - 5 p.m.	Onsite exhibitor registration open – B-Building and C-Building registration lobbies
<b>January 29, 2018</b> 7 a.m. - 5 p.m. 12 - 7 p.m.	Registration open – B-Building and C-Building registration lobbies Scan & Go badge pick-up also available in Marriott Marquis lobby
<b>January 30, 2018</b> 7 a.m.  7 a.m. - 5 p.m.  10 a.m. - 5 p.m.	Early Access for Exhibitors All exhibits must be show-ready by 9 a.m. Registration open – B-Building and C-Building registration lobbies; <b>Exhibitor or Exhibitor Appointed Contractor (EAC) not pre-registered will be charged standard onsite registration of \$100 USD this day and forward. No exceptions.</b> Exhibit Halls Open
<b>January 31, 2018</b> 7 a.m. 7:30 a.m. - 5 p.m. 9 a.m. - 5 p.m.	Early Access for Exhibitors Registration open – B-Building and C-Building registration lobbies Exhibit Halls Open
<b>February 1, 2018</b> 7 a.m. 7:30 a.m. - 2 p.m. 9 a.m. - 3 p.m. 3 p.m. 3 - 10 p.m.	Early Access for Exhibitors Registration open – B-Building and C-building registration lobbies Exhibit Halls Open Exhibit Halls Close and Exhibits Dismantling Begins Exhibitor Move-Out. <b>There are over 1,100 exhibitors, all of whom want to leave as quickly as possible. GES does its best to facilitate returns of empty crates and cartons. Do not expect return of empty crates and cartons until 10 p.m.; schedule packing crew's travel plans for additional night(s) stay. No work allowed after 10 p.m.</b>

# EXHIBITOR PLANNING CALENDAR

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**February 2, 2018**

7 a.m. - 8 p.m.

Exhibitor Move-Out

**February 3, 2018**

7 a.m. - 4 p.m.

Exhibitor Move-Out

Overseas containers returned beginning 8 a.m.

GES will begin forcing freight at 4 p.m. **No Exceptions!**

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Log onto IPPE website at [www.ippexpo.org](http://www.ippexpo.org) for exhibitor information including any exhibitor manual changes 24 hours a day, seven days a week. You'll find the answers to your questions online!



# Housing Information



**Experient, Inc.** is the official housing provider for the International Production & Processing Expo. Our partnership with Experient helps to ensure you will have a positive hotel experience and your customers get the lowest prices possible.

There are a number of companies of dubious reputation who may contact you by fax, email and personal telephone calls giving the impression they represent IPPE Housing. Additionally, there are several websites that offer rates too good to be true. They often employ bait and switch tactics by offering a prime hotel, but not delivering what is promised. **Beware.** Many times a full, non-refundable prepayment is required, and they do not allow cancellations or changes.

IPPE Housing offers the following benefits:

- Rates that are contracted to be the lowest available for the duration of the show
- Dedicated telephone number for IPPE attendees
- Dedicated customer service representative who is familiar with IPPE and understands your business to better meet your needs
- Ability to manage your hotel block via the web
- Personalized service onsite during the Expo at the housing desk
- Dedicated staff onsite who work with hotels to resolve hotel issues
- Every room booked in the official block improves our bargaining position to contract for the lowest available rates

By booking through IPPE Housing/Experient, Inc., you have a company which stands behind all reservations, onsite support during IPPE, and personalized customer service representatives to assist you with your hotel needs and special requests.

Priority housing request forms are emailed to exhibiting companies based on continuous exhibiting seniority points. This year, the priority mailings are as follows:

May 15	35+ seniority points
June 1	20-34 seniority points
June 15	10-19 seniority points
July 3	1-9 seniority points
July 17	0 seniority points (new exhibitors) and complimentary booth exhibitors

The housing email will come from [ippeexh@experient-inc.com](mailto:ippeexh@experient-inc.com). Be sure to add this email address to your safe senders list so it doesn't bounce as undeliverable or go to spam.

General housing registration opens **Aug. 1**. Please visit [www.ippexpo.org](http://www.ippexpo.org) beginning Aug. 1 for housing information and registration form.





## QUICK REFERENCE

### Exhibit Manager

Anne Sculthorpe  
Phone: (678) 514-1976;  
Phone Onsite January 24 – February 3, 2018: (404) 222-5400  
Email: [asculthorpe@ippexpo.org](mailto:asculthorpe@ippexpo.org)  
Onsite: Show Management Office, BC Connector

### Facility

#### Georgia World Congress Center (GWCC)

[www.gwcc.com](http://www.gwcc.com)  
285 International Blvd. N.W., Atlanta, GA 30313  
Phone: (404) 223-4139; Fax: (404) 223-4311  
Event Coordinator: Eric Ingvaldsen,  
[eingvaldsen@gwcc.com](mailto:eingvaldsen@gwcc.com)

Event Parking: Parking areas are conveniently located around the GWCC campus. See GWCC campus map in the General Information section of exhibitor manual for the location nearest to your venue destination. Discounted multi-day parking passes are available for purchase at [www.gwcca.org/parking-directions/](http://www.gwcca.org/parking-directions/).

