



# 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 2024 IPPE. Thank you for choosing to be a part of the world's largest annual trade show for the meat, poultry, egg and feed industries.

The information contained in this Exhibitor Manual / Kit represents the result of years of Expo experience and exhibitor feedback. The contents include general information, important deadlines, registration, and rules and regulations. We strongly encourage everyone involved in the coordination of your exhibit to read the manual / kit and follow the guidelines to save your company valuable time and resources. The information has been condensed and organized, 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 2024 IPPE days and hours are as follows:

**Tue., Jan. 30, 10:00 a.m. - 5:00 p.m.**

**Wed., Jan. 31, 9:00 a.m. - 5:00 p.m.**

**Thu., Feb. 1, 9:00 a.m. - 3:00 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 will be able to either update or add your company 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 Aug. 14 based on seniority, you may register your employees for housing online using these access credentials. In October, you may use these access credentials to register your employees for show badges.

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 do not hesitate to contact Anne Sculthorpe at 678.514.1976 or [asculthorpe@ippexpo.org](mailto:asculthorpe@ippexpo.org); Sarah Novak at 703.558.3574 or [snovak@afia.org](mailto:snovak@afia.org); or Eric Zito at 202.587.4223 or [ezito@meatinstitute.org](mailto:ezito@meatinstitute.org).

We look forward to seeing you in January!

Sincerely,



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



Sarah Novak  
Chief Operating Officer  
American Feed Industry Association



Eric Zito  
VP, Business Development  
North American Meat Institute

# EXHIBITOR PLANNING CALENDAR

## 2024 INTERNATIONAL PRODUCTION & PROCESSING EXPO

<u>Mon., Jun. 19, 2023</u>	<b><u>Sponsorship/Marketing Opportunities preview posted to IPPE website</u></b> Please see <a href="http://www.ippexpo.org">www.ippexpo.org</a> under the Exhibitors tab for more information.
<u>Mon., Jul. 10, 2023</u>	<b><u>Sponsorship/Marketing Sales Begin Online at 12:00 p.m. EDT (US)</u></b> Please see <a href="http://www.ippexpo.org">www.ippexpo.org</a> under the Exhibitors tab for more information.
<u>Mon., Aug. 14 through</u> <u>Mon., Oct. 16, 2023</u>	<b><u>Priority Housing for Exhibitors</u></b> Exhibitor hotel contacts should have received their priority schedule for booking hotels. Please see <a href="http://www.ippexpo.org">www.ippexpo.org</a> under the Exhibitors tab for more information.
<u>Mon., Aug. 14, 2023</u>	<b><u>Exhibitor Manual/Kit Link posted to IPPE Website and Exhibitor Dashboard</u></b>
<u>Mon., Aug. 28, 2023</u>	<b><u>TECHTalks Application Availability Begins Online</u></b> Please see <a href="http://www.ippexpo.org">www.ippexpo.org</a> under the Exhibitors tab for more information.
<u>Thu., Sep. 21, 2023</u>	<b><u>New Product Showcase Application Availability Begins</u></b> Please see <a href="http://www.ippexpo.org">www.ippexpo.org</a> under the Exhibitors tab for more information.
<u>Sat., Sep. 30, 2023</u>	<b><u>Final Booth Balances Due for Exhibitors Contracted Through September 2023</u></b>
<u>Sun., Oct. 1, 2023</u>	<b><u>Must be exhibitor by this deadline to be automatically listed in the WATT IPPE Pre-Show Directory that is distributed digitally prior to the show.</u></b>
<u>Fri., Oct. 13, 2023</u>	<b><u>New Product Showcase application deadline</u></b> Please see <a href="http://www.ippexpo.org">www.ippexpo.org</a> under the Exhibitors tab for more information.
<u>Mon., Oct. 16, 2023</u>	<b><u>Online General IPPE Registration and Housing Opens</u></b> <b><u>GWCC Meeting Rooms and Customer Connection Center Meeting Room Requests Begin</u></b>
<u>Mon., Oct. 30, 2023</u>	<b><u>New Product Showcase notification deadline of acceptance sent to approved applicants.</u></b>
<u>Fri., Oct. 27, 2023</u>	<b><u>TECHTalks Application Deadline</u></b> Please see <a href="http://www.ippexpo.org">www.ippexpo.org</a> under the Exhibitors tab for more information.
<u>Tue., Oct. 31, 2023</u>	<b><u>Deadline to submit booth design layouts for approval of peninsula, split-island peninsula and island booths 300 sq. ft. or larger.</u></b> 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 <a href="mailto:asculthorpe@ippexpo.org">asculthorpe@ippexpo.org</a> .
<u>Wed., Nov. 1, 2023</u>	<b><u>Must be exhibitor by this deadline for exhibiting company name and booth number to be automatically added to IPPE Pocket Planner published by Meetingplace.</u></b> Information automatically submitted if exhibitor by this date.
<u>Fri., Nov. 3, 2023</u>	<b><u>Hotel Confirmation</u></b> 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 Maritz Global Events at 864-208-2586.
<u>Fri., Nov. 10, 2023</u>	<b><u>TECHTalks notification of acceptance sent to presenters.</u></b>
<u>Tue., Nov. 28, 2023</u>	<b><u>Lead retrieval advance order discount deadline</u></b>

