

# International Production & Processing Expo February 12 – February 14, 2019 Exhibitor Manual Table of Contents

### I. GENERAL INFORMATION

Cover Letter

Approved Vendor List

Exhibitor Planning Calendar

Quick Reference

Housing Information

Registration Information

Sponsorship Opportunities

**Export Interest Directory** 

Targeted Move-In and Move-Out

Staff and Vendor Contact List

**GWCC** Exhibitor Welcome Information

**GWCC Online Advance Parking Permits** 

**GWCC Campus Parking Map** 

**GWCC Facility Layout** 

**GWCC Peach Assist** 

City Information

#### II. RULES AND REGULATIONS

**Building Operating Policies and Procedures** 

**GWCC ESCA Program** 

Expo Rules and Regulations

Exhibitor Insurance Requirement

Exhibitor Appointed Contractor (EAC) Form

Display Rules and Regulations

Marshaling Yard Driving Directions

Exhibitor Move-In Instructions

**Exhibitor Move-Out Instructions** 

Personally Operated Vehicle (POV) Form

Suitcasing Policy

Wi-Fi Usage Policy

Intellectual Property Protection

### **III. UTILITIES AND NETWORK SERVICES**

Authorization for Payment Form - GWCC Eng.

Booth Diagram Form – GWCC Eng.

Cable Service Order/Internal Broadcast Sys. - GWCC Eng.

Compressed Air, Water, Drain and Gas - GWCC Eng.

Electrical Services - GWCC Eng.

Telecommunications and Network Services - CCLD

Wireless Services - CCLD

### **IV. VENDOR SERVICES**

Audiovisual/Computer Rental Order Form - PRG

Booth Monitoring Order Form - Reliable Security Cooking & Cooking Equipment Request - Levy

Copy/Fax/FedEx Shipping Information - GWCC

F&B – Alcohol Indemnity Form - Levy

F&B – Sampling Authorization Request –

Non-Alcohol - Levy

F&B – Exhibitor Lunch Program - Levy

F&B – Booth Ordering Menu - Levy

F&B - Catering Menu - Levy

International Shipping/Customs - Agility Logistics

Lead Retrieval Order Form - Experient, Inc.

Mobility Services Information - Scootaround - GWCC

Models/Booth Personnel Order Form - CWT

Photography Order Form - Northlight

Plant and Floral Order Form - Total Plant & Floral

Refrigeration Rental Catalog and Order Form - Lowe

# V. GLOBAL EXPERIENCE SPECIALISTS, INC (GES) EXHIBITOR SERVICES INFORMATION

GES General Information

Material Handling/Logistics

**Decorating Services** 

Carpet

**Furnishings** 

**Exhibit Displays** 

Graphics & Signage

**Labor Services** 

Installation & Dismantling

Supervised Labor

Forklift

Hanging Sign

Cleaning

Required Forms

Payment & Credit Card Charge Authorization

Third Party Billing Request

Booth Layout Form

# **Looking for Publicity and Promotion Information?**

Access the sponsorship opportunities through the IPPE website www.ippexpo.org under the EXHIBITORS tab at top of page



### 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 2019 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 2019 IPPE, days and hours are as follows:

Tue., Feb. 12, 10:00 a.m. - 5:00 p.m. Wed., Feb. 13, 9:00 a.m. - 5:00 p.m. Thu., Feb. 14, 9:00 a.m. - 3:00 p.m.

Our website, 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, the show mobile app and the interactive kiosks during the show. Beginning as early as Jul. 9 based on seniority, you may register your employees for badges and housing 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 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; Sarah Novak, phone (703) 558-3574, email snovak@afia.org, or Eric Zito, phone (202) 587-4223, email ezito@meatinstitute.org.

See you in February!

Sincerely,

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

Anne Sculthorpe

Sarah Novak Vice President Membership & Public Relations American Feed Industry Association Eric Zito
Vice President
Membership & Expo Svcs.
North American Meat Institute



# **GENERAL INFORMATION**

# **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 <a href="mailto:asculthorpe@ippexpo.org">asculthorpe@ippexpo.org</a> or via phone at (678) 514-1976.



