



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 2021 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 2021 IPPE, days and hours are as follows:

Tue., Jan. 26, 10:00 a.m. - 5:00 p.m.

Wed., Jan. 27, 9:00 a.m. - 5:00 p.m.

Thu., Jan. 28, 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. 6 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 January!

Sincerely,

A handwritten signature in black ink that reads "Anne Sculthorpe".

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

A handwritten signature in black ink that reads "Sarah Novak".

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

A handwritten signature in black ink that reads "Eric Zito".

Eric Zito
Vice President
Membership & Expo Svcs.
North American Meat Institute

International Production & Processing Expo
January 26 – 28, 2021
Exhibitor Manual
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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



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 asculthorpe@ippexpo.org 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
- **Maritz Global Events (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, Carpeting and Booth Furnishings 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
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- **PRG** - Audio/Visual Provider
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EXHIBITOR PLANNING CALENDAR

2021 INTERNATIONAL PRODUCTION & PROCESSING EXPO

**Mon., Jul. 6 through
Mon., Aug. 31, 2020**

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., Jul. 27, 2020

Sponsorship/Marketing Opportunities Begin Online

Please see www.ippexpo.org under the Exhibitors tab for more information.

Mon., Aug. 31, 2020

TECHTalks Application Availability Begins Online

Please see www.ippexpo.org under the Exhibitors tab for more information.

Mon., Sep. 14, 2020

Online General IPPE Registration and Housing Opens

GWCC Meeting Room Requests Begin

Customer Connection Center Requests Begin

Fri., Oct. 2, 2020

Final Payment Due - Booths 300 sq. ft. or larger contracted through Sep. 2020

Thu., Oct. 15, 2020

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.

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 IPPE Senior Exhibit Manager, Anne Sculthorpe, via email at asculthorpe@ippexpo.org

Fri., Nov. 6, 2020

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.

Fri., Nov. 13, 2020

TECHTalks Application Deadline

Please see www.ippexpo.org under the Exhibitors tab for more information.

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.

Mon., Nov. 20, 2020

TECHTalks notification of acceptance sent to presenters.

Mon., Nov. 23, 2020

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. 27, 2020

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 in print for the show. Must be exhibitor prior to Nov. 28, in order for company name and booth number to be automatically listed in directory.

Fri., Dec. 4, 2020

Lead retrieval advance order discount deadline

Fri., Dec. 18, 2020

Innovation Station application deadline; see www.ippexpo.org under the Exhibitors tab for more information

Booth monitoring services discount deadline – Reliable Security

Continued

Mon., Jan. 4, 2021	Last day for domestic exhibitors to have 10 or more individual badges registered for postal mailing to exhibitor primary contact; exhibitors registering after this date must pick up badges onsite
Fri., Jan. 8, 2021	Advance Order Discount Deadline for the following vendors offering discount Booth Furnishings, labor and freight – Global Experience Specialists (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 Deadline for ordering Lowe Refrigeration rental items Deadline to submit Exhibitor Appointed Contractor (EAC) form with GES, including proof of insurance, if third party other than GES is conducting setup/dismantle of booth Deadline to submit to GES the online form in exhibitor kit Request for Variance to Assigned Target Time; email questions to ATLFRTOPS@ges.com Deadline for exhibitor proof of insurance submitted to Robin Hughes, Expo Support Coordinator, rhughes@uspoultry.org If insurance certificate is not received, exhibitor freight will be held from delivery and booth setup will be denied Exhibitor Invite Program Deadline. Last day that exhibitor-invited customers through this program may register for complimentary admission to IPPE. Beginning Sat., Jan. 9, all attendees registering for IPPE will be charged \$125 for IPPE admission Update deadline for online directory product listings in the exhibitor dashboard login section of www.ippexpo.org
Fri., Jan. 13, 2021	Last day for Advance Shipments to arrive at Warehouse without surcharges 3:30 p.m.; carriers must check in by 2:00 p.m. to be guaranteed same day unloading
Wed., Jan. 20, 2021 1:00 p.m. – 6:00 p.m. and Thu. - Mon., Jan. 21 - 25, 2021 7:00 a.m. – 6:00 p.m.	Installation of exhibits. Targeted move-in for exhibitors. Target schedule posted in August 2020 to exhibitor manual on GES website. Variances must be coordinated with GES, email ATLFRTOPS@ges.com no later than Jan. 8, 2021. Freight movement begins at 8:00 a.m. daily. All exhibits must be set up within scheduled hours and completed by Mon., Jan. 25, at 6:00 p.m. No after-hours setup.
Sun., Jan. 24, 2021 12:00 p.m. - 5:00 p.m.	Registration open – A-B Registration Lobby
Mon., Jan. 25, 2021 7:00 a.m. - 5:00 p.m. 12:00 p.m. - 7:00 p.m.	Registration open – A-B Registration Lobby and C-Building Registration Lobby Scan & Go badge pick-up available in Marriott Marquis and Westin lobbies Deadline for complimentary exhibitor show badge registration for booth staff