Continued

**Fri., Dec. 1, 2023**

**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 before Dec. 1, in order for company name and booth number to be automatically listed in directory.

**Fri., Dec. 8, 2023**

**Department of Commerce Export Interest Directory deadline**

**Fri., Dec. 15, 2023**

**Last day for domestic exhibitors to have all exhibitor badges registered for postal mailing to exhibitor primary contact; exhibitors registering after this date must pick up badges onsite.**

**Tue., Jan. 2, 2024**

**Last day to order banners and window, stair and escalator clings if GES used to produce items.**

**Tue., Jan. 9, 2024**

**Advance Order Discount Deadline for the following vendors offering discount**

Booth Furnishings, labor and freight – Global Experience Specialists (GES)

Utilities orders – Edlen Utilities (electrical, water, compressed air)

Wi-Fi and Internet - CCLD

Audiovisual/computer rental – PRG

Food & Beverage – Levy Restaurants

Floral and plant – Teasley's Convention Florist

**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](mailto:ATLFRTOPS@ges.com)**

**Update deadline for online directory product listings in the exhibitor dashboard login section of [www.ippexpo.org](http://www.ippexpo.org)**

**Fri., Jan. 12, 2024**

**Exhibitor Invite Program Deadline. Last day that exhibitor-invited customers through this program may register for complimentary admission to IPPE.** Beginning Sat., Jan. 13, all attendees registering for IPPE will be charged \$130 for IPPE admission.

**Last day for Advance Shipments to arrive at GES Warehouse without surcharges 4:00 p.m.; carriers must check in by 2:00 p.m. to be guaranteed same day unloading.**

**Wed., Jan. 24, 2024**

8:00 a.m. – 6:00 p.m. and

**Thu. - Mon., Jan. 25 - 29, 2024**

7:00 a.m. – 6:00 p.m.

**Installation of exhibits. Targeted move-in for exhibitors.** Target schedule posted in October 2023 to exhibitor manual on GES website. Variances must be coordinated with GES; email [ATLFRTOPS@ges.com](mailto:ATLFRTOPS@ges.com) no later than Tue., Jan. 9, 2024.

Halls open at 7:00 a.m. Freight movement begins at 8:00 a.m. daily. All exhibits must be set up within scheduled hours and completed by Mon., Jan. 29, at 6:00 p.m.

**Sun., Jan. 28, 2024**

12:00 p.m. - 5:00 p.m.

4:30 p.m.

**Registration open** – A-B International Registration Lobby

**Clean Floor Policy** – Exhibitors with booths of 500sf or larger must have all empty crates tagged by 4:30 p.m. IF NOT, \$25 per crate surcharge applied (job dollies included)

**Mon., Jan. 29, 2024**

7:00 a.m. - 5:00 p.m.

12:00 p.m. - 9:00 p.m.

**Registration open** – A-B International Registration Lobby and C-Building Registration Lobby

**Deadline for complimentary exhibitor show badge registration for booth staff.**

**Scan & Go badge pick-up** available in Marriott Marquis, Westin Downtown, Omni and Signia lobbies

**Tue., Jan. 30, 2024**

7:00 a.m.

7:00 a.m. - 5:00 p.m.