- 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, Exhibitor Customer Invitation (Traffic Boost), 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
- Lowe 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 2019 INTERNATIONAL PRODUCTION & PROCESSING EXPO

Mon., Jul. 9 - Tue., Sep. 4, 2018	Priority Housing for Exhibitors Hotel contacts should have received their priority schedule for booking hotels. Please see www.ippexpo.org under the Exhibitors tab for more information.	
Wed., Aug. 1, 2018	GWCC Meeting Room Requests Begin Customer Connection Center Requests Begin Please see www.ippexpo.org under the Exhibitors tab for more information.	
Fri., Aug. 31, 2018	TECHTalks Application Availability Begins Online Please see www.ippexpo.org under the Exhibitors tab for more information.	
Mon., Sep. 17, 2018	Online General IPPE Registration and Housing Opens	
Sun., Sep. 30, 2018	Final Payment Due - Booths 300 sq. ft. or larger contracted through Sep. 2018	
Mon., Oct. 15, 2018	Must be exhibitor by this deadline to be automatically listed in the WATT IPPE Pre-Show Directory, which is distributed digitally prior to the show. Advertising is open to Oct. 26.	
Fri., Nov. 9, 2018	TECHTalks Application Deadline Please see www.ippexpo.org under the Exhibitors tab for more information.	
Fri., Nov. 16, 2018	Must be exhibitor by this deadline for exhibiting company name and booth number to be automatically added to IPPE Pocket Planner published by Meatingplace	
	Information automatically submitted if exhibitor by this date.	
	TECHTalks notification of acceptance sent to presenters.	
	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	
Mon., Nov. 19, 2018	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.	
Mon., Nov. 26, 2018	Deadline to have listing filed for the U.S. Department of Commerce Export Interest Directory Please see www.ippexpo.org under the Exhibitors tab for more information	
Fri., Nov. 30, 2018	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 automatically listed in directory.	
Tue., Dec. 18, 2018	Lead retrieval advance order discount deadline	
Mon., Dec. 31, 2018	Last day for domestic exhibitors to register and have 10 or more individual badges mailed	
Sat., Jan. 5, 2019	Discount deadline for Reliable Security booth monitoring services	
Thu., Jan. 10, 2019	Deadline for exhibitor proof of insurance submitted to Anne Sculthorpe, Exhibit Manager, asculthorpe@ippexpo.org	

If insurance certificate is not received, exhibitor freight will be held from delivery and booth setup will be denied

Tue., Jan. 15, 2019

Exhibitor Invite Program Deadline. Last day that exhibitor-invited customers through this program may register for complimentary admission to IPPE. Beginning Jan. 16, all attendees registering for IPPE will be charged \$100 for IPPE admission.

Deadline to submit Request for Variance to Assigned Target Time form to GES, Jason Stanforth, email at jstanforth@ges.com

Fri., Jan. 18, 2019

Deadline to submit Exhibitor Appointed Contractor (EAC) form, including proof of insurance, if third party other than GES is conducting setup/dismantle of booth

Update deadline for online directory product listings in the exhibitor login section of www.ippexpo.org

Advance Order Discount Deadline for the following vendors offering discount:

Global Experience Specialists, Inc. (GES)

Utilities orders - Georgia World Congress Center (GWCC) and CCLD

Audiovisual/computer rental - PRG Food & Beverage - Levy Restaurants Floral and plant - Total Plant & Floral Service

Tue., Jan. 29, 2019

Deadline for ordering GES installation/dismantle labor services for guaranteed availability

Deadline for ordering Lowe Refrigeration rental items

Thu., Feb. 7, 2019 1:00 p.m. - 11:59 p.m. and Fri. - Sun., Feb. 8 - 10, 2019 7:00 a.m. - 11:59 p.m. and Mon., Feb. 11, 2019 7:00 a.m. - 6:00 p.m.

Installation of exhibits. Targeted move-in for exhibitors. Target schedule posted in September 2018 to exhibitor manual on GES website. Variances must be coordinated with Jason Stanforth, GES, phone (407) 467-0543, email: jstanforth@ges.com no later than Jan. 15, 2019.