Continued

Tue., Jan. 26, 2021

7:00 a.m.

Early Access for Exhibitors; 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 \$125 USD this day and forward. No exceptions.

10:00 a.m. - 5:00 p.m.

Exhibit Halls Open; Exhibits with hospitality may entertain until 6:00 p.m.

Wed., Jan. 27, 2021

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; Exhibits with hospitality may entertain until 6:00 p.m.

Thu., Jan. 28, 2021

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 Exhibit Dismantling Begins

3:00 p.m. - 11:00 p.m.

Exhibitor Move-Out. **There are more than 1,000 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 11:00 p.m. in A-HALL and 1:00 a.m., Jan. 29, in B-Hall and C-Hall; schedule packing crew's travel plans for additional night(s) stay. No work allowed after 11:00 p.m.**

Fri., Jan. 29, 2021

7:00 a.m. – 6:00 p.m.

Exhibitor Move-Out; Freight Movement Begins at 8:00 a.m.

Sat., Jan. 30, 2021

7:00 a.m. – 6:00 p.m.

Exhibitor Move-Out; Freight Movement Begins at 8:00 a.m.

Sun., Jan. 31, 2021

7:00 a.m. - 4:00 p.m.

Exhibitor Move-Out; Freight Movement Begins at 8:00 a.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 in the EXHIBITORS tab of menu 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



Maritz Global Events (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 6	35+ seniority points
July 20	20-34 seniority points
August 3	10-19 seniority points
August 17	1-9 seniority points
August 31	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. 14**. Please visit www.ippexpo.org for housing information.

QUICK REFERENCE

Exhibit Manager

Anne Sculthorpe

Phone prior to Wed., Jan. 20, 2021: (678) 514-1976;

Email: asculthorpe@ippexpo.org

Onsite at venue Wed., Jan. 20 – Sat., Jan. 30, 2021, phone (404) 222-5400, Show Management Office, B/C Connector Bridge Floor Managers will assist on show hall floors. Floor manager booths: A238, A3241, B3616, B6569, B8733, C10642, C13377.

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: Melinda Buchanan,

mbuchanan@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/. Access code for reservations is IPPE.

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

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, B/C Connector Bridge and a Satellite Desk in A/B Connector

There are roving service executives assigned to each booth area. Tent cards with service executive contact information are provided in each booth.

Vendor Services

Onsite: B/C Connector Bridge. See full list in Vendor Services section of Exhibitor Manual. Onsite orders and changes can be directed to appropriate vendor service counter. 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 Fri., Jan. 8, 2021; email rhughes@uspoultry.org, even if exhibitor has hired an EAC (Exhibitor Appointed Contractor) for booth install/dismantle. The insurance covers the actual exhibit space during show times as well as setup/dismantle. If exhibitor is using an EAC, an EAC form must also be completed online through GES online ordering/exhibitor manual link prior to Jan. 8, 2021.

Exhibitor and EAC Entry Hours

Exhibitors and EACs scheduled for move-in on Wed., Jan. 20, 2021, are granted access to show halls from 1:00 p.m. – 6:00 p.m. Access for other days are as follows: Thu., Jan. 21 – Wed., Jan. 27, 2021, 7:00 a.m. – 6:00 p.m. daily from; Thu., Jan. 28, 2021, 7:00 a.m. – 11:00 p.m.; Fri. and Sat., Jan. 29 – 30, 2021, 7:00 a.m. – 6:00 p.m. and Sun., Jan. 31, 2021, 7:00 a.m. – 4:00 p.m.