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

**Exhibit hall early access for exhibitors**; Exhibits must be show-ready by 9:00 a.m.

**Registration open** – A-B International Registration Lobby and C-Building Registration Lobby

**Exhibitor or Exhibitor Appointed Contractor (EAC) not pre-registered will be charged standard onsite registration of \$130 USD this day and forward. No exceptions.**

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

**Wed., Jan. 31, 2024**

7:00 a.m.

7:30 a.m. - 5:00 p.m.

9:00 a.m. - 5:00 p.m.

**Exhibit hall early access for exhibitors**

**Registration open** – A-B International Registration Lobby and C-Building Registration Lobby

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

**Thu., Feb. 1, 2024**

7:00 a.m.

7:30 a.m. – 2:00 p.m.

9:00 a.m. - 3:00 p.m.

3:00 p.m.

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

**Exhibit hall early access for exhibitors**

**Registration open** – A-B International Registration Lobby and C-Building Registration Lobby

**Exhibit Halls Open**

**Exhibit Halls Close and Exhibit Dismantling Begins**

**Exhibitor Move-Out**. **There are 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 the return of all empty crates and cartons until 11:00 p.m., Thu., Feb. 1. Schedule packing crew's travel plans for additional night(s) stay. No work allowed after 11:00 p.m. Targeted move-out ends at 8:00 p.m.**

**Fri., Feb. 2, 2024**

7:00 a.m. – 6:00 p.m.

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

**Sat., Feb. 3, 2024**

7:00 a.m. – 6:00 p.m.

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

**Sun., Feb. 4, 2024**

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.

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Log onto IPPE website at [www.ippexpo.org](http://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!



## Exhibitor Registration and Housing Information

Maritz Global Events is the official registration and housing provider for IPPE. The Housing portal allows exhibitors to request hotel blocks, seniority housing will open on August 14, 2023 to IPPE's most senior exhibitors, then every two weeks after that based on seniority. The Registration portal will open on Monday, October 16, 2023, at this time you can register your booth staff, send an invite to your customers that you placed in the room block so they can register themselves or you can send them your company's unique promo code to register themselves. Please contact Robin Hughes at [rhughes@ippexpo.org](mailto:rhughes@ippexpo.org) for your company's unique promo code for IPPE 2024. To avoid crowds in exhibitor registration area, management encourages taking advantage of badge mailing option for US and Canadian mailing address. Deadline for this option is December 11, 2023 and badges will be mailed to booth contact beginning December 13, 2023. Please keep in mind that UPS does not deliver to PO Boxes only physical addresses, make sure that IPPE has your physical address on file. You may also choose to pick up your badges at Exhibitor Registration (Purple signage) or Pre-Registered Badge Pick-up (Red signage) beginning Sunday, Jan. 28, 2024, from 12:00 p.m. to 5:00 p.m. at the Georgia World Congress Center. Badge Pick-Up Counters will also be in the lobbies of the Westin Peachtree Plaza, Atlanta Marriott Marquis, Omni, and Signia hotels on Monday, Jan. 29, 2024, from 12:00 p.m. – 9:00 p.m. for pre-registered attendees and exhibitors only. Registration is open from 7:00 a.m. to 5:00 p.m. at the Georgia World Congress Center on Monday, January 29 and Tuesday, January 30, and from 7:00 a.m. to 2:00 p.m. on Thursday, February 1. Complimentary registration is provided to all registered booth staff through Monday, January 29, 2024. Beginning Tuesday, January 30, exhibitor staff registration is \$130.

IPPE requires a unique and valid email address for all IPPE visitors. IPPE management does not release or sell any exhibitor contact information. However, the exhibiting company'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 REGISTER YOUR CUSTOMERS OR GUESTS FROM THE EXHIBITOR PORTAL.** For any additional questions or issues, please contact Maritz Customer Service or IPPE Show Management.



# Housing Information



**Maritz Global Events** is the official housing provider for the International Production & Processing Expo. Our partnership with Maritz Global Events 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
- 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/Maritz Global Events., 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:

August 14	35+ seniority points
August 28	20-34 seniority points
September 11	10-19 seniority points
September 25	1-9 seniority points
October 9	0 seniority points (new exhibitors) and complimentary booth exhibitors

**The housing email will come from [ippeexh@maritz.com](mailto:ippeexh@maritz.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 **Oct. 16**.  
Please visit [www.ippexpo.org](http://www.ippexpo.org) for housing information.