All exhibits must be set up within scheduled hours and completed by Mon., Feb. 11, at 6 p.m. No after-hours setup.

Sat., Feb. 9, 2019

Earliest receiving date for exhibitor freight without targeted shipments to **Georgia World Congress Center** 

Sun., Feb. 10, 2019 12:00 p.m. - 5:00 p.m.

Onsite exhibitor registration open - A-B Registration Lobby and C-Building Registration Lobby

Mon., Feb. 11, 2019

7:00 a.m. - 5:00 p.m. Registration open – A-B Registration Lobby and C-Building Registration Lobby 12:00 p.m. - 7:00 p.m. Scan & Go badge pick-up available in Marriott Marquis and Westin lobbies

Tue., Feb. 12, 2019

Early Access for Exhibitors

7:00 a.m. All exhibits must be show-ready by 9:00 a.m.

7:00 a.m. - 5:00 p.m. Registration open – A-B Registration Lobby and C-Building Registration Lobby

Exhibitor or Exhibitor Appointed Contractor (EAC) not pre-registered will be charged standard onsite registration of \$100 USD this day and forward. No exceptions.

10:00 a.m. - 5:00 p.m. Exhibit Halls Open

Wed., Feb. 13, 2019

7:00 a.m. Early Access for Exhibitors

7:30 a.m. - 5:00 p.m. Registration open – A-B Registration Lobby and C-Building Registration Lobby

9:00 a.m. - 5:00 p.m. Exhibit Halls Open

# EXHIBITOR PLANNING CALENDAR Page 3

Thu., Feb. 14, 2019

7:00 a.m. Early Access for Exhibitors

7:30 a.m. – 2:00 p.m. Registration open – A-B Registration Lobby and C-Building Registration Lobby

9:00 a.m. - 3:00 p.m. Exhibit Halls Open

3:00 p.m. Exhibit Halls Close and Exhibits Dismantling Begins

3:00 p.m. - 11:59 p.m. Exhibitor Move-Out. There are more than 1,300 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 11:59 p.m.; schedule packing crew's travel plans for additional night(s) stay.

No work allowed after 11:59 p.m.

Fri., Feb. 15, 2019

7:00 a.m. - 11:59 p.m. Exhibitor Move-Out

Sat., Feb. 16, 2019

7:00 a.m. - 11:59 p.m. Exhibitor Move-Out

Sun., Feb. 17, 2019 Exhibitor Move-Out

7:00 a.m. - 4:00 p.m. GES will begin forcing freight at 4:00 p.m. **No Exceptions!** 

Overseas containers returned beginning 8:00 a.m.

Log onto IPPE website at 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!



# **QUICK REFERENCE**

# **Exhibit Manager**

Anne Sculthorpe

Phone prior to Thu., Feb. 7, 2019: (678) 514-1976;

Email: asculthorpe@ippexpo.org

Onsite at venue Thu., Feb. 7 – Sun., Feb. 17, 2019, phone (404) 222-5400, Show Management Office, BC Connector Floor Managers will assist on show hall floors. Floor manager booth locations: A238, A3157, B3627, B6669, B8501, C9134, C12076.

# **Facility**

# **Georgia World Congress Center (GWCC)**

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

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

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

# **Service Contractor**

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

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, AB Connector

GES Service Desks are located on show hall floor with main ServiCenter located in AB 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: AB Connector. See full list in Vendor Services section of Exhibitor Manual. Onsite orders and changes can be directed to appropriate vendor service counter in AB 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 Thu., Jan. 10, 2019; email 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.

# **Exhibitor and EAC Entry Hours**

Exhibitors and EACs scheduled for move-in on Thu., Feb. 7, 2019, are granted access to show halls from 1:00 p.m. - 11:59 p.m. Access for other days are as follows: 7:00 a.m. - 11:59 p.m. daily from Fri., Feb. 8 - Sun., Feb. 10, 2019; 7:00 a.m. - 6:00 p.m., Mon. - Wed., Feb. 11 - 13, 2019; 7:00 a.m. - 11:59 p.m., Thu. - Sat., Feb. 14 - 16, 2019; and 7:00 a.m. - 4:00 p.m. on Sun., Feb. 17, 2019.

