

International Production & Processing Expo Sponsorship Application



BACKGROUND INFORMATION

BUSINESS NAME			
CONTACT PERSON			
MAILING ADDRESS			
CITY	STATE	ZIP CODE	COUNTY
PHONE	EMAIL ADDRESS		
WEBSITE			
YEAR ESTABLISHED		NUMBER OF EMPLOYEES	

PROGRAM SPECIFICATIONS:

The International Processing & Production Expo (IPPE), an event that attracts more than 7,000 international attendees, is the world's largest annual poultry, meat and feed industry event of its kind. The Missouri Department of Agriculture (MDA) will assist four animal feed ingredient companies with the cost of a shared 10' x 20' booth space. The event will take place February 12-14, 2019 in Atlanta, Georgia at the Georgia World Congress Center. In addition to the expo, selected companies will participate in the Food Export-Midwest Buyers' Mission for value-added feed ingredient companies. This will provide your company with the opportunity to meet pre qualified buyers from around the world through scheduled, one-on-one meetings to generate new sales leads and build valuable industry relationships.

Selected companies are required to submit an \$800 non-refundable participation fee to the Missouri Department of Agriculture no later than 4:00 p.m. on December 6, 2018. The Missouri Department of Agriculture will pay the cost of the booth spaces to the IPPE. Your \$800 participation fee will guarantee your company a space in the shared 10' x 20' booth, along with the following furnishings allotted (per company):

- 4 foot draped table
- 2 Director chairs
- Waste basket
- Carpet and floor padding

TIMELINE & IMPORTANT DATES:

- **November 16:** Completed applications must be submitted electronically to Jennifer.Dudenhoeffer@mda.mo.gov or Andrea.Powell@mda.mo.gov no later than 4:00 p.m.
- **November 27:** Selected companies will be notified.
- **December 6:** The \$800 non-refundable registration fee must be received by the Missouri Department of Agriculture by 4:00 p.m.
- **December 19:** Registration for the Food Export-Midwest Buyers' Mission must be completed (the early registration fee is \$150).
- **December 20:** The hotel must receive participant credit card information to have on file for the hotel room reservation. A block of rooms has been reserved by MDA.

COMPANY REQUIREMENTS:

- Participate in the Food Export-Midwest Value-Added Feed Ingredients Buyers' Mission on February 13, 2019.
- Responsible for the cost of transportation, hotels and meals.
- Set up booth displays in the Animal Feed Ingredient Hall of the Georgia World Congress Center on February 11.
- Break down booth displays on February 14, after 3:00 p.m.
- The Expo requires Exhibitor General Liability Insurance to be on file prior to January 10, 2019. If you do not already carry insurance, you can purchase coverage online for \$65 through the Expo vendor, Butte Exhibition & Event Insurance.
- Complete all Food Export-Midwest and Missouri Department of Agriculture surveys.

APPLICATION QUESTIONNAIRE:

1. Why do you want to participate in the International Production & Processing Expo? (100 words or less)

2. Please list and describe the product(s) that you intend to bring to IPPE in detail. Photos of all product packaging are required. Email high quality, clear images of product packaging to Jennifer.Dudenhoeffer@mda.mo.gov or Andrea.Powell@mda.mo.gov.

3. Has your company participated in any of the following? (Check all that apply)

Local/Regional Events

Domestic Trade Shows

International Trade Shows

Buyers' Missions

Trade Missions

Other: Please Describe:

4. Do you currently export? (Check YES or NO)

YES

NO

5. If YES, to which countries have you exported?

6. Booth size will be 10' x 20'. Four companies will be exhibiting in the shared space. Please describe what your booth display and layout will look like, and include clear photos of previous trade show(s) and/or current display(s). Email high quality, clear images of previous trade show(s) and/or event display(s) to Jennifer.Dudenhoeffer@mda.mo.gov or Andrea.Powell@mda.mo.gov.

<p>7. Where can consumers find your products?</p> <p>Missouri</p> <p>Regionally</p> <p>Nationally</p> <p>Internationally</p>
<p>8. How are your products sold?</p> <p>Retail</p> <p>Distributor/Wholesaler</p> <p>Self-Distributor</p> <p>Online Sales</p>
<p>9. What is your target market, and who are your target end users?</p>
<p>10. At what capacity are you currently operating?</p> <p><input type="checkbox"/> 0-25%</p> <p><input type="checkbox"/> 26-50%</p> <p><input type="checkbox"/> 51-75%</p> <p><input type="checkbox"/> 76-100%</p>
<p>11. Are you interested in expanding your business? If so, in what ways? Please describe (i.e. equipment upgrades, capital improvements, marketing ventures). (250 words or less)</p>

12. Which of the following communication platforms do you use? Please include URLs and usernames. (Check all that apply)

<input type="checkbox"/> Company Website:	URL(s): _____
<input type="checkbox"/> Facebook:	_____
<input type="checkbox"/> Twitter:	@ _____
<input type="checkbox"/> Instagram:	@ _____
<input type="checkbox"/> Pinterest:	_____
<input type="checkbox"/> Other:	_____

13. What will your company gain from attending the IPPE? (200 words or less)

APPLICANT SIGNATURE:

By signing this document the following are understood by the applicant:

- Signing this document does not constitute an approved application by the Missouri Department of Agriculture.
- The information provided is true and correct to the best of the applicant's understanding.
- Awarded funds are provided directly to the IPPE.
- To be considered as an applicant, all completed application materials, images and product information must be received by 4:00 p.m. on November 16, 2018.
- Selected companies will be notified by November 27, 2018.
- Selected companies are required to provide the \$800 non-refundable payment to the Missouri Department of Agriculture by 4:00 p.m. on December 6, 2018.
- Selected companies are responsible for the cost of transportation, hotels and meals. These expenses, as well as the participation fee, may be eligible for partial reimbursement through the following organizations:
 - **Global Market Access Program:** <https://ded.mo.gov/programs/business/gmap>
 - **Branded Program:** <https://www.foodexport.org/>
- Selected companies must be registered for the Food Export-Midwest Value-Added Feed Ingredients Buyers' Mission by December 19, 2018.
- Selected companies must carry Exhibitor General Liability Insurance by January 10, 2019.
- Selected companies are required to return completed surveys administered by Food Export-Midwest and the Missouri Department of Agriculture.
- All materials must be submitted electronically to Jennifer.Dudenhoeffer@mda.mo.gov or Andrea.Powell@mda.mo.gov.
- Please direct questions to:
 - Marketing Specialist Jennifer Dudenhoeffer (573) 751-5611
 - Marketing Specialist Andrea Powell (573) 526-4849

Authorized Signature

Date