Installation

This is a targeted move-in. Target schedule is located in Exhibitor Manual. All move-ins are scheduled by GES prior to move-in. 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., Jan. 26, 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 Tue., Jan. 12, 2021, 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. 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, B/C Connector Bridge. 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. **Due to the immense number of cartons and crates being stored for this show, please allow until Thu., 11:00 p.m. for all empty cartons and crates to be returned to booths in A HALL and until 1:00 a.m., Jan. 29, in B-Hall and C-Hall. Show halls will close at 11:00 p.m. on Thu., Jan. 28, 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.

Dismantling

This is a targeted move-out. Target schedule is located in Exhibitor Manual. All move-outs are scheduled by GES prior to show. Dismantling will begin after 3:00 p.m., Thu., Jan. 28, and must be completed and all materials moved no later than 4:00 p.m. Sun., Jan. 31. Move-out will NOT be permitted before 3:00 p.m. on Thu., Jan. 28, and permitted 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 Thu., 11:00 p.m. for all empty cartons and crates to be returned to booths in A HALL and until 1:00 a.m., Jan. 29, in B-Hall and C-Hall. Show halls will close at 11:00 p.m. on Thu., Jan. 28, 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., Jan. 31, at 8:00 a.m. unless requested for an earlier time.

Standard Booth Information

Standard Booth Size - 10' x 10'; black curtain backdrop - 8' high; gray side drape - 8' high.

Aisle Carpet and Booth Drape Colors

- Feed Equipment & Animal Feed Ingredients – A-Hall – Blue Jay (Blue & Black) carpeting – 8' height black curtain backdrop and 8' height gray side drape
- Processing/Packaging – B-Hall – Emerald Green carpeting – 8' height black curtain backdrop and 8' height gray side drape
- Live Production/Processing/Packaging – B/C-Hall – Pepper (Black & White) carpeting – 8' height black curtain backdrop and 8' height gray side drape
- Genetics/Incubation/Live Production/Animal Health/Egg Production & Processing – C-Hall - Red (Red & Black) carpeting – 8' height black curtain backdrop and 8' height gray side 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 (11" x 17") 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., Jan. 23, through the end of the show, Thu., Jan. 28. 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 700 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, bjenkins@uspoultry.org, for more information.

International Visitors

There will be bilingual personnel on duty at the Information Desk in the main lobbies. 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 Jan. 8, 2021, 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, Hyatt Place Centennial, Omni and Glenn hotels which are within walking distance to the GWCC and Buckhead block hotels. Based on visitor feedback and survey responses over traffic delays utilizing the shuttle bus service, IPPE will provide visitors booking Buckhead block hotel rooms through the IPPE Hotel Provider, Experient, three (3) free roundtrip passes from the Buckhead and Lenox MARTA station 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 a.m. - 11:00 a.m. and 2:00 p.m. - 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 Mercedes Benz Stadium/GWCC/State Farm Arena/CNN Center station. Information regarding MARTA is available on IPPE website, www.ippexpo.org, under the ATLANTA tab. The Transportation Guide link also found there is another good source for MARTA information.



SPONSORSHIP AND MARKETING OPPORTUNITIES

Extend your brand beyond your booth.

The 2021 IPPE is the **ONLY** exposition of its kind showcasing the latest solutions and technologies for the global animal food and protein industries. The 2021 IPPE will welcome more than 30,000 attendees from countries all over the world. Maximize your impact through sponsorships and marketing to distinguish your company from everyone else. Choose one or multiple opportunities to create a program that fits your IPPE goals.

IPPE's sponsorship and marketing opportunities allow you to start spreading your message before the show, highlight your presence during Expo week and even extend your reach after IPPE is over. Sponsorships and marketing are key in attracting new prospects, boosting sales and increasing brand recognition.

Don't see an item you are interested in listed in the opportunities? Contact us to brainstorm ideas for a custom package to match your goals.

Sponsorship and marketing opportunities include:

- Banners, Digital Wall Signs, Hanging Cross-Aisle Signs
- Lanyards, Tote bags
- Event Zone, Fuel Market
- Attendee Lounges
- Digital Walls (Inside and Outside)
- IPPE Reception
- Mobile App
- **New this year!**
- IPPE Welcome Video Title Sponsorship
- IPPE Testimonials and Show Recap Video Title Sponsorship
- Plus, much more!

