



QUICK REFERENCE

Exhibit Manager

Anne Sculthorpe

Phone prior to Wed., Jan. 20, 2027: (678) 514-1976;

Email: asculthorpe@ippexpo.org

Onsite at venue Wed., Jan. 20 – Sat., Jan. 30, 2027, phone (404) 222-5400, Show Management Office, B/C Connector Bridge

Floor Managers will assist on show hall floors. Floor manager booths: **A234, A3210, B1042, B27060, B51078, C15194, C43193.**

Facility

Georgia World Congress Center (GWCC)

www.gwcc.com

285 International Blvd. N.W., Atlanta, GA 30313

Phone: (404) 223-4323

Event Coordinator: Kelly Bryl, kbryl@gwcc.com, and Martin

Lett, MaLett@gwcc.com.

Event Parking: Parking areas are conveniently located around the GWCC campus. See GWCC campus map in the General Information section of the exhibitor manual for the location nearest to your venue destination. Discounted multi-day parking passes are available for purchase at <https://gwcc.parkingguide.com/>

If prompted for an access code, use IPPE.

A & B-Buildings 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. 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 2027 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. 5, 2027. Email Robin Hughes with any questions, rhughes@ippexpo.org.

Exhibitor and EAC Entry Hours

Exhibitors and Exhibitor-Appointed-Contractors (EACs) scheduled for move-in on Wed., Jan. 20, 2027, are granted access to show halls from 7:30 a.m. – 6:00 p.m. Access for other days are as follows: Thu., Jan. 21 – Wed., Jan. 27, 2027, 7:00 a.m. – 6:00 p.m. daily; Thu., Jan. 28, 2027, 7:00 a.m. – 11:00 p.m.; Fri. and Sat., Jan. 29 – 30, 2027, 7:00 a.m. – 6:00 p.m., and Sun., Jan. 31, 2027, 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. 25, 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. 5, 2027, 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. and Sun., 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. 24, 2027. IF NOT, \$50 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., Jan. 28, 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.ippexpo.org under the EXHIBIT 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, Jan. 28, 2027, 3:00 p.m. 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 11:00 p.m., Jan. 28, in A, B, BC and C Halls. 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. Targeted move-out ends at 8:00 p.m.** 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; 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 – BC 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. 24, 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 550 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, Victory Agency, info@victory-agency.com or +1-239-232-7392. Orders for Interpreters should be received with payment in full no later than Jan. 5, 2027, 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, Signia 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 stations to the GWCC. There is no shuttle bus service to the International Boulevard B-Building entrance. Go to 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. 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.