

**SPONSORSHIP AND MARKETING SALES OPEN AUGUST 2 AT 9:00 a.m. EDT TO CURRENT CONTRACTED EXHIBITORS.** Availability is limited and opportunities are reserved/sold on a **FIRST-COME, FIRST-SERVED** basis. The link for the sponsorship portal will be on the IPPE website, under the exhibitors tab.



**Extend your brand beyond your booth.**

The 2022 IPPE is the **ONLY** exposition of its kind showcasing the latest solutions and technologies for the global animal food and protein industries. The 2022 IPPE will welcome thousands of attendees from countries worldwide. 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 IPPE 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 Kris Carroll, director, marketing and membership, at [kcarroll@uspoultry.org](mailto:kcarroll@uspoultry.org) (678.514.1979) to brainstorm ideas for a custom package to match your goals.

## **M2A ELITE**

### **\$16,000 - OFFERINGS ARE EXCLUSIVE TO THE M2A ELITE PARTICIPANTS**

M2A Elite Sponsors have a unique opportunity to reach all attendees to IPPE through pre-show promotions, including one pre-show mailing to all registered attendees, multiple onsite signage placements, printed guides and much, much more.

Sponsorship benefits include:

- Company logo and booth number featured on home page of IPPE website with link to your website
- Company highlight, including logo (with link to your website), booth number and short write-up in one attendee newsletter
- Recognition in the official IPPE pocket guide
- Elite sponsors' logos rotated with schedule on small monitors
- All Elite sponsors are featured at the entrance of each hall with company logo and booth number appearing on signage
- Oversized floor cling will be placed prior to show opening at your booth acknowledging your ELITE status
- A banner displaying your company logo and booth number outside of the GWCC
- Digital Billboard display throughout show week of your logo and booth number. GWCC digital walls

are located inside the lobby areas and outside A-Building (East Plaza), B-Building (International Blvd.) and C-Building (Marietta Street Parking Deck). These give sponsors continuous visual exposure during the entire week of IPPE

- One attendee postcard mailing. Send us the material and we will send to 2022 preregistered attendees in early January\*
- Company logo on window clings placed at the top of the B- and C-building escalator guard walls.
- Company logo and booth number window cling on hotel shuttle bus window
- Company name and logo included in a post-show communication to 2022 attendees
- **NEW!** All Elite sponsors will be recognized with a logo and link to your website in each of the four daily show e-blasts sent out during the week of IPPE
- **NEW!** All Elite sponsors will be recognized with your company logo on registration confirmation email to attendees
- **NEW!** Each Elite sponsor will have one push notification sent from the official IPPE mobile app during the Show. Limited to xx characters and IPPE to determine schedule.

\*One regular size (4x6) nonglossy postcard. All creative must include your booth number.

\*\*By participating in the M2A Elite Sponsorship, you are agreeing to and giving permission for your company logo to be printed on products and signage approved by IPPE.

IPPE reserves the right to add or upgrade benefits as needed.

## IPPE Welcome Video Title Sponsorship

### **\$7,500 – Exclusive - One Opportunity**

IPPE attendees start planning their Expo experience months before the actual show. Reach registered attendees and potential attendees by sponsoring the IPPE Welcome Video. The title sponsor's logo and message will be featured in the IPPE Welcome Video with the goal of providing year-round brand recognition. The Welcome video is on IPPE's YouTube page and is featured in the IPPE monthly attendee newsletters and daily e-blasts while at IPPE, as well as on IPPE's social media channels (Facebook, Twitter, Instagram).

Sponsorship benefits include:

- Sponsor's logo in opening animation of video
- Sponsor's watermark displayed throughout video (where appropriate)
- Insertion of a sponsor-provided commercial of up to 30 seconds at end of video

<https://www.youtube.com/watch?v=R8fqLCCMOJs>

## IPPE Testimonials and Show Recap Video Title Sponsorship

### **\$15,000 – Exclusive - One Opportunity**

Are you looking for year-round advertising and brand promotion? IPPE is "live" all year long at [ippexpo.org](http://ippexpo.org) as well as on IPPE social media pages. The IPPE testimonial videos and show recap video are on IPPE's YouTube page and are featured in the IPPE monthly attendee newsletters and on IPPE's social media channels (Facebook, Twitter, Instagram). The IPPE show recap video is also featured on the IPPE website homepage. The title sponsor's logo and message will be featured in the IPPE testimonials and show recaps with the goal of providing year-round brand recognition.

