

Midwest Poultry Federation

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NEWS RELEASE

For immediate release

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Midwest Poultry Federation Convention Continues to Grow in 2013

(October 25, 2012 - Buffalo, MN) ... The Midwest Poultry Federation (MPF) Convention continues to grow in 2013, with additional booth space added to the show and a mobile app in the works. The dates of the 42nd annual show are March 12-14, 2013 in Saint Paul, Minn.

The convention – featuring a pre-show nutrition symposium on March 12 and exhibits and educational sessions on March 13-14 – will convene at Saint Paul RiverCentre in downtown Saint Paul. Also held in conjunction with the 2013 MPF Convention will be the North Central Avian Disease Conference, scheduled for March 11-12 at the same location.

“Last year MPF expanded into a second hall, which proved to be an excellent way to bring additional exhibiting companies into the convention,” said 2013 MPF President Allen Behl. “This year, we’re expanding the second hall to include even more booths. It’s definitely an exciting time for MPF!”

Plans are in the works, as well, to offer attendees a mobile app for their iPhone, iPad or Android devices. “Smartphones and tablet computers certainly have changed the way people organize their lives and businesses,” said MPF Executive Director Steve Olson. “Our new app will allow attendees to have instant access at their fingertips to the two exhibit halls and the list of exhibiting companies, education sessions, real-time surveys and feedback, and much more. We’re working on the development of the app now and will debut the finished product in February.”

Further details on the 2013 show will be available later this year, with registration and hotel reservations opening online for attendees on December 7. For more information, visit MPF’s Web site, www.midwestpoultry.com and connect with us on Facebook (www.facebook.com/MPFConvention) and Twitter (@MPFConvention) or use the Twitter hashtag #mpf13.

Potential exhibitors may contact Exhibits Manager Teresa Sorenson to inquire about booth space: tsorenson@midwestpoultry.com or 763/ 682-2171.

Please direct all general questions and requests for information to Lara Durben, MPF Communications & Program Director, at 763/682-2171 or ldurben@midwestpoultry.com.

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About MPF:

The Midwest Poultry Federation’s primary purpose is to host an annual regional convention emphasizing on-farm poultry production. The convention’s goal is to offer cutting-edge information to attendees through a balanced offering of exhibits and educational workshops. The Midwest Poultry Federation (MPF) was formed in 1971 and held its first convention in Minneapolis in 1972. The MPF’s membership consists of 12 state poultry organizations, representing 8 states. www.midwestpoultry.com.