



Why | Exhibit

**IPA 2008, World Food Process Exhibition:
The key event for all food processing technologies.**

Participate in IPA 2008 :

Reach the key international decision-makers and buyers in the food industries. **Offer** them more ideas and tools to further increase their productivity.

Benefit from a business exhibition and an attractive business policy.

Choose your exhibition area to ensure that you reach your customers most efficiently

Benefit from a wide media coverage in France and on international markets to unveil your new products, which are a major area of interest for visitors.

Participate in the largest **international Process Engineering platform.**

SUCCESSFUL TRANSFORMATION, INCREASED SATISFACTION

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IPA - a BENCHMARK exhibition:

Strong points most frequently mentioned by exhibitors:

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- **Reorganization** of the exhibition over **4 days** welcomed by **85%** of exhibitors;
- **80% satisfied** with their **participation in general**;
- **86% satisfied** with the **visitorship quality**;
- **80 % satisfied** with the **area** where they exhibited;
- The venue: **PARIS**, for both a **National** and **International** event;
- **The colocation** with the World Packaging Exhibition **EMBALLAGE**;
- **The organization** on the whole.

Source: IPA 2006 exhibitor enquiry

QUALIFIED VISITORS, FOR OPTIMIZED BUSINESS CONTACTS

An international event attended by **37.8% foreign** trade visitors

The food industry event in France:

- **68%** of visitors from the **Provinces**
- **32%** from the **Paris area**

93% of visitors **satisfied** with their contacts with exhibitors

42% new visitors

+ **77%** of visitors came **with purchasing projects**

Highly decision-making visitors

CEOs, Managing Directors, General Managers:	30%
Directors, Heads of Department:	26%
Engineers, Managers, Executives:	28%
Technicians:	16%

IPA 2006 figures and data.

All food sectors represented:

Food industries	74,2%
Milk / Milk products / Cheeses	14,5%
Meats / Delicatessen items	13,5%
Breadmaking / Biscuit-making / Bakery /Flour industry	11%
Ready-to-eat / Canned foods / Soups	9%
Fruit and Vegetables	9%
Confectionery / Chocolate making / Sugar industry	9%
Wines / Spirits / Beers	8%
Soft drinks	8%
Fish / Seafood	6%
Out-of-home catering	5%
Pet food	4%
Fats	3%
Other	25,8%
Of which technical Centres	9,5%
Of which retail industry	7,5%

source: IPA 2006

A COMPREHENSIVE RANGE OF EXHIBITS ORGANIZED INTO INDUSTRY SECTORS with

600 exhibiting companies, firms and brands

44 % international exhibitors

25 represented countries

Four major exhibitor business sectors:

Manufacturers of equipment, machines and solutions for:	Surface in %
All-Products Processes	42 %
Meat Products and Fish Processes	34 %
Solids, Breadmaking, Fruits & Vegetables Processes..	14 %
Liquid Products Processes - SIEL	10 %

source: IPA 2006

Two priority exhibition areas

The [IPA MATIC](#) area: an area entirely dedicated to the meat products, fish and seafood process sector.

The [IPA MULTIFILIERE](#) area covering:

- the liquids, semi-liquids, milk products (SIEL) and by-products process sectors;
- the solids products sectors (e.g. ready-to-eat, fruits, vegetables, breadmaking);
- all cross-market sectors (e.g. hygiene, inspection, test, measuring).

Food Security area:

An area gathering companies offering identification, management and production computing solutions.

SPECIAL RATES	
9 sq.m. equipped "package" stand	3 015 € excl. VAT
Registration fees	750 € excl. VAT
Automatic insurance:	117 € excl. VAT
Hypertext link on IPA Site	Free of charge
Total	3 882 € excl. VAT

IPA, AN EXHIBITION SUPPORTED BY THE TRADE ASSOCIATIONS AND INTERINDUSTRY ASSOCIATIONS

A great number of French and international [press](#) and [institutional](#) partners support the event. Thanks to the dedication of each of our partners, IPA benefits from a wide media coverage, a

network of experts and relays among the food trade organizations and federations such as **ACTIA, ANIA, INRA, OSEO ANVAR...**

For IPA MATIC, all the interindustry associations are involved, with the representatives of **INTERBEV**, the National joint cattle and meat association, and of **INAPORC**, the National joint pork association, which unify the whole industry, not to mention the unfailing support of **ADIV**, the Meat institute development association.

