

Expo Flash

2008 International Poultry Expo and International Feed Expo

Date: January 8, 2008

IPE / IFE Offers Education

An important part of the International Poultry Expo and the International Feed Expo is the educational programs. Listed below is a list of educational programs sponsored by the U.S. Poultry & Egg Association and the American Feed Industry Association.

Tuesday, Jan. 22

-Conference On Pet Food Ingredient Quality, sponsored by the American Feed Industry Association and the Poultry Protein & Fat Council, Georgia World Congress Center, www.petfoodconference.com.

Wednesday, Jan. 23

-Electrical Safety-Related Work Practices and 70E Training Manual, sponsored by the American Feed Industry Association, 8-9 a.m.

-Product Recalls: What Are Your Rights and Responsibilities, sponsored by the American Feed Industry Association, 9-10 a.m.

-Strategic Outlook: Global Market Supply and Demand, sponsored by U.S. Poultry & Egg

Association, 8-8:45 a.m.

-Immigration Impact on Labor Availability, sponsored by U.S. Poultry & Egg Association, 8:45-10 a.m.

Thursday, Jan. 24

-The Hazardous Waters of Staff Selection, sponsored by the American Feed Industry Association, 8-10 a.m.

-Impact of Feed and Fuel on Poultry Production, sponsored by U.S. Poultry & Egg Association, 8-8:45 a.m.

-Risk Based Inspection and Food Safety Regulations, sponsored by U.S. Poultry & Egg Association, 8:45-10 a.m.

For more information about educational programs and a full event schedule, go to www.ipe08.org.

Host a News Conference at IPE / IFE

The International Poultry Expo / International Feed Expo is a great place to host a news conference! Since so many trade press attend the event, it's a great venue to announce new or enhanced products or services, additions to your staff or other important news that affects your company.

The event sponsors are making a special press conference room available Wednesday through Friday at no cost to IPE / IFE exhibitors. Located in Building C, the room can be scheduled during the hours of 7:30 a.m.-5 p.m. on Wednesday and Thursday and 7:30 a.m.-noon on Friday.

The room will be set up with a podium with a microphone, chairs, and an IPE / IFE backdrop. Any audio-visual equipment needed will be at the exhibitor's expense. The press conference room schedule will be promoted in the on-site Media Center as well as in a news release issued prior to the trade show.

Reservations will only be accepted from International Poultry Expo / International Feed Expo exhibitors. Space is available on a first-come, first-served basis. Currently, LEESON Electric - Lincoln Motors, Feed Management Systems, WATT, and Dinattec have signed up for spots.

For more information, contact Sylvia Small (ssmall@poultryegg.org) or Percy Brown (pbrown@poultryegg.org) at (770) 493-9401.

Need Help on the Floor?

The following is the floor manager's NEXTEL Number. These numbers can be called during the show and move-out / move-in for help:

404-391-3882 Jeff Weiland Aisles 4900-5400

404-557-3364 Ramon Cala Aisles 3800-4800

404-557-1892 Frank Sheridan Aisles 3000-3700

404-557-0105 Ron Plemmons Aisles 700-1500

404-557-0110 Tom Mulrenan Aisles 1600-2300

An International Buyer
Program Trade Show



U.S. Secretary of Commerce to Speak at IPE / IFE

The 2008 International Poultry Expo and International Feed Expo will feature a presentation from U.S. Department of Commerce Secretary Carlos M. Gutierrez Thursday, Jan. 24, at 10:30 a.m. in C102 of the Georgia World Congress Center. The presentation is titled "Keeping our Economy Strong Through International Trade." The presentation will cover economic concerns, free trade agreements, and the farm bill.



"This is a great opportunity for the poultry industry to provide Secretary Gutierrez with an accurate picture of how the industry is actively looking toward export markets," said John Starkey, U.S. Poultry & Egg Association president. "His visit will enable us to communicate the concerns and challenges we face in conducting business internationally."

American Feed Industry Association President Joel Newman added, "We are very pleased to welcome Secretary Gutierrez to one of the world's foremost agricultural events.

AFIA has traditionally maintained a fast-paced international agenda on behalf of the feed industry, addressing a variety of World Trade Organization issues, trade pacts with several countries and most recently, the safety of imported ingredients. The secretary's perspective on these and related subjects, as well as interaction with attendees, will add to our overall expo programs' appeal."

Gutierrez is the former chairman of the board and chief executive officer of Kellogg Company. Secretary Gutierrez is a core member of President Bush's economic team.

In nominating Gutierrez, President Bush said, "He understands the world of business, from the first rung on the ladder to the very top. He knows exactly what it takes to help American businesses grow and to create jobs."



Opening international markets to U.S. companies to create jobs and build a stronger America is a top priority for Secretary Gutierrez. "We have the best people, we have the training, we have the culture," Gutierrez says. "I believe the 21st century is really and truly the American century."

For more information on the International Poultry Expo and International Feed Expo or to register for the show, go to www.ipe08.org.

Eight Exhibit Killers to Avoid

The best way to come up with a killer exhibit is to avoid exhibit killers - practices that keep your exhibit from ever succeeding. Following are eight problems to avoid with your next exhibit:

1. Lacking lead-time - Designing an exhibit is a complex process. Do not leave it until the last minute. Coordinating booth construction under time constraints can increase costs 50 to 75 percent.

2. Fixed design - Don't make a design decision until you know your options. Keep your objectives tight but your options loose until you see what is out there. An exhibit you hadn't thought of may do the job better than what you are considering.