## QUICK REFERENCE

### Exhibit Manager

Anne Sculthorpe

Phone prior to Wed., Jan. 24, 2024: (678) 514-1976;

Email: [asculthorpe@ippexpo.org](mailto:asculthorpe@ippexpo.org)

Onsite at venue Wed., Jan. 24 – Sat., Feb. 3, 2024, phone (404) 222-5400, Show Management Office, B/C Connector Bridge  
Floor Managers will assist on show hall floors. Floor manager booths: A234, A3109, B4001, B31061, B48078, C15159, C45191.

### 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: Melinda Buchanan,

[mbuchanan@gwcc.com](mailto: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.gwccparking.com](http://www.gwccparking.com). 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](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, B/C Connector Bridge and a Satellite Desk in A/B Connector

There are roving service executives assigned to each booth area. Onsite contactless service: Text (770) 615-0641 with company name, onsite company contact, email address and cellphone number for helpful customer service correspondence.

### 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

As a part of your company's 2024 booth space contract, IPPE show management is now including liability insurance that meets all of IPPE insurance requirements. The insurance is provided through Rainprotection Insurance and is a benefit to all exhibitors. The IPPE Exhibitor Insurance Program results in your company no longer needing to submit a certificate of insurance, as well as eliminate extra work or broker fees on your company's end. The insurance covers the actual exhibit space during show times as well as setup/dismantle. If exhibitor is using an Exhibitor Appointed Contractor (EAC) for setup/dismantle, an EAC form must be completed online through GES online ordering/exhibitor manual link prior to Jan. 9, 2024. Email Robin Hughes with any questions, [rhughes@ippexpo.org](mailto:rhughes@ippexpo.org).

### Exhibitor and EAC Entry Hours

Exhibitors and Exhibitor-Appointed-Contractors (EACs) scheduled for move-in on Wed., Jan. 24, 2024, are granted access to show halls from 8:00 a.m. – 6:00 p.m. Access for other days are as follows: Thu., Jan. 25 – Wed., Jan. 31, 2024, 7:00 a.m. – 6:00 p.m. daily; Thu., Feb. 1, 2024, 7:00 a.m. – 11:00 p.m.; Fri. and Sat., Feb. 2 – 3, 2024, 7:00 a.m. – 6:00 p.m., and Sun., Feb. 4, 2024, 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. 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 Tue., Jan. 9, 2024, 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 and satellite desk in A/B 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. **CLEAN FLOOR POLICY: Exhibitors with booths of 500sf or larger must have all empty crates tagged by 4:30 p.m., Sunday, Jan. 28, 2024. IF NOT, \$25 per crate surcharge will be levied (job dollies included). 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, B, BC and C Halls. Show halls will close at 11:00 p.m. on Thu., Feb. 1, so your pack-up crew may need to stay an extra night or two. Schedule the travel plans accordingly. Targeted move-out ends at 8:00 p.m.**

## 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.ippeexpo.org](http://www.ippeexpo.org) under the EXHIBITORS tab of the menu.

## Dismantling

**This is a targeted move-out. Target schedule is located in Exhibitor Manual. All move-outs are scheduled by GES prior to show. Exhibit space must be staffed at all times during the exposition and completely operational until Thursday, Feb. 1, 2024, 3:00 p.m.** Dismantling will begin after 3:00 p.m., Thu., Feb. 1, and must be completed and all materials moved no later than 4:00 p.m. Sun., Feb. 4. Move-out will NOT be permitted before 3:00 p.m. on Thu., Feb. 1, 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 11:00 p.m., Feb. 1, in A, B, BC and C Halls. Show halls will close at 11:00 p.m. on Thu., Feb. 1, so your pack-up crew may need to stay an extra night or two. Schedule the travel plans accordingly. Targeted move-out ends at 8:00 p.m.** Large overseas shipping containers will be returned beginning on Sun., Feb. 4, 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; black side drape - 8' high.