B-Building Main Entrance  
285 Andrew Young Intl Blvd. N.W., Atlanta, GA 30313

C-Building Main Entrance  
235 Northside Dr., Atlanta, GA 30313

### Service Contractor

#### Global Experience Specialists, Inc. (GES)

[www.ges.com](http://www.ges.com)  
750 Maxham Rd., Suite 300, Lithia Springs, GA 30122  
Phone: (770) 372-1600; Fax: (770) 372-1602  
Exhibitor Services Phone: (800) 475-2098; Fax: (866) 329-1437  
Onsite: GES ServiCenter, BC Connector

GES Service Desks are located on show hall floor with main ServiCenter located in BC Connector. There are service executives assigned to each booth area. Tent cards with service executive contact information are provided in each booth.

### Vendor Services

Onsite: BC Connector. See full list in Vendor Services section of Exhibitor Manual. Onsite orders and changes can be directed to appropriate vendor service counter in BC Connector. Review each form in the Exhibitor Manual. Note the deadline dates for receipt of each form. Early requests are encouraged.

### Insurance

All exhibitors must have a certificate of insurance on file with Exhibit Manager Anne Sculthorpe no later than Jan. 8, 2018; email [asculthorpe@ippexpo.org](mailto:asculthorpe@ippexpo.org). If an exhibitor has an appointed contractor performing installation and dismantle of their booth, Exhibit Manager must also have a copy of the contractor's insurance on file along with a completed EAC – Exhibitor Appointed Contractor form.

### Installation

This is a targeted move-in. All move-ins are scheduled by GES prior to move-in. Move-in begins 1 - 6 p.m., Wednesday, **Jan. 24**, and continues 7 a.m. - 6 p.m., Thursday, **Jan. 25**, through Monday, **Jan. 29**. Target schedule is located in Exhibitor Manual. No access to exhibit hall is allowed prior to or after posted times. Exhibitors may set up and dismantle their own exhibits or, at their option, may arrange for installation labor through GES or another exhibitor appointed contractor (EAC). **All booths must be carpeted and freight delivered before 6 p.m. on Monday, Jan. 29, for inspection. No exceptions!** Make your travel plans accordingly.

### Labor (Installation and Dismantle)

**Read the instructions and labor forms carefully — it will save you money.** GES will guarantee to have the labor available to perform your installation and dismantling at the time you require, provided you issue your request by Jan. 16, 2018, and your materials are available at the stated time. Straight time rates apply Monday - Friday, 8 a.m. - 4:30 p.m. Time and one-half rates apply Monday - Friday, 4:30 p.m. - 12:00 a.m. and Saturday, 8 a.m. - 12 a.m. Double time rates apply Monday - Saturday 12:00 a.m. - 8 a.m. and all day Sunday. If you have any questions regarding labor, please contact GES Exposition Services at (800) 475-2098.

### Empty Crates

Complimentary crate storage provided for exhibitors during Expo by GES. Tag all empty crates with stickers provided by GES marked EMPTY and place in aisle outside booth area. These stickers are provided at GES service desks on show halls and also in

GES ServiCenter, BC Connector. GES labor will collect crates and store until after close of show. These will be returned according to empty crate return schedule posted in GES ServiCenter, BC Connector. **Due to the immense number of cartons and crates being stored for this show, please allow until 10 p.m. on Thursday evening for all empty cartons and crates to be returned to booths. Show halls will close at 10 p.m. Thursday, February 1, so your pack-up crew may need to stay an extra night or two. Schedule the travel plans accordingly.**

## IPPE Floor Plans

Floor plans change on a weekly basis. For the most current version of the IPPE floor plans, please refer to the floor plan link at [www.ippexpo.org](http://www.ippexpo.org).

## Clean-up Area

Facilities with hot water and sink for cleaning utensils and other items (Clean-up Booth) are available at the back of aisle 400 (Booth 420 Hall C) and aisle 4000 (Booth 4074 Hall B).

## Dismantling

Dismantling will begin after 3 p.m., Thursday, **Feb. 1**, and must be completed and all materials moved no later than 4 p.m. Saturday, **Feb. 3**. Move-out will not be permitted before 3 p.m. on Thursday, **February 1**, and only after the aisle carpet has been removed. **Due to the immense number of cartons and crates being stored for this show, please allow until 10 p.m. on Thursday evening for all empty cartons and crates to be returned to booths. Show halls will close at 10 p.m. Thursday, Feb. 1, so your pack-up crew may need to stay an extra night or two. Schedule the travel plans accordingly.** Large overseas shipping containers will be returned beginning on Saturday, February 3, at 8 a.m. unless requested for an earlier time.