Please contact Kris Carroll, (678) 514-1979, email: kcarroll@uspoultry.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.

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 2021 IPPE by August 2021.

Any exhibitor wishing to change their target dates must complete the REQUEST FOR VARIANCE TO ASSIGNED TARGET TIME online form found in the exhibitor manual no later than Jan. 8, 2021. 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. Any questions must be emailed to ATLFRTOPS@ges.com.

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

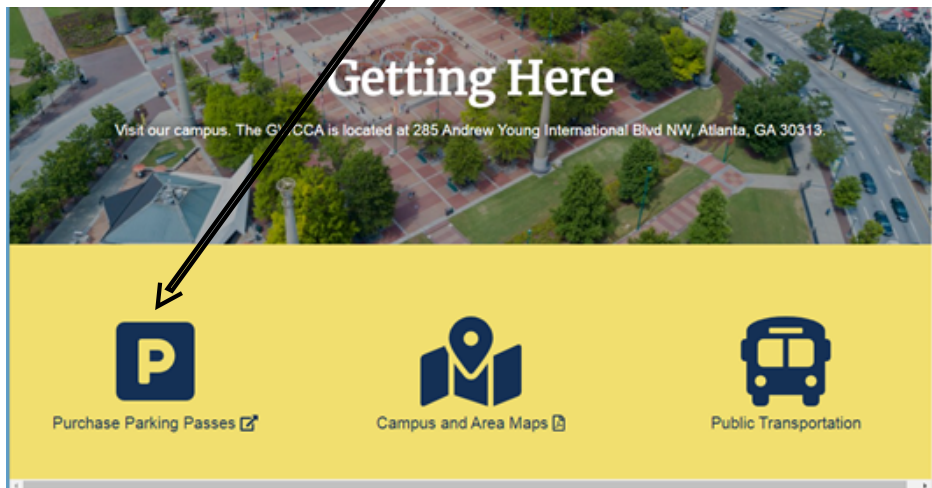
Shipments arriving or departing off-target may be refused and/or rescheduled with accrued charges applied to exhibitor account.

GWCC PARKING IS SIMPLE

You can now order your parking in advance online and ensure you have the space you need. **Access Code: IPPE**

1. GO TO www.gwcca.org/gettinghere

2. SELECT Purchase Parking Passes, then select GWCC event parking



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

View Locations and
Campus Map on
the other side



GEORGIA
WORLD
CONGRESS
CENTER

DOWNTOWN MAP LEGEND:



Parking



EV Charging Station



Atlanta Streetcar Stop



To learn more and see our event calendar, visit:

gwcca.org/gwcc

Food and lounges

- 1 Der Biergarten
- 2 Twin Smokers BBQ
- 3 Waffle House
- 4 Max's Coal Oven Pizzeria
- 5 STATS Brewpub
- 6 Johnny Rockets
- 7 Kwan's Deli & Korean Kitchen
- 8 Ruth's Chris Steak House
- 9 Googie Burger
- 10 Latitudes Bistro & Lounge (Omni Hotel)
- 11 Prime Meridian (Omni Hotel)
- 12 CNN Center Food Court
- 13 SkyLounge at the Glenn
- 14 Glenn's Kitchen
- 15 Starbucks
- 16 Ted's Montana Grill
- 17 Waffle House
- 18 Hardrock Café
- 19 Southern Roots Café
- 20 Social Table
- 21 Molly B's

Attractions & Retail

- 1 Georgia Aquarium
- 2 Center for Civil and Human Rights
- 3 World of Coca-Cola
- 4 Children's Museum of Atlanta
- 5 SkyView Atlanta Ferris Wheel
- 6 Tabernacle
- 7 CNN Center
- 8 CNN Studio Tours
- 9 State Farm Arena

- 10 Chick-fil-A College Football Hall of Fame
- 11 Alamo Rent a Car
- 12 Atlanta Souvenirs
- 13 Peachtree Trolley Tours
- 14 Game-X