# Installation

This is a targeted move-in. All move-ins are scheduled by GES prior to move-in. Target schedule is located in Exhibitor Manual. No access to exhibit hall is allowed prior to or after posted times as given above. 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 6:00 p.m. on Mon., Feb. 11, for inspection. No exceptions! Make your travel plans accordingly. Notice: targets are one day later than normal. Exhibitors and EACs will be notified if early access to the building is available.

# **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 Tue., Jan. 29, 2019, and your materials are available at the stated time. Straight time rates apply Mon. - Fri., 8:00 a.m. - 4:30 p.m. Time and one-half rates apply Mon. - Fri., 4:30 p.m. - 12:00 a.m. and Sat., 8:00 a.m. - 12:00 a.m. Double time rates apply Mon. - Sat., 12:00 a.m. - 8:00 a.m. and all day Sun. 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 labels provided by GES marked EMPTY and place in aisle outside booth area. These labels are provided at GES ServiCenter, AB 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, AB Connector. Due to the immense number of cartons and crates being stored for this show, please allow until Thu., 11:59 p.m. for all empty cartons and crates to be returned to booths. Show halls will close at 11:59 p.m. on Thu., Feb. 14, 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.

# **Clean-up Area**

Facilities with hot water and sink for cleaning utensils and other items (Clean-up Booths) are available in each hall: A2869, B3863, C9272. Please do not use public restroom sinks for this activity.

# **Dismantling**

Dismantling will begin after 3:00 p.m., Thu., **Feb. 14**, and must be completed and all materials moved no later than 4:00 p.m. Sun., **Feb. 17**. Move-out will not be permitted before 3:00 p.m. on Thu., **Feb. 14**, 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 11:59 p.m. on Thursday night for all empty cartons and crates to be returned to booths. Show halls will close at 11:59 p.m. on Thu., <b>Feb. 14**, 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 Sun., Feb. 17, at 8:00 a.m. unless requested for an earlier time.

# **Standard Booth Information**

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

# **Aisle Carpet and Booth Drape Colors**

Feed Equipment & Animal Feed Ingredients – HALL A – Emerald Green carpeting – Standard Black drape
Processing/Packaging – HALL B – Red (Red & Black) carpeting – Standard Black drape
Genetics/Incubation/Live Production/Animal Health – HALL C - Blue Jay (Blue & Black) carpeting – Standard Black drape
Main Avenue/Tram Line – Highway Design carpeting
Connector to Tram Line in all three 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**

See specific requirements on electrical forms provided in exhibitor manual. Full payment and scaled diagram indicating number and location of outlets, including booth's dimensions and neighboring booth/aisle numbers must be included before services are provided.

# **Cleaning Services**

Show management provides for cleaning of the aisles each night. If you have a need for cleaning of booth, these services can be ordered 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.

# Wi-Fi Internet Service

Complimentary Wi-Fi internet service is available on the exhibit floor areas from Sat., Feb. 9, through the end of the show, Thu., Feb. 14. Please refer to Wi-Fi Usage Policy in Rules and Regulations section of exhibitor manual.

# **Student Program**

The College Student Career Program will bring approximately 650 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.

### **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. Orders for Interpreters should be received with payment in full no later than Feb. 5, 2019, to guarantee reservation for IPPE show days.

# **Hotel Shuttle Bus Service**

Complimentary bus service will be provided on Tue., Wed. and Thu. between the Northside Drive C-Building entrance at GWCC and official IPPE block 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 and under the ATLANTA tab is a complete list of hotel route numbers in the Transportation Guide link. Bus service hours: Tue., 7:00 a.m. - 6:00 p.m.; Wed., 7:00 - 11:00 a.m. and 2:00 - 6:00 p.m.; Thu., 7:00 a.m. - 4:00 p.m. Airport shuttle service begins Thu., 3:00 p.m. and continues until 4:30 p.m. at the Northside Drive C-Building entrance.