## Aisle Carpet and Booth Drape Colors

- Genetics/Incubation/Live Production/Animal Health/Egg Production & Processing – B-Hall - Cayenne (Red & Black mix) carpeting – 8' height black curtain backdrop and 3' height black side drape
- Feed Equipment & Animal Feed Ingredients – A-Hall – Emerald Green carpeting – 8' height black curtain backdrop and 3' height black side drape
- Processing/Packaging – C-Hall and BC Hall – Blue Jay (Blue & Black) carpeting – 8' height black curtain backdrop and 3' height black side drape
- Food Safety Pavilion – B Hall – Safari (Black, White & Brown mix) carpeting – 8' height black curtain backdrop and 3' height black side drape
- Worker Safety Pavilion – B Hall – Red carpeting - 8' height black curtain backdrop and 3' height black side drape
- Tram Line – 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 stickers 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 throughout the GWCC venue from Sat., Jan. 27, through the end of the show, Thu., Feb. 1. 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 750 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](mailto: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, [cmtinfo@cmtagency.com](mailto:cmtinfo@cmtagency.com) or +1-404-233-2644. Orders for Interpreters should be received with payment in full no later than Jan. 9, 2024, to guarantee reservation for IPPE show days.

## **Hotel Shuttle Bus Service**

Complimentary bus service will be provided on show days 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, Maritz, 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](http://www.ippexpo.org) and under the TRAVEL 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](http://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

### EXPERIENCE IT ALL AT IPPE 2024!

The International Production & Processing Expo (IPPE) is focused on bringing together buyers, with the power to make or influence buying decisions, and sellers of the latest technology of products and services to make your business successful. They come to see companies like yours and the new products and resources that make this the premier event for the poultry and egg, meat and animal food industries.

Maximize your impact through sponsorships and marketing to distinguish your company from your competitors.

IPPE's sponsorship and marketing opportunities allow you to start sharing your message before the show, highlight your presence during the show and even extend your reach after IPPE is over. Sponsorship and marketing are key to attracting new prospects, boosting sales and increasing brand recognition. The best way to stay top of mind is to stay in front of your audience every step of the way.

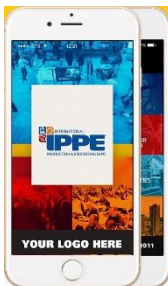
Choose one or multiple opportunities to create a program that fits your IPPE goals. Have an idea? Looking for an idea? Contact Kris Early, director, communications, to brainstorm a custom package to match your goals.

Kris Early  
kearly@uspoultry.org  
678.514.1979

Sponsorship and marketing opportunities include:

- Banners, Digital Wall Signs, Hanging Cross-Aisle Signs, Mobile Monitors
- Lanyards, Show bags
- Trams, Floor Directional Arrows, Sidewalk Graphics
- Mobile App, Wi-Fi, Daily "Thank you for registering" email, Title Welcome Video Sponsor
- Baggage/Coat Check Sponsor
- Transportation Sponsor

Plus, much more!





# 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](http://www.ges.com) in the exhibitor kit information for the 2024 IPPE by October 2023.

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. 9, 2024. 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](mailto: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.**