Hotels

- 1 Hilton Garden Inn
- 2 Embassy Suites
- 3 Omni Atlanta Hotel at CNN Center
- 4 Glenn Hotel
- 5 Home2 Suites
- 6 The American Hotel Atlanta
- 7 Sheraton
- 8 Hilton Atlanta
- 9 Motel 6 Atlanta Downtown
- 10 Atlanta Marriot Marquis
- 11 Hyatt Regency
- 12 Downtown Oasis 2L
- 13 Hyatt Place Downtown
- 14 Inn at the Peachtrees
- 15 Aloft Atlanta Downtown
- 16 Hotel Indigo
- 17 Westin Peachtree Plaza
- 18 Ritz Carlton
- 19 The Ellis
- 20 Courtyard by Marriot
- 21 Residence Inn
- 22 Barclay Hotel
- 23 Holiday Inn Express and Suites
- 24 AC Hotel
- 25 Hampton Inn
- 26 Hyatt House Atlanta
- 27 Springhill Suites
- 28 The W

CAMPUS AND PARKING MAP

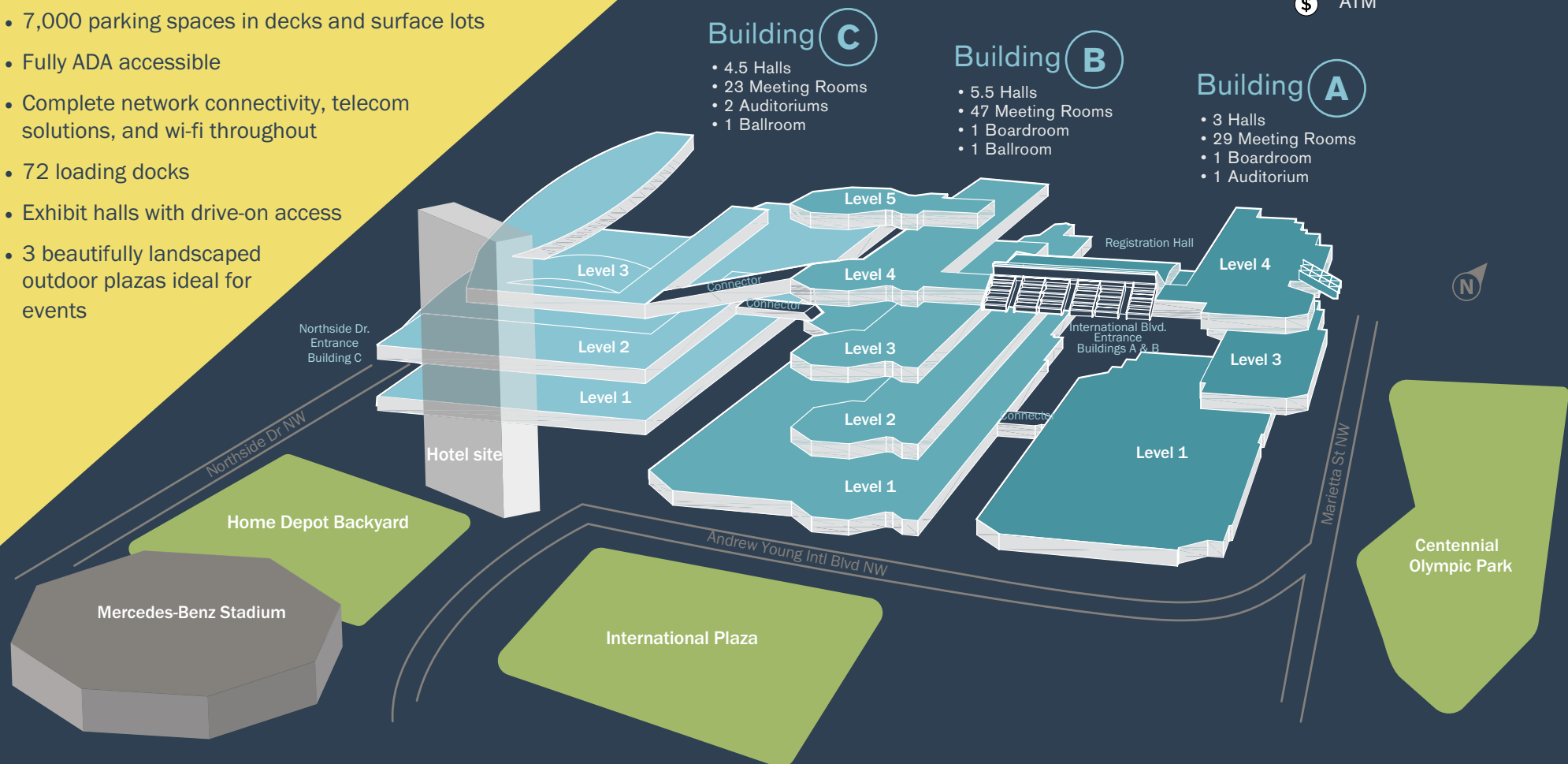