Sponsorship benefit includes:

- Sponsor's logo in opening animation of four videos
- Sponsor's watermark displayed throughout videos (where appropriate)
- Insertion of a sponsor-provided commercial of up to 30 seconds in end of the show recap video

<https://www.youtube.com/watch?v=hnUZsAxaGJY>  
<https://www.youtube.com/watch?v=q0ILghTWUrQ>

## **IPPE PRE-SHOW or POST-SHOW POSTCARD MAILING**

### **GET IN TOUCH WITH IPPE ATTENDEES BEFORE THE EXPO AND/OR FOLLOW UP WITH THEM AFTER IPPE!**

#### **\$1 per card, US addresses; \$1.25 Canadian addresses**

IPPE will mail your regular size (4"x6") printed, non-coated postcard to our registered attendees prior to the show or post-show. All postcards must contain your booth number.

Attract attendees from feed/live production, processing/packaging areas of the industries or select to contact all pre-registered domestic attendees.

The postcards will be mailed to attendees indicating interest in the areas you select beginning the first week of January. This ensures attendees receive the postcard and add your booth to their list to visit. The mailings are individual and not grouped.

You design your 4x6 postcard (must include your IPPE booth number) and have it printed on non-coated paper. Then, ship them to us for mailing. Cards that do not meet our requirements will not be mailed.

***Additional information, including specifications and a form to indicate interest area (s) and quantities desired, will be sent via email.***

***Deadline for participation is Dec. 1. Postcards must be received by Dec. 15. Sponsor will be invoiced after mailing completion.***

## **NEW! - IPPE Wi-Fi Network Sponsor**

### **\$15,000 Exclusive - One Opportunity**

Be seen every time attendees access the Wi-Fi network at the Georgia World Congress Center during IPPE. One exclusive opportunity is available for the sponsor to name the Wi-Fi network, with a limited number of letters/numbers, and IPPE's approval. Sponsor will also be recognized in certain pre-show promotions and in onsite show signage throughout all halls with information on how to access the Wi-Fi network during the show.

## **IPPE MOBILE APP**

### **\$10,000 Exclusive - One Opportunity**

Be seen first, every time attendees open the IPPE MOBILE APP. One exclusive opportunity (digital banner with company name and booth number) is available for the sponsor with a direct link to your website. Sponsor will also be recognized in pre-show promotions and in onsite show signage throughout all halls encouraging attendees to "download the app".

## **NEW! - DAILY "THANK YOU FOR REGISTERING" EMAIL**

### **\$7,500 Exclusive - One Opportunity**

Different than the Registration Confirmation, the daily "Thank You for Registering" email is sent to every attendee within 24 hours of their registration. The email contains basic information about IPPE, overviews of programs and events, directions on how to build their Show Planner, and more! Sponsor's banner ad will be included in every email with link to their website. This is a wonderful opportunity to start marketing to IPPE's thousands of attendees from the moment they decide to attend the show.

## BANNER LOCATIONS

**Deadline for all banner and digital opportunities is Jan. 10, 2022**

**PRICE VARIES BY LOCATION and SIZE (Additional information will be sent via email)**

**Please note the cost for design, production and rigging of the banner is not included in the location price.**

This signage opportunity is a great way to maximize brand recognition and improve traffic to your booth. Opportunities exist B-Building, (levels 2-4) and C-Building, (level 1)

- The banner program location selection is first-come, first-served
- Cost is based on location and size and does not include design, production and rigging (hanging) of the banner
- All rigging of banners must be completed by GES. Additional Information will be sent via email with invoice