F O R U M I N N O V A T I O N R E C H E R C H E	A unique forum for exchanges to find out about the latest technological advancements in Process Engineering. With the support of partner organizations and researchers the Innovation Research Forum proposes a platform for exchanges on the latest processes through a conference cycle freely open to all IPA visitors. With more than 1,000 auditors in 2006, the Innovation Research Forum broke attendance records. The Forum has now become a key complement to the exhibition visit for all trade visitors looking out for the latest R&D work and innovations which are the mainspring of growth for the food industries.
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FOCUS ON THE "FOOD" EVENT:

IPA & EMBALLAGE, two exhibitions featuring the largest pilot plant for the food processing industries.

With **95% of visitors satisfied with the colocation** of IPA and the World Packaging Exhibition [EMBALLAGE](#), the **"FOOD" event** gives you a further opportunity, in addition to the IPA specific promotional operations, to benefit from **the visitorship and communication synergies developed for these 2 events:**

- **297 advertisements** in France and abroad
- **124 media** reached
- **500 journalists** received during the FOOD event, of which **48% international**
- **International press tours.**

IPA INNOVATION COMPETITION / SIEL TROPHY AWARD:

Guaranteed success and press spin-offs

"Looking for innovation, novelty" - this is what journalists who monitor technological development at exhibitions are seeking and what visitors, i.e. your customers and prospects, mention as their prime motive for visiting.

Every year nearly **150 new products are declared** by the exhibitors and presented by IPA to the whole trade press which gives them wide coverage.

From 2006, when you declare your new products, you automatically participate **free of charge** in the IPA INNOVATION COMPETITION/SIEL Trophy Award, a competition

exclusively reserved for exhibitors. This industry-recognized competition gives **5 awards*** in the following 5 competition categories*:

- MULTIFILIERE Award
- MATIC Award
- Process Control Award
- SIEL Award
- Ministry of Agriculture and Fishery's Special Award.



The awards are given by a panel of experts composed of members of the trade press and institutions. The awards presentation takes place on the first day of the exhibition so that every award winner can promote his distinction with the media and visitors throughout the exhibition.

*designations of categories and awards 2006

ESTIMATE | YOUR BUDGET

YOUR STAND SURFACE

Estimate your surface on the basis of tailor-made prices:

price excl. VAT per bare sq.m. in €	1 side	2 sides	3 sides	4 sides
9 up to 99 sq.m.	197 €	201 €	208 €	213 €
100 up to 199 sq.m.		199 €	206 €	210 €
200 sq.m. and above			198 €	200 €

DISCOUNT 2007

For all registration forms returned before December 7th 2007 (date as evidenced by the postmark) together with the first payment, you will get a **discount of 20€ excl. VAT on the bare square meter price.**

YOUR STAND EQUIPMENT

Several turnkey and tailored stand packages are on offer. You can select the equipment and stand layout you wish according to your needs, while benefiting from personalized assistance.

Option EASY :	158 € excl. VAT / sq.m.*	See the offer
Optimum 25 :	245 € excl. VAT / sq.m.*	See the offer
Optimum 50 :	11 500 € excl. VAT / sq.m.*	See the offer
Optimum 80 :	13 500 € excl. VAT / sq.m.*	See the offer

* The prices and packages listed above are to be paid in addition to the price of the bare square metre (see previous paragraph).

YOUR SET FEES

Direct exhibitor registration fee:	750 € excl. VAT
Automatic insurance *:	
Stand up to 30 sq.m.	117 € excl. VAT
Stand above 30 sq.m.	215 € excl. VAT

* Subject to increase as decided by the insurance company

SHARE YOUR STAND

You may host 2 types of partners on your stand:

CO-EXHIBITORS:

These partners do not necessarily need to have legal or commercial ties with your company. They are merely companies that you wish to share your stand with. Like you, your co-exhibitor must complete a registration form and pay set fees, i.e. **867 € excl. VAT (registration fee 750 € excl. VAT + automatic insurance 117 € excl. VAT).**

REPRESENTED FIRMS:

These firms must have legal or commercial ties with your company. They are companies whose products you are representing.

FOOD SECURITY AREA:

SPECIAL RATES	
9 sq.m. equipped "package" stand	3 015 € excl. VAT
Registration fees	750 € excl. VAT
Automatic insurance	117 € excl. VAT
Hypertext link on IPA Site	Free of charge
Total	3 882 € excl. VAT

Location | & Floor Map

IPA features a twofold approach to product display to ensure greater visibility with two exhibition areas:

► **ipamatic**, a hall dedicated to:

- the meat products, fish and seafood process sector.

► **ipamultifilière**, a hall dedicated to:

- the liquids, semi-liquids, milk products (SIEL) and by-products process sector;
- the solid products sector (e.g. ready-to-eat, fruit, vegetables, breadmaking);
- the cross-market sector hosting hygiene, inspection, testing, measurement, traceability companies.