# **MARTA: Metropolitan Atlanta Rapid Transit Authority**

The closest MARTA train station to Georgia World Congress Center is the Dome/GWCC/Phillips Arena/CNN Center station. Information regarding MARTA is available on IPPE website <a href="https://www.ippexpo.org">www.ippexpo.org</a> under the ATLANTA tab. The Transportation Guide link also found there is another good source for MARTA information.





# **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 representatives who are familiar with IPPE and understand 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 located in the A-B Registration Lobby and C-Building Lobby
- 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:

July 9 35+ seniority points
June 23 20-34 seniority points
August 6 10-19 seniority points
August 20 1-9 seniority points

September 4 0 seniority points (new exhibitors) and complimentary booth exhibitors

The housing email will come from ippeexh@experient-inc.com. Be sure to add this email address to your safe senders list so it does not bounce as undeliverable or go to spam.

General housing registration opens **Sep. 17.** Please visit www.ippexpo.org for housing information.



# **Exhibitor Registration and Housing Information**

Experient is the official registration and housing provider for IPPE. The unified Housing and Registration portal allows exhibitors to request hotel blocks and register their booth staff. This can be done either when block requests are made, when hotel room names are due in November, or anytime in between. Exhibitors are allowed an unlimited number of registrations for their booth staff. Exhibitors with 10 or more registered booth staff personnel may select to have badges mailed to a U.S. company contact address. Exhibitor badges will be mailed in mid-January. You may also choose to pick up your badges at Exhibitor Registration or Scan & Go beginning Sunday, Feb. 10, 2019, at the Georgia World Congress Center. Complimentary registration is provided to all registered booth personnel through Monday, Feb. 11, 2019. The day the show opens, exhibitor staff registration is \$100.

IPPE requires a unique and valid email addresses for all IPPE visitors. IPPE management does not release or sell any exhibitor contact information. However, the primary exhibitor contact's registered email is viewable to attendees through the online exhibitor search without restriction. Due to obvious safety and security reasons, to attain correct lead contact information and to prevent customers from acquiring early access to the trade show floor before show hours, **DO NOT USE THIS PROCESS TO REGISTER YOUR CUSTOMERS OR GUESTS**. For any additional questions or issues, please contact Experient Customer Service or IPPE Show Management.

Experient has developed an improved system to invite an unlimited number of your customers through Traffic Boost. Traffic Boost will enable you to customize, with your company logo, a personalized invitation to register and attend IPPE and to visit your booth. IPPE will provide you with an invitation template and approve the final message that you can send to YOUR customer database with YOUR company name and email in the "From:" line, not the address of a third party. You will be able to track the customers who accept your invitation and register for IPPE through a report within your registration dashboard. Your customized email will contain a designated promo code and link directly to the registration site and provide FREE REGISTRATION through Jan. 15, 2019. The regular attendee registration fee of \$100 will be assessed beginning Jan. 16, 2019. Encourage your guests to register early!









# SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities have been posted to the IPPE website, 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, with any questions.













# Sign Up to be Included in the 2019 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. Participation is restricted to U.S. companies with 51% or more of products produced in the U.S.

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. 26th.

If you have any questions, please contact Pennie Stathes, pstathes@ippexpo.org; (678) 514-1977; 1530 Cooledge Road, Tucker, Georgia 30084





# **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.

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 in the exhibitor kit information for the 2019 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 Jason Stanforth, GES, no later than Jan. 15, 2019. 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 Jason Stanforth via email at jstanforth@ges.com, or via phone at (407) 467-0543.