## Standard Booth Information

Standard Booth Size - 10' x 10'; curtain backdrop - 8' high; curtain sidewall - 3' high.

## Aisle Carpet and Booth Drape Colors

Processing/Packaging sections of both halls - Blue Jay (Blue & Black) carpeting – Standard Black drape, as opposed to white drape used in previous years

Live Production/Feed/Animal Health sections of both halls – Salt and Pepper carpeting – Standard Black drape, as opposed to white drape used in previous years

Main Avenue/Tram Line – Highway Design carpeting

BC Connector to Tram Line of both halls – Highway Design carpeting

## Booth Sign/Floor Marker

A complimentary two-line (7" x 44") booth sign will be supplied to all standard booths with pipe and drape backdrops. This sign will include the name of the exhibiting company and booth number. Floor markers are provided for all exhibitors.

## Electrical Services

The electrical request form must be received by the GWCC at least 30 days prior to the exposition to avoid a delay in electrical services. Full payment must accompany order to receive advance order rate.

## Cleaning Services

Show management provides for cleaning of the aisles each night. If you have a need for special services such as cleaning of booth, etc., these arrangements can be made through GES. Booth cleaning is an exclusive service available through GES.

## Telephone and Internet Hard Lines

Telephones and internet hard lines should be ordered prior to Expo start date to ensure no delay in installation. If requested, CCLD Networks will provide the telephone number assigned to your booth in advance. Cellular phones are also available.

## Student Program

The College Student Career Program will bring approximately 600 students interested in careers throughout our industries to the Expo, and they will be available for interviews. This is an excellent opportunity for your company to get a firsthand look at the young talent interested in pursuing a career in the meat, poultry or feed industries. Alert your company personnel manager to this opportunity to interview prospective employees. Contact Barbara Jenkins for more information, [bjenkins@uspoultry.org](mailto:bjenkins@uspoultry.org).

## International Visitors

There will be bilingual personnel on duty at the Information Desk in the main lobbies and the International Business Center in the AB Connector to aid your guests from other countries. If you need a full-time interpreter for your booth, a request should be made through the talent contractor for the show, CMT Agency. Interpreters should be requested as early as possible.

## Hotel Shuttle Bus Service

Complimentary bus service will be provided on Tuesday, Wednesday, and Thursday between Hall C Northside Drive C-Building entrance at GWCC and official IPPE hotels except for Embassy Suites, Hilton Garden Inn, Omni, and Glenn hotels which are within walking distance to the GWCC. There is no shuttle bus service to the International Boulevard B-Building entrance. Go to [www.ippexpo.org](http://www.ippexpo.org) for a complete list. Bus service hours: Tuesday, 7-11 a.m. and 2-6 p.m.; Wednesday, 7-11 a.m. and 2-6 p.m.; Thursday, 7 a.m. - 4 p.m. Airport shuttle service begins Thursday at 3 p.m. and continues until 4:30 p.m.

## Wi-Fi Internet Service

Complimentary Wi-Fi internet service is available on the exhibit floor areas from Saturday, Jan. 27, through the end of the show, Thursday, Feb. 1. Please refer to Wi-Fi Usage Policy.



## SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities have been posted to the IPPE website, [www.ippexpo.org](http://www.ippexpo.org), under the EXHIBITORS tab at top of page. These are also available on the exhibitor dashboard.

Sponsorship opportunities include:

- Hotel Key Cards
- Banners
- Digital Wall Signs
- Hanging Cross-Aisle Signs
- Lanyards
- IPPE Reception

Please contact Pennie Stathes, (678) 514-1977, email [pstathes@ippexpo.org](mailto:pstathes@ippexpo.org), with any questions.



## TARGETED MOVE-IN and MOVE-OUT

The International Production & Processing Expo is a targeted show. This means that all exhibitors are assigned a scheduled move-in date for receiving all materials and/or equipment shipped directly to show site. Exhibitors are also assigned a scheduled move-out date for shipping all materials and/or equipment from show site.

Shipments sent to the Advance Warehouse will be delivered and placed in booth prior to exhibitor's target date.

All booths are given a scheduled move-in date and a scheduled move-out date (target dates) based on the size or location of the booth.

GES will assign a target date for all booths based on location and booth size and notify exhibitors by email of their scheduled target dates. Target schedule will be made available at [www.ges.com](http://www.ges.com) in the exhibitor kit information for the 2018 IPPE.

Any exhibitor wishing to change their target dates must complete the REQUEST FOR VARIANCE TO ASSIGNED TARGET TIME form found in this manual in the GES section, and submit either by fax or email to Eric Birdsell, GES, no later than Jan. 5, 2018. The exhibitor will be notified when the request has been approved or denied. An email will be sent to the exhibitor confirming change in target dates. Contact Eric Birdsell via email at [ebirdsell@ges.com](mailto:ebirdsell@ges.com), or via phone at (770) 294-2506.