## DIGITAL BILLBOARD

### OUTSIDE

**\$3,250 Includes (1) 10-SECOND INCREMENT on A-Building (Next to Omni Hotel – East Plaza)  
(6 Spots)**

**\$3,250 Includes (1) 10-SECOND INCREMENT on B-Building (International Blvd.)  
(6 Spots)**

**\$3,250 Includes (1) 10-SECOND INCREMENT outside C-Building (on Marietta Street parking deck)  
(6 Spots)**

### LED WALL

#### INSIDE

**\$3,250 Includes (1) 10-SECOND INCREMENT in B-Hall Registration. Two areas.  
(6 Spots)**

**\$3,250 Includes (1) 10-SECOND INCREMENT in B-Building Level 4 Escalator  
(6 Spots) This location is the first set of escalators used in B-Building and from the entry level to the hall.**

GWCC digital walls are located inside the lobby areas and outside A-Building (East Plaza), B-Building (International Blvd.) and on the Marietta Street parking deck. These give the sponsors continuous visual exposure during the entire week of IPPE.

Exhibitor is responsible for the creative used based on requirements of IPPE and GWCC. \*Must contain booth number. (10-second increments looping every 90 seconds). Graphic can be static or animated/video.

## HANGING CROSS-AISLE SIGNS

**\$525 EACH, DOUBLE-SIDED**

**B-Hall:** Aisles ----- (1 for each aisle)

**C-Hall:** Aisles ----- (1 for each aisle)

Available above main tram line at each cross-aisle sign. Sponsor must choose closest available aisle to your booth.

## IPPE DIRECTIONAL FLOOR MESSAGE ARROWS

**\$7,500 - One Opportunity in each of B- and C-Halls.**

### **Direct the Attendees to Your Booth from the Time They Enter the Venue**

Add your company logo, short message and booth number to large floor arrows used to lead attendees throughout the venue and show halls. By following your brand, they will be ready to discuss that much needed product or service only you can provide! Directional arrows begin at the entrances and continue to the connector. Count is roughly 50-60 total arrows per building.

## NEW! - SIDEWALK GRAPHICS

**\$1,000 each – Eight opportunities outside B-Building, eight opportunities outside C-Building**

Capture attendees' attention before they even enter the building with a 6 ft x 4 ft sidewalk graphic. You design the artwork (must include booth number) to meet your company's specific marketing goals. (Subject to IPPE approval.) Purchase one or multiple locations to design the impact you are desire.

## OFFICIAL SHOW LANYARDS

**\$10,000 – FOUR OPPORTUNITIES**

New this year! IPPE will feature one OFFICIAL lanyard for all attendees. Make sure your brand is front and center with thousands of attendees to the 2022 IPPE by purchasing one of the FOUR brand positions on the custom Show lanyard. The IPPE lanyards will include the IPPE logo, the four sponsors' logos and custom artwork making it a keepsake for attendees to take home and view your brand all year long.

*\*The deadline to purchase a lanyard sponsorship is Oct. 6. IPPE retains the right to deny competitors and opportunity is first-come, first-served.*

## OFFICIAL SHOW BAGS

**\$5,000 - One Opportunity in each of the B-, and C-Halls.**

Attendees love show bags! They're great for conveniently collecting literature and giveaways during the show and they are used after the show. Add your sponsored logo and booth number to the official show bags and share the limelight with IPPE throughout the entire show and for years to come! Show bags will be distributed in the registration area and information desk in the main lobby.

## TRAMS

### **\$4,000 Per Tram**

### **Six shared between B-, BC- and C-Halls**

Keep your brand on the move while providing transportation to IPPE attendees.

Sponsors will have their company brand/message and booth number printed and attached as a large header, as well as on the front or back of the tram. You can select one or more trams. Trams run continuously on the center aisle of B- and C-Hall. Trams will be looping through the B-, BC- and C-Halls. Additional tram signage, encouraging attendees to ride, will include sponsors' logos.

