



## NEWS RELEASE

*For immediate release*

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## Social Media, Mobile App Keep MPF Attendees, Exhibitors Connected

(Buffalo, MN)... Attendees, exhibitors and even those who won't be able to attend the Midwest Poultry Federation (MPF) Convention in person can join in the conversation using these social media platforms:

Facebook – [www.facebook.com/MPFConvention](http://www.facebook.com/MPFConvention)  
Twitter - @MPFConvention (or [www.twitter.com/MPFConvention](http://www.twitter.com/MPFConvention))

### #mpf15 - Twitter Hashtag!

If you are on Twitter, MPF encourages you to Tweet about your MPF Convention experience using the hashtag #mpf15. This is a great way to get the conversation rolling about the show - before, during and even after the event.

### Mobile App Launched

MPF has launched its 3rd annual MPF Convention **app for smartphone and tablet devices** - including Apple and Android phones. Find the show schedule, show floor maps, exhibit list, contact exhibitors you'd like to visit and more all in one convenient place! Just search "Midwest Poultry Federation" in the App Store or Google Play to download the free app to your mobile device.

### Proceedings - Digitally Only in 2015

The mobile app is also the only place prior to and during the convention that attendees will be able to access Proceedings papers from speakers, along with speaker bios and other information - all complimentary.

Details on all MPF Convention events as well as online pre-registration are available at <http://midwestpoultry.com>. Preregistration ends February 15 and is also available by mail or fax. The MPF Convention runs March 17-20, 2015 at the Saint Paul RiverCentre in St. Paul, MN. For more information on the MPF Convention or to receive registration and hotel reservation information, please visit <http://midwestpoultry.com>. Or contact the MPF at (763) 682-2171 or e-mail, [ldurben@midwestpoultry.com](mailto:ldurben@midwestpoultry.com).

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### About MPF

Midwest Poultry Federation's (MPF) primary purpose is to host an annual regional convention emphasizing on-farm poultry production. The convention's goal is to offer innovative and compelling information to attendees through a balanced offering of exhibits and educational workshops.

MPF's mission is to conduct and support those educational, promotional and policy advocacy issues that will enhance the viability and growth of the poultry industry. Revenue generated by the convention goes back to MPF's members and to supporting various poultry programs.