It is the exhibitor's responsibility to notify the transportation carrier of scheduled target dates.

**Shipments arriving or departing off-target may be refused and/or rescheduled with accrued charges applied to exhibitor account.**



## STAFF AND VENDOR CONTACT LIST

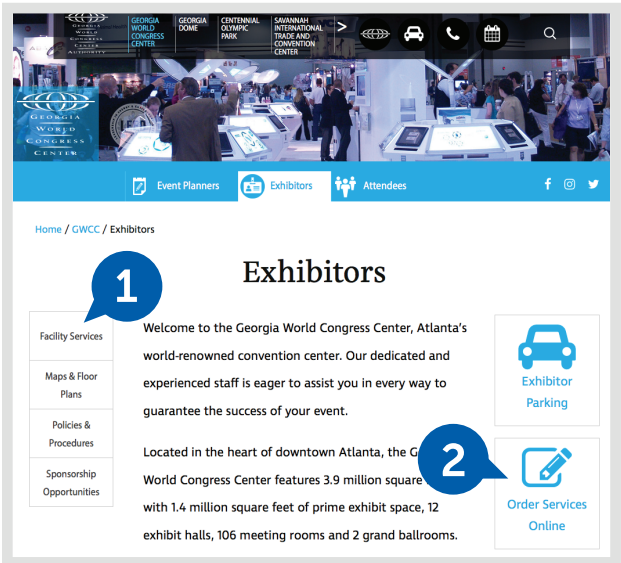
	Contact Name	Email Address	Phone Number
Audio-Visual Rental	PRG Exhibit Services	tradeshows@prg.com	(888) 844-4225
Booth Space	Anne Sculthorpe	asculthorpe@ippexpo.org	(678) 514-1976
Computer Rental	PRG Exhibit Services	tradeshows@prg.com	(888) 844-4225
Customs Clearance	Margaret Churchill	mchurchill@agilitylogistics.com	(714) 617-6675
Exhibit Manager	Anne Sculthorpe	asculthorpe@ippexpo.org	(678) 514-1976
Freight	GES - Eric Birdsell	ebirdsell@ges.com	(770) 372-5232
Furnishings	GES – Terica Lyles	tlyles@ges.com	(770) 372-5250
Georgia World Congress Center	Eric Ingvaldsen	eingvaldsen@gwcc.com	(404) 223-4139
Hotel Questions	Barbara Jenkins	bjenkins@uspoultry.org	(770) 635-9050
Housing Bureau	Experient, Inc.	ippeexh@experient-inc.com	(800) 293-7279 DOM (240) 439-2992 INTL
Installation & Dismantling	GES – Terica Lyles	tlyles@ges.com	(770) 372-5250
Lead Collection Equipment	Michelle Willever	Michelle.willever@experient-inc.com	(888) 266-6802
Marketing Programs	Pennie Stathes	pstathes@ippexpo.org	(678) 514-1977
Media Kit CD	Gwen Venable	gvenable@uspoultry.org	(678) 514-1971
Media Relations	Gwen Venable	gvenable@uspoultry.org	(678) 514-1971
Meeting Room Requests	Robin Hughes	rhughes@uspoultry.org	(678) 514-1975
Models/Booth Personnel	CMT Agency	cmtinfo@cmtagency.com	(866) 238-9349
Photography	Northlight Photography, Inc.	ross@northlightphoto.com	(770) 934-0491
Plant and Floral Service	Total Plant & Floral Service	sales@total-plant.com	(404) 881-0809
Promo Materials (Order)	Pennie Stathes	pstathes@ippexpo.org	(678) 514-1977
Promotional Programs & Sponsorships Including Banner Program	Pennie Stathes	pstathes@ippexpo.org	(678) 514-1977
Public Relations	Gwen Venable	gvenable@uspoultry.org	(678) 514-1971
Refrigeration	Lowe Refrigeration	info@loweusa.com	(770) 461-9001
Registration	Pennie Stathes	pstathes@ippexpo.org	(678) 514-1977
Security	Brett Force	bforce@uspoultry.org	(770) 635-9051
Security Vendor	Cedric Harmon	charmon@reliablesecurityllc.com	(404) 867-6805
Shipping Information	GES - Danny Morris	dmorris@ges.com	(770) 372-5269
Shuttle Bus Service	Robin Hughes	rhughes@uspoultry.org	(678) 514-1975
Utilities	Georgia World Congress Center	engorders@gwcc.com	(404) 223-4800
IPPE Website	Brett Force	bforce@uspoultry.org	(770) 635-9051

# Welcome

to the Georgia World Congress Center Authority, the #1 Convention, Sports, and Entertainment Destination in the World.



