



## Midwest Poultry Federation

### NEWS RELEASE

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### **Midwest Poultry Federation honored by *Trade Show Executive* for growth in both exhibit space and attendance**

(Buffalo, Minn.) — The Midwest Poultry Federation (MPF) Convention was named to the Trade Show Executive Fastest 50, which annually recognizes the significant trade shows of the previous year that posted the exhibition industry's highest growth rates in three key metric categories.

The MPF Convention ranked number 31 for net square feet of exhibit space on the list of the fastest-growing trade shows in the U.S. in 2018. The MPF Convention was also recognized as a Next Fastest 50 Show award winner for attendance growth, ranking number 73 in that category in 2018.

Award-winners were saluted by more than 150 trade show organizers and managers from around the nation on June 19, 2019 at the Trade Show Executive Fastest 50 Awards & Summit at Harrah's Resort Atlantic City in Atlantic City, NJ.

The TSE Fastest 50 and Next Fastest 50 rankings both feature remarkable shows that posted robust growth rates in one, two or all three key metric categories last year. The Fastest 50 features the highest percentages of growth in each category. The Next Fastest 50 shows also posted impressive, measurable growth percentages and were among the leading trade shows for their individual industry sectors.

"The MPF Convention continues to grow in size and popularity with attendees and exhibitors," said Teresa Sorenson, MPF Events and Exhibits Manager. "In fact, we've increased our show size by 83% since 2009! Our show exists to add value to the poultry industry — both to allow exhibitors to meet new customers and to display their latest products and services, as well as to provide a top-notch education experience for attendees seeking knowledge to help their farms and businesses."

A total of 90 shows made the Fastest 50 this year and a total of 107 shows held in 2018 were ranked as Next Fastest 50 events.

This is the 2<sup>nd</sup> time in the past 10 years that MPF has been a Fastest 50 honoree.

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### **About MPF**

2019 welcomed more than 3,100 attendees and exhibitors from 42 states as well as Washington D.C., five Canadian provinces and several other countries at the Midwest Poultry Federation Convention. MPF's 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. Revenue generated by the convention goes back to MPF's members and to support various poultry programs.

### **About the Fastest 50**

The Trade Show Executive Fastest 50 annually singles out the trade shows held in the United States that have excelled in generating percentage growth in three key metrics: Amount of net square feet of paid exhibit space; number of exhibiting companies at the show; and the size of the crowd attending the show. The 50 shows in each metric with the highest percentage of growth earn the right to be called a "Fastest 50 Show." Exhibitions of all sizes and industry sectors are eligible, and shows can make the grade in any or all of the three metric categories. Honorees are selected based on show metrics submitted to Trade Show Executive by show management. The Fastest 50 Class of 2018 is based on the percentage of growth of the show held in 2018 compared to the metrics of the most recent previous show.

### **About the Next Fastest 50**

The Trade Show Executive Next Fastest 50 annually singles out the sparkplugs of the trade show industry. Based on the TSE Fastest 50, the Next Fastest 50 honors U.S. trade shows that compiled an inspiring round of growth in three key performance metric categories: Amount of net square feet of paid exhibit space; number of exhibiting companies at the show; and the size of the crowd attending the show. The percentage growth rates may trail the higher rates of the shows on the TSE Fastest 50, but they are also notably above the growth rates of the overall exhibitions industry. Honorees are selected based on show metrics submitted to Trade Show Executive by show management. The Next Fastest 50 Class of 2018 is based on the percentage of growth of the show held in 2018 compared to the metrics of the most recent previous show in one, two or three categories.