# STAFF AND CONTACT LIST

	Contact Name	Email Address	Phone Number
<b>Audio-Visual Rental</b>	PRG Exhibit Services	tradeshows@prg.com	(888) 844-4225
<b>Booth Space</b>	Anne Sculthorpe	asculthorpe@ippexpo.org	(678) 514-1976
<b>Computer Rental</b>	PRG Exhibit Services	tradeshows@prg.com	(888) 844-4225
<b>Customs Clearance</b>	Colin May	colin.may@dsv.com	(786) 577-6751
<b>Exhibit Manager</b>	Anne Sculthorpe	asculthorpe@ippexpo.org	(678) 514-1976
<b>First Aid</b>	Cedrick Harmon, Reliable Security Services, LLC	charmon@reliablesecurityllc.com	(404) 867-6805
<b>Freight</b>	Freight Operations, GES	ATLFRTOPS@ges.com	(770) 372-5200
<b>Furnishings</b>	GES Customer Service	Online chat at <a href="https://ordering.ges.com/">https://ordering.ges.com/</a>	(800) 801-7648 International: (702) 515-5970 Mon - Thu 9:00 a.m. - 5:30 p.m. ET
<b>Georgia World Congress Center</b>	Melinda Buchanan	mbuchanan@gwcc.com	(404) 223-4300
<b>Hotel Questions</b>	Maritz Global Events (Experient, Inc.)	ippeexh@maritz.com	(800) 293-7279 DOM (240) 439-2992 INTL
<b>Housing Provider</b>	Maritz Global Events (formerly Experient, Inc.)	ippeexh@maritz.com	(800) 293-7279 DOM (240) 439-2992 INTL
<b>Installation &amp; Dismantling</b>	GES Customer Service	Online chat at <a href="https://ordering.ges.com/">https://ordering.ges.com/</a>	(800) 801-7648 International: (702) 515-5970 Mon - Thu 9:00 a.m. - 5:30 p.m. ET
<b>Lead Collection Equipment</b>	Maritz Global Events (formerly Experient, Inc.)	ExhibitorServices@maritz.com	(888) 889-4674
<b>Marketing Programs</b>	Kris Early	kearly@uspoultry.org	(678) 514-1979
<b>Media/Public Relations</b>	Kris Early	kearly@uspoultry.org	(678) 514-1979
<b>Meeting Room Requests</b>	Barbara Jenkins	bjenkins@uspoultry.org	(770) 635-9050
<b>Models/Booth Personnel</b>	Victory Agency	info@victory-agency.com	(239) 332-7392
<b>Photography</b>	Phil Skinner Photography	Phil@philskinnerphotography.com	(404) 513-2134
<b>Plant and Floral Service</b>	Teasley's Convention Florist	Online Ordering: <a href="http://www.conventionflorist.com">www.conventionflorist.com</a>	(615) 876-3695
<b>Promotional Programs &amp; Sponsorships/Banners</b>	Kris Early	kearly@uspoultry.org	(678) 514-1979
<b>Refrigeration</b>	Lowe Refrigeration	info@loweusa.com	(770) 461-9001
<b>Registration Provider</b>	Maritz Global Events (formerly Experient, Inc.)	ippeexh@maritz.com	(800) 293-7279 DOM (240) 439-2992 INTL
<b>Registration Questions</b>	Maritz Global Events (formerly Experient, Inc.)	ippeexh@maritz.com	(800) 293-7279 DOM (240) 439-2992 INTL
<b>Security</b>	Brett Force	bforce@uspoultry.org	(770) 635-9051
<b>Security Vendor</b>	Cedrick Harmon, Reliable Security Services, LLC	charmon@reliablesecurityllc.com	(404) 867-6805
<b>Shipping Information</b>	GES Customer Service	Online chat at <a href="https://ordering.ges.com/">https://ordering.ges.com/</a>	(800) 801-7648 International: (702) 515-5970 Mon - Thu 9:00 a.m. - 5:30 p.m. ET
<b>Shuttle Bus Service</b>	Mike Boyd	mboyd@uspoultry.org	(770) 635-9054
<b>Utilities</b>	Edlen Electrical	Atlanta@Edlen.com	(404) 223-8400
<b>Internet Provider</b>	CCLD	jason.harris@cclld.net	(404) 222-5500
<b>IPPE Website</b>	Brett Force	bforce@uspoultry.org	(770) 635-9051