Our dedicated and experienced staff is eager to assist you in every way to guarantee the success of your event. Please visit the GWCC exhibitors services page at <http://www.gwcca.org/gwcc> for useful tools to assist you in planning your upcoming event with us.



1

The menu on the left provides links for facility information including Levy Restaurants catering menus and ordering form, CCLD Networks IT Services pricing, FedEx Office information, plus more. Additionally, you'll find detailed building policies & procedures, sponsorship opportunities and information about the City of Atlanta on this same menu.

# Ready to order your utility services?

Take advantage of discounted rates and order your services online at least 21 days prior to the events first move-in day. Just click on [the Order Service Online link](#) on the right side of the exhibitors service page and locate the show you are exhibiting at. Next, we'll guide you through a two-step process to set up an account. Once you have created your account, you can order services from the following list:

2

- Electrical Services
- Plumbing Services
- Cable TV Services
- Engineering Labor
- Internet & Telecommunications

Upload your booth diagram with utility service locations clearly labeled. Next, follow the prompts for completing payment through our secure system. You will receive an email confirmation for all orders placed. Use your log-in e-mail address and password to place additional orders as necessary.

## Questions?

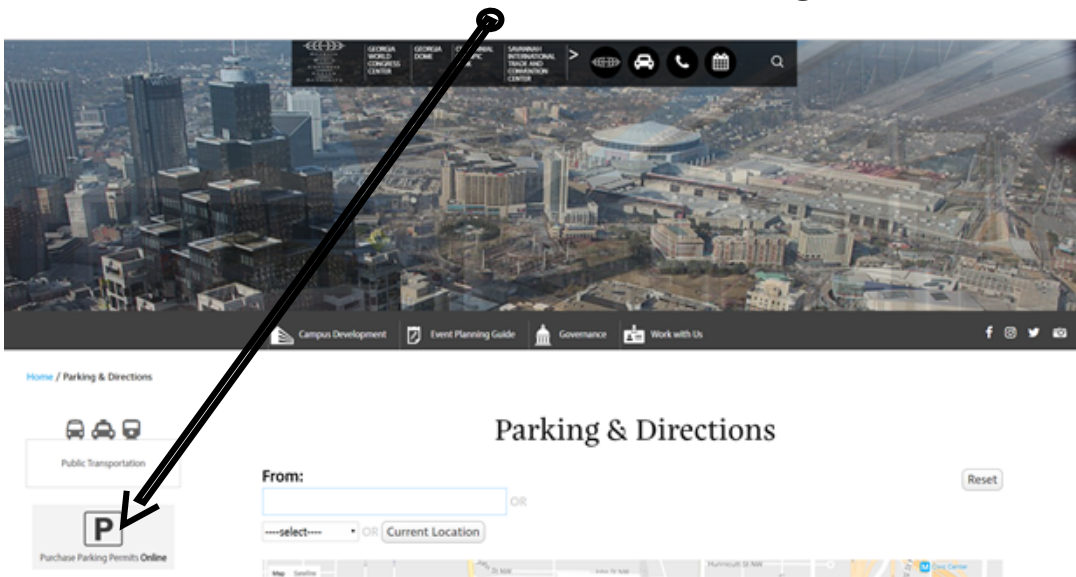
Please contact the GWCC Engineering Services Department at **404.223.4800**  
Monday - Friday, 8:30am - 5:00pm.

# GWCC PARKING IS SIMPLE

You can now order your parking in advance online and ensure you have the space you need.

**1. GO TO** [www.gwcca.org/parking-directions/](http://www.gwcca.org/parking-directions/)

**2. SELECT** Purchase Parking Permits Online



**3. SELECT**

The event you are attending

**4. SELECT**

Event Parking for first date you plan to attend & Add to Cart

**5. SELECT** Continue Shopping if attending for more than one day, then repeat process for each date you plan to attend, adding each to cart

**COMPLETE** YOUR PURCHASE,  
PRINT PERMIT AND BRING IT  
WITH YOU ON THE DATES THAT  
YOU VISIT THE GWCC



285 Andrew Young  
International Blvd. N.W.  
Atlanta, GA 30313  
[www.gwcc.com](http://www.gwcc.com)



# Campus and Parking Map

Number of Spaces

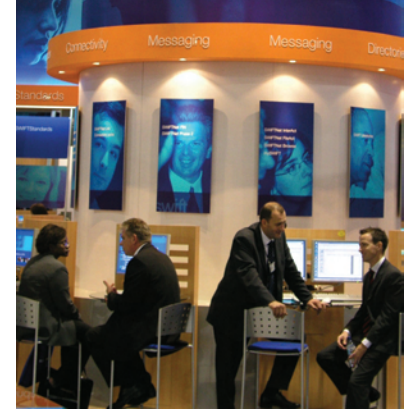
Marshalling Yard	1,377
Yellow Lot	1,284
Blue Lot	722
Red Deck	2,000
Silver Deck	600
Green Deck	359
Gold Deck	300