Snapshot of the Georgia World Congress Center

- 4.1+ million square feet of total space
- 1.5 million square feet of flexible space
- 98 meeting rooms
- 2 high-end boardrooms
- 2 ballrooms
- 3 fixed seat auditoriums
- 7,000 parking spaces in decks and surface lots
- Fully ADA accessible
- Complete network connectivity, telecom solutions, and wi-fi throughout
- 72 loading docks
- Exhibit halls with drive-on access
- 3 beautifully landscaped outdoor plazas ideal for events

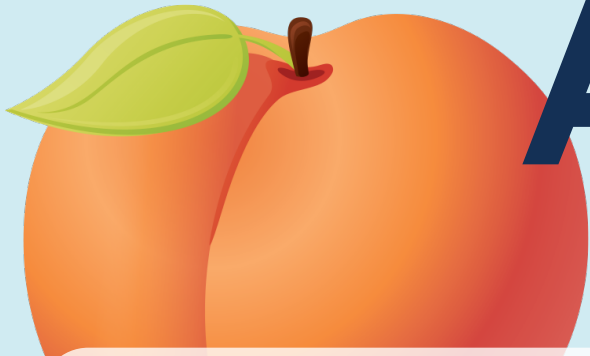
BUILDING LEGEND

- First Aid Station
- Building Directory
- Women's Restroom
- Men's Restroom
- Escalator
- Food Service
- Elevator
- ATM



NEED HELP AT GWCCA?