# GWCC PARKING IS SIMPLE

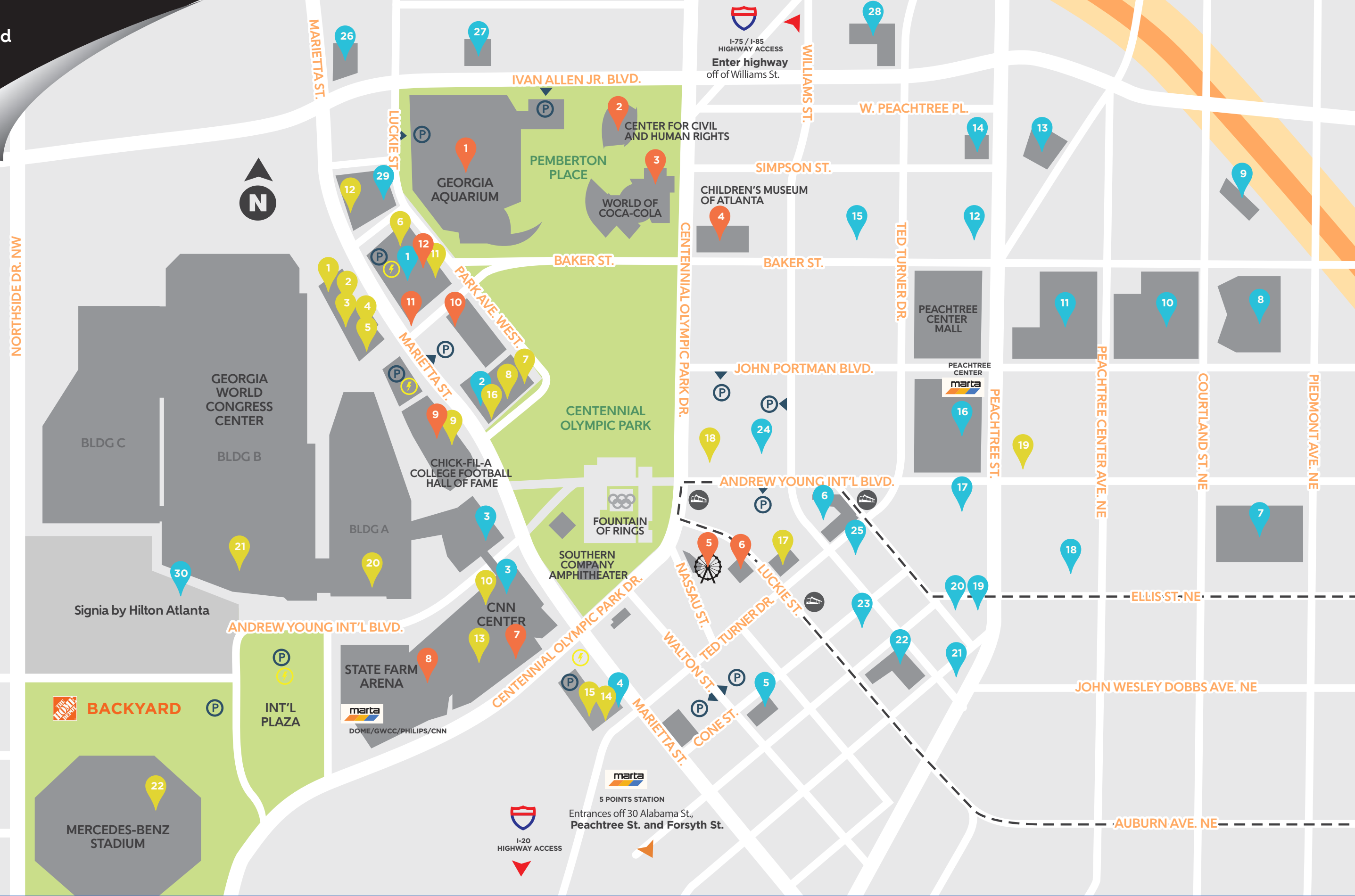
Beginning October 16, 2022, you can order your parking in advance online through ParkMobile and ensure you have the space you need.

- 1. GO TO** <https://gwcc.parkingguide.com>
- 2. SELECT** Event, then scroll down list to January dates for IPPE event
- 3. SELECT** The first date you plan to attend & Add to Cart
- 4. SELECT** Continue shopping if attending for more than one day, repeating process for each date you plan to attend, adding each to cart
- 5. 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)

View Locations and Campus Map on the other side



## 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 Chick-fil-A
- 10 Top Draft (Omni Hotel)
- 11 Dos Bocas
- 12 The Yard Milkshake Bar
- 13 CNN Center Food Court
- 14 SkyLounge at the Glenn
- 15 Glenn's Kitchen
- 16 Starbucks
- 17 Ted's Montana Grill
- 18 Waffle House
- 19 Hardrock Café
- 20 Southern Roots Café
- 21 Social Table
- 22 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 State Farm Arena
- 9 Chick-fil-A College Football Hall of Fame

- 10 Atlanta Souvenirs
- 11 Peachtree Trolley Tours
- 12 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
- 29 Hyatt Place Atlanta Centennial Park
- 30 Signia by Hilton Atlanta

# CAMPUS AND PARKING MAP











To learn more and see our event calendar, visit: [gwcca.org/gwcc](http://gwcca.org/gwcc)