## CAMPUS FACILITIES

- Georgia World Congress Center **A B C**
- Centennial Olympic Park
- Mercedes-Benz Stadium
- College Football Hall of Fame





### Building Legend

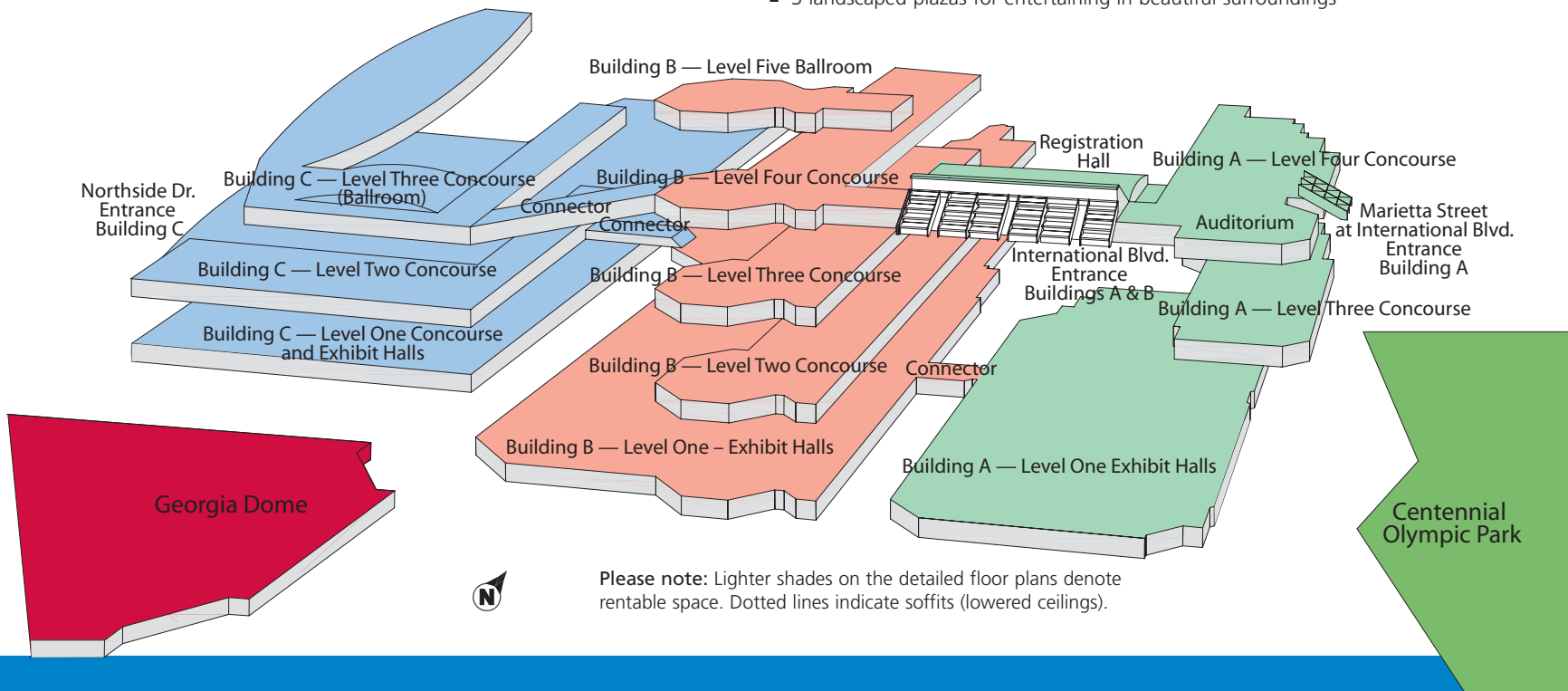
-  First Aid Station
-  Building Directory
-  Womens Restroom
-  Mens Restroom
-  Escalator
-  Food Service
-  Elevator

### Linetype Legend

- Airwalls
- . - . - . Low Ceilings

### Quick overview of our three buildings

- 3.9+ million square feet
- 12 exhibit halls with 1.4 million square feet of prime space
- 106 meeting rooms
- Executive Boardroom
- 2 ballrooms
- 3 fixed-seat auditoriums
- Corporate conference center
- 5,000+ parking spaces in decks and surface lots
- Fully ADA accessible
- Internal fiber-optic network throughout
- 88 loading docks
- Truck drive-on access to exhibit halls
- 3 landscaped plazas for entertaining in beautiful surroundings



EXHIBITOR NEEDS?

# Peach Assist

From any smart phone, text the word **PEACH** to **69050**

Continue working in your booth by requesting assistance through Peach Assist. An Exhibitor Services Representative will help you via text message with services featured below while you are at the Georgia World Congress Center.