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 – Jason Stanforth	jstanforth@ges.com	(407) 467-0543
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 Provider	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/Public 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
Refrigeration	Lowe Refrigeration	info@loweusa.com	(770) 461-9001
Registration Provider	Experient, Inc.	ippeexh@experient-inc.com	(800) 293-7279 DOM (240) 439-2992 INTL
Registration Questions	Robin Hughes	rhughes@uspoultry.org	(678)4-1975
Security	Brett Force	bforce@uspoultry.org	(770) 635-9051
Security Vendor	Cedrick 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
Internet Provider	CCLD	Jason.harris@ccld.net	(404) 222-5500
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 <a href="http://www.gwcca.org/gwcc">http://www.gwcca.org/gwcc</a> 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 your 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:

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

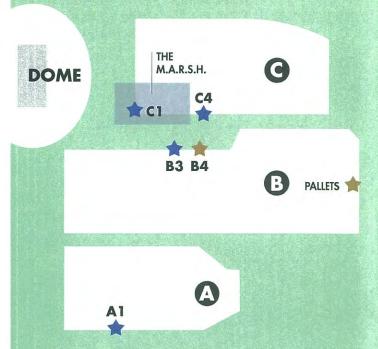
Upload your booth diagram with utility service locations clearly labeled. Next, follow the prompts for completing payment through our secure system. You will receive an email confirmation for all orders placed. Use your log-in e-mail address and password to place additional orders as necessary.

# Questions?

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

# FIND YOUR WAY!

**Divert your waste!** See map below for waste diversion areas on campus.



# VISIT THE M.A.R.S.H.

Our waste diversion area on the docks is now known as the M.A.R.S.H. — Materials and Recyclables to be Sustainably Handled! This is the area where cardboard, compost, pallets, and other materials that will be diverted from landfills get staged before being separated into their respective waste streams. Please read through the pamphlet and learn more about our waste diversion efforts!

# **TERMINOLOGY**

**Sustainability:** the quality of not being harmful to the environment or depleting natural resources and thereby supporting long-term ecological balance

**Waste Diversion:** the act of redirecting materials and resources that otherwise would end up in a landfill or incinerator

**Single-Stream Recycling:** requires no presorting of recyclable materials. Plastics, paper, and glass are all dumped in the same container, then sorted and separated at the recycling facility

**Compost:** a mixture of various decaying organic substances (food, liquids, napkins, paper towels, paper products, wax paper, compostable products, etc.) used for fertilizing soil



# **QUESTIONS?**

To find out more about what to recycle, what to compost, and what to trash, contact:

Ima Otudor, Recycling Specialist 404-223-4264 • iotudor@gwcca.com

Printed on 100% post-consumer recycled content paper

# GVVCCA Vaste Diversion



# compost

Each American throws out about 1,200 pounds of organic waste that can be composted every year!

Food disposed in a landfill quickly rots and becomes a significant source of methane, a greenhouse gas 21 times more potent than carbon dioxide. As a result, diversion of food waste from landfills can significantly reduce greenhouse gas emissions. Additionally, using composted food scraps improves soil health and structure, increases drought resistance, and minimizes the need for supplemental water, fertilizers, and pesticides.

# What is compostable?

- Food scraps
- PLA/paperboard containers
- BPI-certified containers
- Food-soiled paper products

# recycle

Recycling one aluminum can saves enough energy to run a TV for three hours!

# What is single-stream recycling?

- Clean office paper Empty glass bottles
- Pamphlets, brochures, magazines, newspaper, etc.
- Empty plastic bottles and containers (# 1-6)
- Empty aluminum cans and bottles Paperboard
- Cardboard boxes Clean Visqueen/plastic film

GWCCA has a dedicated wood recycling program. Outside of the B Hall docks is an open top solely for untreated wood. We have pallet recycling outside of the B5 exhibit hall in addition to staging this waste stream at the M.A.R.S.H.

(See map on back)

The Georgia World Congress Center is the world's largest LEED certified convention center.

# What goes in the landfill?

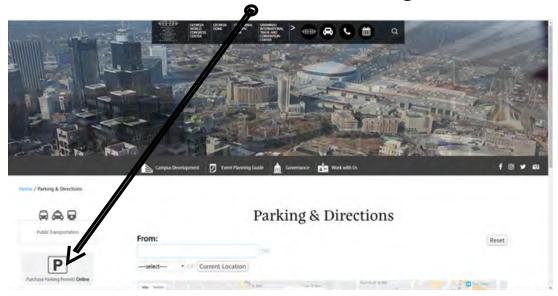
- Styrofoam packaging
- Soiled Visqueen/plastic film
- Plastic/foil food and utensil wrappers
- Miscellaneous plastic items
- Straws
- Condiment packages



