

#IPPE

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Georgia World  
Congress Center  
Atlanta, Georgia USA

Dear IPPE Exhibitor:

On behalf of U.S. Poultry & Egg Association, American Feed Industry Association and the Meat Institute, it is an honor to welcome you to the 2025 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 2025 IPPE days and hours are as follows:

**Tue., Jan. 28, 10:00 a.m. - 5:00 p.m.**

**Wed., Jan. 29, 9:00 a.m. - 5:00 p.m.**

**Thu., Jan. 30, 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 to either update or add your company information. This information will be made available 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. 5 based on seniority, you may register your employees for housing online. In October, you may register your employees for show badges and use IPPE-issued promo codes to invite your customers to register complimentary for the IPPE.

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 Exhibit 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,

Handwritten signature of Anne Sculthorpe in black ink.

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

Handwritten signature of Sarah Novak in black ink.

Sarah Novak  
Chief Operating Officer  
American Feed Industry Association

Handwritten signature of Eric Zito in black ink.

Eric Zito  
VP, Business Development  
Meat Institute