## TRAM STOP BENCHES

### **\$3,500 Includes 12 Benches in B-Hall**

### **\$1,750 Includes 6 Benches in C-Hall**

### **\$1,170 Includes 4 Benches in BC-Hall**

Positioned strategically throughout all halls.

These rest stops have your brand as a focal point for attendees while they are waiting for a tram in B-, BC- and C-Halls or while they are walking the Show floor. Each sponsor will have their company logo and booth number printed and attached as a large floor sticker at each tram stop/bench.

## **New! - MEDIA CENTER SPONSOR**

### **\$5,000 – One Exclusive Opportunity**

IPPE is covered by industry media from all over the world. As the exclusive sponsor of the IPPE Media Center, your company and marketing materials will be front and center as they check in for the credentials, come by for press releases and presentation copies, or to simply relax while they file their story or have a cup of coffee.

Sponsorship benefits include:

- One banner position up to 3' x 5' in size, choice of available positions within the Media Center. (Production included in price; sponsor to provide artwork and IPPE must approve in advance.)
- Two pop up banners can be displayed outside of Media Center front doors. (Sponsor to supply banners and IPPE must approve in advance)
- Placement of sponsor's literature in the Media Center.
- Recognition of sponsor on signage outside the Media Center, on directional signs, in printed show guides and on IPPE Mobile App
- Recognition in attendee marketing materials mailed prior to the Show.
- Logo on Media/Press page of IPPE website, noting recognition as sponsor of the Media Center The logo will link back to the sponsor's website or a webpage designated by the sponsor.
- Opportunity to provide gift to all registered media. (Sponsor to supply and IPPE must approve in advance.)
- Use of the Media Center's conference room for (1) two-hour event. Must be scheduled in advance with IPPE staff. Food, beverage and A/V needs for event are the responsibility of the sponsor.

## **New! – INTERNATIONAL BUSINESS CENTER SPONSOR**

### **\$10,000 – One Exclusive Opportunity**

Attracting more than 8,000 International visitors from 130 countries, IPPE is truly the only show of its kind for the global meat, poultry and animal food industries. The International Business Center provides translation assistance, snacks and beverages, printer/copier, internet connection and comfortable furniture for attendees from around the world to relax and recharge or catch up on business. Put your business and products in the forefront with these valuable customers by sponsoring the International Business Center.

Sponsorship benefits include:

- Recognition of sponsor on signage outside the Center, on directional signs, in printed show guides and on IPPE Mobile App
- Recognition of sponsor on window clings both outside the Center and on the Center's Windows overlooking the Show floor
- Two pop up banners can be displayed. (Sponsor to supply banners and IPPE must approve in advance)
- Placement of sponsor's literature in the Center
- Recognition in attendee marketing materials sent prior to the Show
- Opportunity to provide other materials such as pens, pads of paper, other branded giveaways

## **IPPE ATTENDEE LOUNGE B-, C-Halls**

### **\$7,500 – One opportunity in each of B- and C-Halls.**

Attendees need a break from walking the trade show floor, so why not let them enjoy the break while learning about your company by reading your company brochures.

- Comfortable furniture with company logo and booth number clings attached (where possible)
- Brochure rack
- Charging tables with company logo and booth number cling attached
- Signage
- Marketing via attendee newsletters
- Lounge locations identified on floorplan online and on mobile app. naming you as the sponsor

## **NEW! - Baggage/Coat Check Sponsor B-, C-Halls**

### **\$1,000 - Two opportunities in each of B- and C-Halls.**

Attendees need a break from walking the trade show floor, so why not let them enjoy the break while learning about your company by reading your company brochures.

- Logo'd claim ticket
- Signage
- Marketing via attendee newsletters
- Baggage/coat check locations identified on floorplan online, mobile app and printed guides naming you as the sponsor

***All sponsors must be current contracted IPPE exhibitors.***

Payment is due within 30 days of invoice. If payment is not received by due date, sponsorships will be canceled and returned to inventory. Refunds are not given should you choose to cancel your sponsorship or your booth.