# **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/
- 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



285 Andrew Young International Blvd. N.W. Atlanta, GA 30313 www.gwcc.com COMPLETE YOUR PURCHASE,
PRINT PERMIT AND BRING IT
WITH YOU ON THE DATES THAT
YOU VISIT THE GWCC



# Campus and Parking Map

Number of Spaces

# **CAMPUS FACILITIES**

Georgia World Congress Center (A) (B) (C)









Mercedes-Benz Stadium

College Football Hall of Fame



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



# Quick overview of our three buildings

3.9+ million square feet

12 exhibit halls with 1.4 million square feet of prime space

98 meeting rooms

**Executive Boardroom** 

2 ballrooms

3 fixed-seat auditoriums

Corporate conference center

Almost 7,000 parking spaces in decks and surface lots

Fully ADA accessible

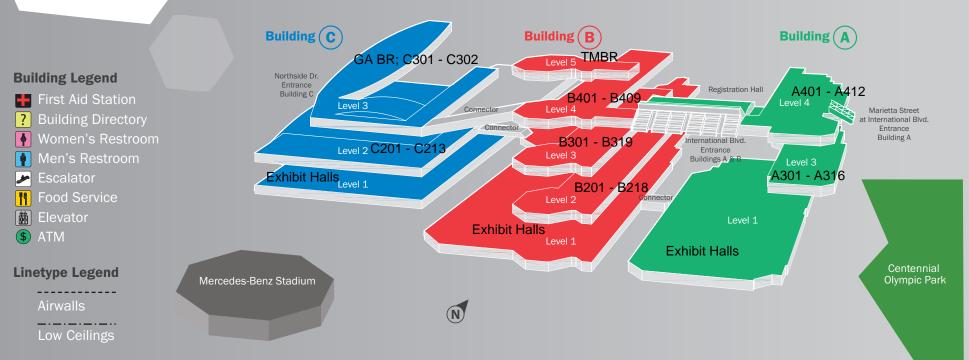
Complete network connectivity, telecom solutions, and WIFI throughout

88 loading docks

Exhibit halls with drive-on access

3 beautifully landscaped outdoor plazas ideal for afterhours functions





# EXHIBITOR NEEDS?

# Peach Assist

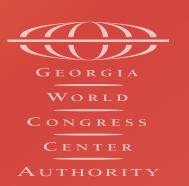
From any smart phone, text the word PEACH to 69050

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.



# PEACH ASSIST SERVICES INCLUDE:

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



# Atlanta City Information and Services

#### Railroads

Raili Gaus			
Amtrak	(800) 872-7245	Namibia	(404) 264-4022
		Netherlands	(770) 390-3550
Airline Reservations		New Zealand	(404) 745-4551
AeroMexico	(800) 237-6639	Nicaragua	(404) 495-7816
Air Canada	(888) 247-2262	Nigeria	(770) 394-6261
Air France	(800) 237-2747	Norway	(404) 923-5079
Air Jamaica	(800) 523-5585	Peru	(678) 336-7010
AirTran	(800) 247-8726	Philippines	(202) 467-9300
American	(800) 433-7300	Poland	(404) 420-4320
Boutique	(855) 268-8478	Romania	(678) 228-6682
British Airways	(800) 247-9297	Senegal	(404) 614-6040
Delta	(800) 221-1212	Sierra Leone	(404) 569-0229
Frontier	(800) 432-1359	Slovenia, Republic of	(404) 881-2812
JetBlue	(800) 538-2583	Spain	(770) 518-2406
KLM Royal Dutch	(800) 447-4747	Sweden	(404) 408-7460
Korean Air	(800) 438-5000	Switzerland	(404) 870-2000
Lufthansa	(800) 772-7117	Taiwan	(404) 870-9375
Qatar Airways	(877) 777-2827	Tanzania	(713) 291-3880
Southwest	(800) 435-9792	Thailand	(404) 527-4650
Turkish	(800) 874-8875	Turkey	(404) 848-9600
United	(800) 864-8331	Uganda	(478) 954-0391
Virgin Atlantic	(877) 359-8474	United Kingdom	(404) 954-7700