Text **PEACH**  
to **69050**

## PEACH ASSIST SERVICES INCLUDE:

Electrical Services | Plumbing Services | Lighting Services | Cable TV Services  
Internet Services | Telephone Services | Audio Visual | Food & Beverage Services

\* Please note: Standard Text Messaging rates apply

# Atlanta City Information and Services

## Railroads

Amtrak (800) 872-7245

## Airline Reservations

AeroMexico (800) 237-6639  
Air Canada (888) 247-2262  
Air France (800) 237-2747  
Air Jamaica (800) 523-5585  
AirTran (800) 247-8726  
American (800) 433-7300  
British Airways (800) 247-9297  
Continental (800) 525-0280  
Delta (800) 221-1212  
Frontier (800) 432-1359  
Georgia Skies (877) 849-4997  
KLM (800) 374-7747  
Korean Air (800) 438-5000  
Lufthansa (800) 645-3880  
Spirit Air (800) 772-7117  
United (800) 241-6522  
USAirways (800) 428-4322

## Consul Services

Albania (404) 299-6803  
Argentina (404) 880-0805  
Australia (404) 760-3400  
Austria (404) 264-9858  
Bahamas (404) 214-0492  
Barbados (404) 365-8353  
Belgium (404) 659-2150  
Belize (404) 530-9954  
Brazil (404) 949-2400  
Canada (404) 532-2000  
Chile (404) 355-7923  
China (404) 778-8818  
Columbia (404) 254-3206  
Costa Rica (770) 951-7025  
Cyprus (770) 934- 4705  
Czech Republic (678) 587-9198  
Denmark (478) 477-8145  
Ecuador (404) 841-2276  
El Salvador (770) 591-4140  
Estonia (404) 806-7757  
Finland (404) 815-3682  
France (404) 495-1682  
Germany (404) 659-4760  
Greece (404) 261-3313  
Guatemala (404) 320-8804  
Guyana (240) 460-7119  
Haiti (404) 395-4421  
Honduras (770) 645-8881  
Hungary (404) 954-6970  
Iceland (678) 336-7175  
India (404) 963-5902  
Ireland (404) 554-4890  
Israel (404) 487-6582  
Italy (404) 262-0609  
Jamaica (770) 477-1210  
Japan (404) 240-4300  
Korea (404) 522-1611  
Liberia (678) 612-2192  
Liechtenstein (478) 757-5446  
Lithuania (770) 992-6620  
Luxembourg (404) 351-1548  
Mali (404) 679-5650  
Malta (770) 777-4646  
Mexico (404) 266-2233  
Monaco (404) 962-6465

Namibia (404) 264-4022  
Netherlands (770) 390-3550  
New Zealand (404) 745-4551  
Nicaragua (404) 495-7816  
Nigeria (770) 394-6261  
Norway (404) 923-5079  
Peru (678) 336-7010  
Philippines (404) 231-3856  
Poland (404) 420-4320  
Romania (678) 228-6682  
Senegal (404) 614-6040  
Sierra Leone (404) 569-0229  
Slovenia, Republic of (404) 881-2812  
Spain (770) 518-2406  
Sweden (404) 695-5212  
Switzerland (404) 870-2000  
Taiwan (404) 870-9375  
Tanzania (404) 766-8000  
Thailand (404) 527-4650  
Turkey (404) 848-9600  
United Kingdom (404) 954-7700

## Handicapped Transportation

**Metropolitan Atlanta Rapid Transit Authority:** All MARTA stations and rapid rail cars are fully accessible to handicapped and elderly passengers. Also, special MARTA L-buses have lifts for easy boarding and safety belts for securing wheelchairs. The one-way fare is \$2.50 and required attendants ride at no additional cost. For more information call: (404) 848-5000.

**Wheelchair Getaways, Inc.** offers full service van rental for the disabled, and custom vans with wheelchair accessibility for one or two wheelchairs. **For more information, call** (770) 457-9851 or (800) 536-5518.

## Taxicabs

Atlanta features 24-hour taxi service operating under the limited flat-rate structure.  
Checker Cab Co., (404) 351-1111

## Foreign Currency Exchange

There are five currency exchange locations at Hartsfield-Jackson Atlanta International Airport. They offer the following services: foreign currency, traveler's checks, drafts and wires, phone cards, travel insurance, foreign check collection and precious metals.  
**Hours:** Monday – Friday, 9 a.m. to 6 p.m.; Saturday, 9 a.m. – 1 p.m. and Sunday 2 p.m. – 6 p.m. **Locations:** Atrium – main terminal and Concourse “E” near gates 12 and 26 **and Concourse T.** Downtown offices of major banks offer the service Monday - Friday (9 a.m. - 4 p.m.). Some exchange hours vary. These banks are: Bank of America, Trust Company Bank and Wells Fargo. Currency exchange is also available at major hotels.