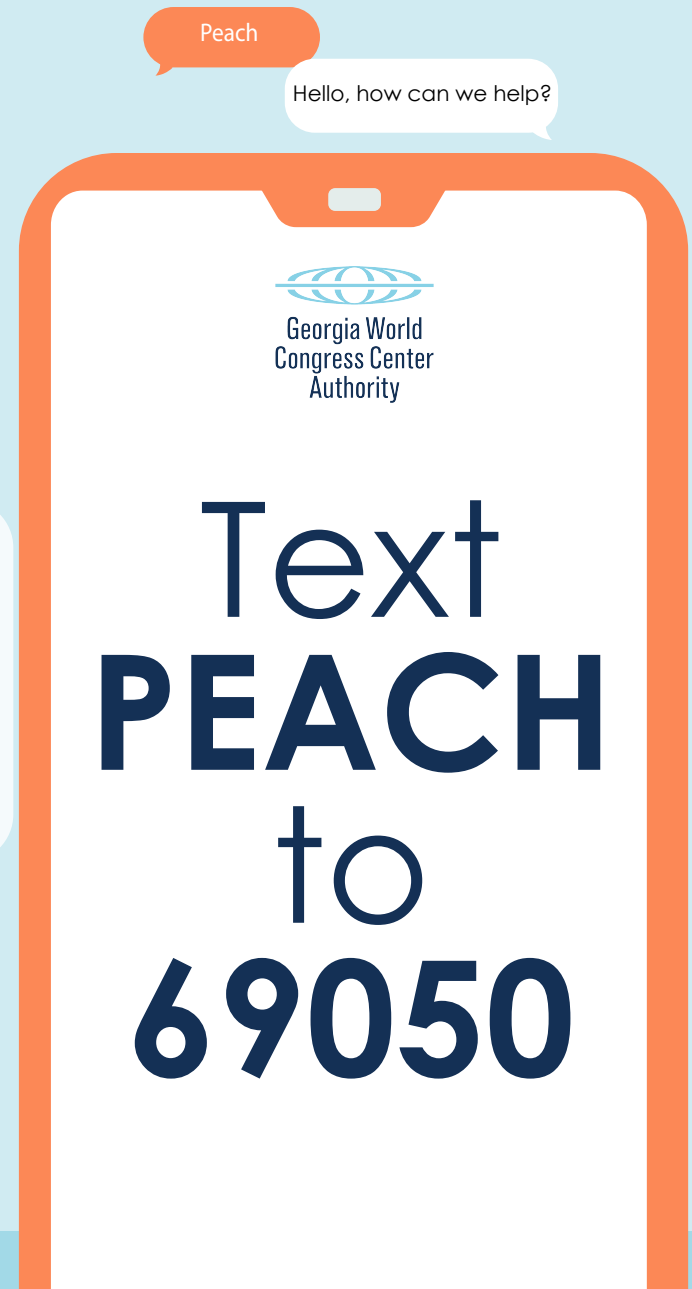
Peach Assist



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're at the Georgia World Congress Center.

PEACH ASSIST SERVICES INCLUDE:

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



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
American (800) 433-7300
British Airways (800) 247-9297
China Airlines (800) 227-5118
Continental Airlines (800) 525-0280
Delta (800) 221-1212
Frontier (800) 432-1359
Japan Airlines (800) 525-3663
KLM Royal Dutch (800) 374-7747
Korean Air (800) 438-5000
Lufthansa (800) 645-3880
Mexican Airlines (800) 531-7921
Southwest (800) 435-9792
Spirit Airlines (800) 772-7117
United (800) 864-8331
US Airway (800) 241-6522
Virgin Atlantic (800) 862-8621

Consul Services

Albania (404) 285-5525
Argentina (404) 880-0805
Austria (404) 264-9858
Bahamas (404) 214-0492
Belgium (404) 659-2150
Brazil (404) 949-2400
Canada (404) 532-2000
China Visa Department (404) 850-6590
Columbia (888) 764-3326
Costa Rica (770) 951-7025
Ecuador (404) 841-2276
El Salvador (770) 591-4140
France (404) 495-1660
Germany (404) 659-4760
Greece (404) 261-3313
Guatemala (844) 805-1011
Haiti (404) 228-5373
Honduras (770) 645-8881
India (404) 963-5902
Ireland (404) 554-4980
Israel (404) 487-6500
Jamaica (404) 943-0905
Japan (404) 240-4300
Korea (404) 522-1611
Liberia (404) 565-1154
Luxembourg (404) 885-5218
Mexico (404) 266-2233

Netherlands (404) 879-6760
Nigeria (770) 394-6261
Norway (404) 239-0885
Peru (678) 336-7010
Sierra Leone (404) 569-0229
Switzerland (404) 870-2000
Taiwan (404) 870-9375
Thailand (404) 527-6778
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 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
Atlanta Taxi Cab Service (404) 935-9555
Taxi Atlanta (678) 203-1658

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, 6:00 a.m. – 10:00 p.m. for all locations except for the Domestic Terminal they are open Monday – Sunday, 6:00 a.m. – 9:00 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 (9:00 a.m. - 4:00 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) 658-7830 Zone 5 Main Precinct
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) 686-4411
550 W Peachtree Street
- **Atlanta Medical Center (WELLSTAR)**
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

Medical Services / Disaster / First Aid

- American Red Cross / Metro Atlanta Chapter, (404) 876-3302
- Children's Healthcare of Atlanta, (404) 785-5437
- Georgia Dental Association, (404) 636-7553

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

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 Sunday, 7:00 a.m. to 12:00 a.m.**

If you need an escort, call the ADID Field Office at **(404) 215-9600** or text request to 404-732-4200. 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) 521-6600**Atlanta Convention & Visitors Bureau Visitor Centers**

- Peachtree Center, 233 Peachtree St. #1400 Atlanta, GA 30303
Hours: Monday – Friday: 9:00 a.m. – 5:00 p.m.
- Hartsfield-Jackson International Airport, North Terminal near baggage claim, (404) 305-8426
Hours: Monday – Friday: 9:00 a.m. – 9:00 p.m.; Saturday: 9:00 a.m. – 6:00 p.m.; Sunday: 12:00 p.m. – 6:00 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