Malta

Mexico Monaco

Virgini/tilantic	(011) 333 0414
Consul Services	
	(404) 200 6002
Albania	(404) 299-6803
Argentina	(404) 880-0805
Austria	(404) 264-9858
Bahamas	(404) 214-0492
Barbados	(678) 332-4730
Belgium	(404) 659-2150
Belize	(404) 530-9954
Brazil	(404) 949-2402
Bulgaria	(706) 832-5005
2	(404) 532-2000
Canada	(404) 355-7923
Chile China	
	(404) 778-8818
Columbia	(404) 254-3206
Costa Rica	(770) 951-7025
Cyprus	(770 934- 4705
Czech Republic	(404) 528-2240
Denmark	(404) 588-1588
Ecuador	(404) 841-2276
El Salvador	(770) 591-4140
Estonia	(404) 806-7757
Finland	(404) 815-3682
France	(404) 495-1660
Georgia	(202) 387-2390
Germany	(404) 659-4760
Greece	(404) 261-3313
Guatemala	(404) 320-8804
Guyana	(240) 460-7119
Haiti	(404) 228-5373
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) 962-6102
Jamaica	(770) 477-1210
Japan	(404) 240-4300
Korea	(404) 522-1611
Latvia	(404) 496-4050
Liberia	(678) 612-2192
Liechtenstein	(478) 757-5446
Lithuania	(770) 992-6620
Luxembourg	(770) 351-1548
Mali	(404) 679-5650
IVIAII Malta	(404) 078-3030

(770) 777-4646

(404) 266-2233

(404) 962-6465

### 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 Mobility Buses have lifts for easy boarding and safety belts for securing wheelchairs. The one-way fare is \$4.00 and required attendants ride at no additional cost. For more information call: (404) 848-5000.

#### **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 - Sunday, 6 a.m. - 10 p.m. for all locations except for the Domestic Terminal they are open Monday -Sunday, 6 a.m. – 9 p.m. Locations: Concourse F; North Terminal; BTS Concourse B; Concourse E; Gate #26; Domestic Terminal. 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, 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

Ambulance (24 hrs):

Fulton County - (404) 730-7900

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

### Hospitals within close proximity to downtown

- Emory University Hospital Midtown (404) 686-8181 550 W 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 1968 Peachtree Road NW

# Drug Store / Pharmacy within close proximity to downtown

- CVS, J 12 Broad Street SW, (404) 681-1976
- CVS, 235 Peachtree St NE, (404) 577-4054
- Publix @ Ansley Mall, 1544 Piedmont Ave. NE, (404) 898-1850
- Publix @ Ponce, 1001 Ponce de Leon Ave. NE, (404) 892-9229
- Walgreen's @ Piedmont, 595 Piedmont Ave. NE, #100, (404) 685-9665

# **Grocery Store (downtown)**

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

# Medical Services / Disaster / First Aid

- American Red Cross / Metro Atlanta Chapter, (404) 876-3302
- Children's Healthcare of Atlanta, (404) 785-5437
- Emory Health Connection Physical Referral, (404) 778-7744
- Georgia Dental Association, (404) 636-7553

### **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. Give your name and location to the ADID Dispatcher and a member of the Ambassador Force will respond.

### Atlanta Convention & Visitors Bureau Visitor Information – (404) 222-6688

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

- Underground Atlanta, 65 Upper Alabama, (404) 577-2148
   Hours: Monday Saturday: 10 a.m. 6 p.m.; Sunday: noon 6 p.m.
- Hartsfield-Jackson International Airport, North Terminal near baggage claim, (404) 305-8426 Hours: Monday – Friday: 9 a.m. – 9 p.m.; Saturday: 9 a.m. – 6 p.m.; Sunday: noon – 6 p.m.

#### **Currency Exchange**

- Travelex America, Lenox Square Simon Mall, 3393 Peachtree Road, (404) 841-9410
- Also refer to the five (5) locations located at Hartsfield-Jackson International Airport