## Emergency Numbers

**Emergency Assistance: 911**

**City of Atlanta:**

Police: (404) 658.6274

Fire: (404) 546.7000

First Aid Center at the Georgia World Congress Center:  
(404) 223-4096

### **Emergency Numbers**

- Emergency Assistance - 911
- City of Atlanta  
**Police** – (404) 658-6274  
**Fire** – (404) 546-7000
- **Ambulance (24 hrs):**  
Fulton County – (404) 730-7900

### **Hospitals within close proximity to downtown**

- **Emory University Hospital Midtown** – (404) 686-4411  
550 Peachtree Street
- **Atlanta Medical Center** – Emergency Room – (404) 265-4136  
Main number – (404) 265-4000  
303 Parkway Drive NE
- **Grady Hospital** – (404) 616-1000  
80 Jesse Hill Jr. Drive SE
- **Northside Hospital** – (404) 851-8000  
1000 Johnson Ferry Road
- **Piedmont Hospital**– (404) 605-5000  
1908 Peachtree Road NW

### **Drug Store / Pharmacy within close proximity to downtown**

- CVS, 12 Broad Street SW, (404) 681-1976
- CVS, 235 Peachtree St NE, (404) 577-4054
- Publix @ Ansley Mall, 1544 Piedmont Ave. NE, (404) 724-0932
- Publix @ Ponce, 1001 Ponce de Leon Ave. NE, (404) 892-9229
- Walgreen's @ Piedmont, 595 Piedmont Ave. NE, (404) 685-9665

### **Medical Services / Disaster / First Aid**

- American Red Cross / Metro Atlanta Chapter, (404) 876-3302
- Children's Healthcare of Atlanta, (404) 250-5437
- Emory Health Connection Physical Referral, (404) 778-7744
- Georgia Dental Association, (404) 636-7553
- Georgia World Congress Center First Aid, (404) 223-4096

### **Ambassador Force** – (404) 215-9600

**The Ambassador Force** of the Downtown Improvement District will provide an escort for employees and residents in the District to a parking lot, MARTA station or any location in the District during the following hours:

- **Monday through Friday, 7:00 a.m. to 12 Midnight**
- **Saturday, 8:00 a.m. to 12 Midnight**
- **Sunday, 10:00 a.m. to 10:00 p.m.**

If you need an escort, call the ADID Field Office at **(404) 215-9600** or [www.atlantadowntown.com](http://www.atlantadowntown.com). Give your name and location to the ADID Dispatcher and a member of the Ambassador Force will respond.

### **Visitor Information** – (404) 222-6688

### **Atlanta Convention & Visitors Bureau Visitor Centers**

- Georgia World Congress Center, 285 Andrew Young International Blvd., NW, (404) 223-4000
- Hartsfield-Jackson International Airport, Atrium Suite 345, (404) 305-8426

### **Currency Exchange**

- American Express Travel, 3384 Peachtree Rd., Atlanta, GA 30326, (404) 262-7561
- Travelex America, 6000 N Terminal Pkwy, Atlanta, GA 30320, (404) 766-2700

### **Disability Consultants/Services**

- Sign Language Interpreting Specialists, Inc, (770) 531-0700;  
TTY (770) 287-9479

### **Grocery Store (downtown)**

- Publix @ Piedmont, 595 Piedmont Ave. NE, (404) 881-1750



## Sign Up to be Included in the 2018 Export Interest Directory!

If your U.S.-based company only sells domestically, you're probably reaching just a small share of your potential customers. Exporting also enables companies to diversify their portfolios and to weather changes in the domestic economy. Recent free trade agreements have opened up markets in Australia, Chile, Singapore, Jordan, Israel, Canada and Mexico, creating more opportunities for U.S. businesses.

### International Buyer Program

The International Production & Processing Expo is part of the U.S. Commercial Service's International Buyer Program. The U.S. Commercial Service brings thousands of international buyers each year to meet with U.S. companies at selected trade shows in the U.S. Whether you're currently exporting or considering moving into this area, the International Buyer Program provides an excellent business opportunity to meet, network and develop business partnerships with international buyers, sales representatives and strategic partners.

IPPE exhibitors are encouraged to sign up at no charge for the Export Interest Directory. The show's sponsors will compile information on IPPE exhibiting companies who wish to meet with international buyers.

By signing up to be included in the Export Interest Directory, your company will receive a copy of any leads that result from the international attendee Matchmaking Program. The Matchmaking Program permits international attendees to identify particular products and services in which they have an interest.

**To sign up for the Export Interest Directory, go to your exhibitor login and fill in the form provided.**

The deadline to sign up for the Export Interest Directory is Nov. 20.

If you have any questions, please contact: Robin Hughes, 1530 Cooledge Road, Tucker, GA 30084; [rhughes@uspoultry.org](mailto:rhughes@uspoultry.org); (678) 514.1975.