3. Inflexible budget - Don't determine the budget until after you've shopped around. Get an idea of what an exhibit that will meet your needs will cost.

4. Flat thinking - Remember, an exhibit is going to be a three-dimensional representation of your company. When outsourcing design responsibilities, make sure your supplier

understands 3-D design.

5. Convolved graphics - The considerations for graphics are numerous. A rule of thumb: Less is more. Remember that the booth is just bait - it only exists to get attendees to step on your carpet.

6. Overload - You're designing an exhibit, not a catalog. All you want to do is open a dialogue with attendees about your company's product or service. You don't have to exhibit your company's entire product line.

7. Scrimping - Remember that an exhibit is an investment. Cutting elements out of an exhibit design proposal so that it will fit into your budget may cost you money in the long run.

8. Gimmicks - At the same time, don't spend money unnecessarily. Don't blow the budget on bells and whistles that won't contribute to your bottom line - the show.

Mark Bendickson, Exhibit Design Systems

Congratulations to our Preregistration Prize Winners:

1. Laura Worker
Westfalia Technologies
York, Pa.

Won: Two Atlanta CityPass Booklets

2. John Darden
Peripheral Mowers
Lenox, Ga.

Won: Two VIP tickets to the Georgia Aquarium

3. Brian Cooney
B.W. Cooney & Associates
Fairless Hills, Pa.

Won: Two VIP tickets to the Georgia Aquarium

4. Rashad Delph
Tyson Foods
Springdale, Ark.

Won: One Atlanta Thrashers helmet signed by Ilya Kovalchuk

5. Natasha Adderley
We Care Stonework
Nassau, Bahamas

Won: Two Atlanta CityPass Booklets

Important Show Reminders

Come to the Welcome Reception

The show organizers for the 2008 International Poultry Expo and the International Feed Expo invite you to network with attendees and exhibitors at the Welcome Reception Wednesday, Jan. 23, from 5-6:30 p.m. in the Thomas Murphy Ballroom of the Georgia World Congress Center.

The event will feature complimentary drinks and hors d'oeuvres, entertainment, prize drawings, and the opportunity to network with others who share similar interests and business goals. Entertainers will include piano player Steve Jade and saxophonist Ron Adwaters. Also on hand will be cartoonist Charles King.

The Welcome Reception is sponsored by the U.S. Poultry & Egg Association, the American Feed Industry Association, TheKent Group, Linde, Frost Links, and Alltech.

Promotional Items Still Available

The show sponsors have designed several promotional items to assist you in marketing your company's participation in the IPE / IFE 2008. These materials are available free of charge.

Self-adhesive decals-These decals are great for sending out with corporate material reminding current and prospective clients to visit your booth at the show. They are available in both English and Spanish.

Promotional postcard-The official show postcard is a great marketing tool for inviting visitors to your booth. The glossy, four-color postcards are available in two styles and ready to be overprinted with your personal message.

There is also a multilingual brochure

available. To view and order decals, postcards or brochures, fill out the order form located at <http://www.internationalpoultryexposition.com/pitemspcard.cfm>.

It's Showtime!

U.S. companies are invited to participate in the U.S. Department of Commerce's ShowTime program at IPE / IFE 2008. One-on-one appointments are available with commercial specialists to discuss export market development with your company for U.S. agricultural equipment in their respective foreign markets. There is no charge for this service provided by the U.S. Department of Commerce.

Commercial specialists from Mexico, Venezuela, Brazil, Egypt, Chile (tentative), and Turkey (tentative) will be available to meet with your company at the show: Advance registration is required. To register for one or more ShowTime appointments at IPE / IFE 2008, visit www.buyusa.gov/eme/ipe2008.html. The deadline for ShowTime registration is close of business on Friday, Jan. 11, 2008.

IPE Video Available

The U.S. Poultry & Egg Association has a short video available on the International Poultry Expo. We will provide a copy to any exhibitor who would like to use it to promote their participation in the show. You may use it on your Web site, at sales presentations or within your corporate environment.

To see the video, go to www.ipe08.org. To obtain a copy, contact Percy Brown at pbrown@poultryegg.org or (770) 493-9401.

Free Wi-Fi Available

Free wireless Internet access will be available in Halls B and C of the Georgia World Congress Center during the 2008 International Poultry Expo and International Feed Expo, making it even easier for

attendees to stay in touch with the office.

Wi-Fi service within Halls B and C will be available Tuesday, Jan. 22, through Friday, Jan. 25. Hall B is sponsored by WATT and Hall C is sponsored by USPOULTRY.

Why Pay Full Price?

Dates below are upcoming advanced rate deadlines:

Jan. 19, 2008:

- Ship Freight to Georgia World Congress Center

Jan. 9, 2008:

- floral

- food and beverage request

Jan. 20-22, 2008:

- Installation of Exhibits (7 a.m.- 6 p.m.)

Building will be open only during these hours unless exhibitor requests additional time. All exhibits must be completed by Tuesday, Jan. 22, at 6 p.m. **No exceptions!**

They're Back... Unfortunately?

Construct Data Verlag has redoubled its efforts in the United States, duping unsuspecting exhibitors into buying listings in what they believe to be official show directories. The contracts, if signed, commit the exhibitors to three-year contracts with nearly \$1,000 in fees each year.

If you are a U.S. company that has been targeted by Construct Data, it is important to lodge a complaint with the Federal Trade Commission. To file a complaint online, go to www.ftc.gov.

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