# 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

### Building C

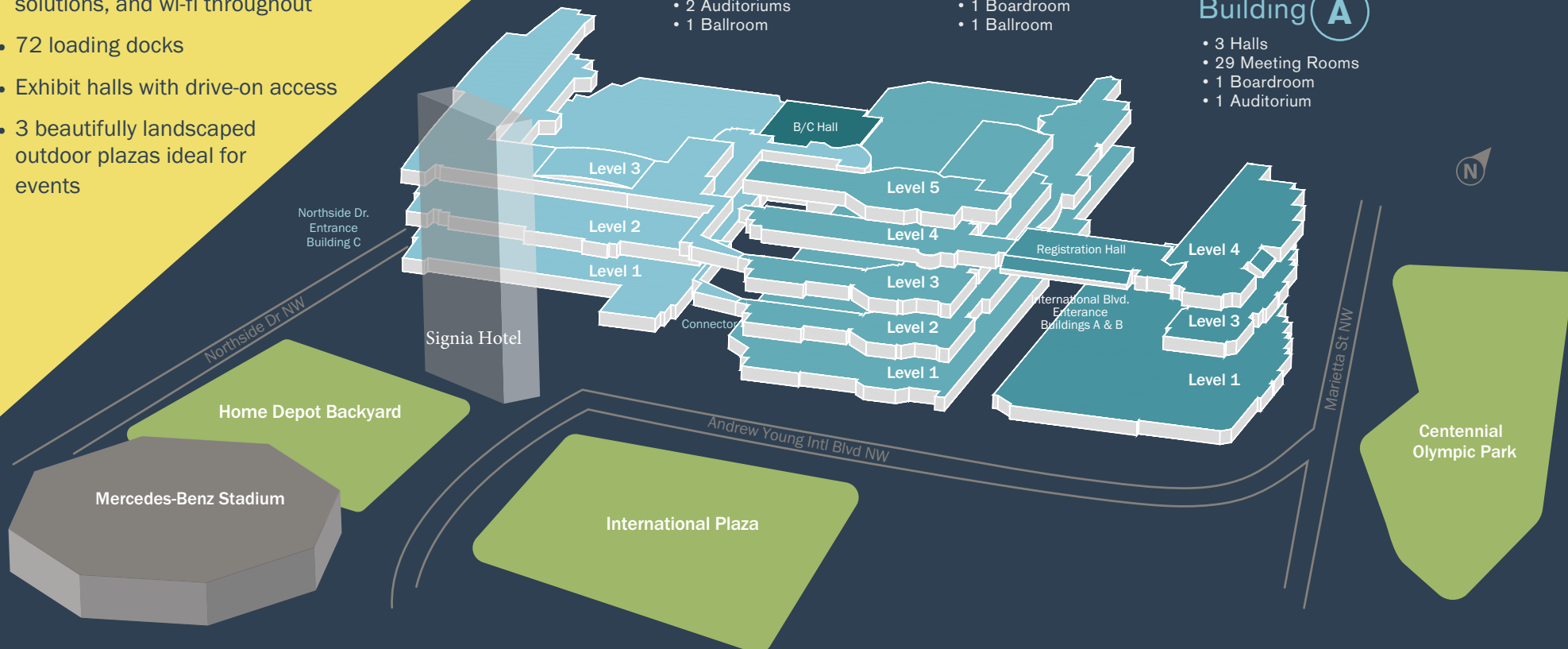
- 4.5 Halls
- 23 Meeting Rooms
- 2 Auditoriums
- 1 Ballroom

### Building B

- 5.5 Halls
- 47 Meeting Rooms
- 1 Boardroom
- 1 Ballroom

### Building A

- 3 Halls
- 29 Meeting Rooms
- 1 Boardroom
- 1 Auditorium



# 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 (877) 767-7970  
China Airlines (800) 227-5118  
Continental Airlines (800) 525-0280  
Delta (800) 221-1212  
Frontier (800) 401-9000  
Japan Airlines (800) 525-3663  
KLM Royal Dutch (800) 618-0104  
Korean Air (800) 438-5000  
Lufthansa (800) 645-3880  
Southwest (800) 435-9792  
Spirit Airlines (855) 728-3555  
United (800) 864-8331  
Virgin Atlantic (800) 862-8621

## **Consulate 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

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) 730-7911
- 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, 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.**  
**Hours are sometimes adjusted to support large special events happening in Downtown.**

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.