

Midwest Poultry Federation

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NEWS RELEASE

For immediate release

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Growth Continues in 2013 for Midwest Poultry Federation Convention *MPF Named one of 50 Fastest Growing Trade Shows in U.S.*

(Buffalo, MN) ... The Midwest Poultry Federation (MPF) is pleased to report that growth in both attendance and exhibitors continued at the 2013 MPF Convention, held last week in Saint Paul, MN.

Attendance figures came in at 2,150 this year – which is the 4th straight year of showing an increase in total attendance at the show and the highest attendance in over 20 years. In terms of exhibitors, MPF welcomed 226 exhibiting companies, an increase of 11 over last year, into 393 booths, also an increase from 2012. Exhibitors continued this expansion into a 2nd exhibit hall.

“It was exciting to witness yet another banner year for the MPF Convention in terms of both attendance and exhibitors on the trade show floor,” said MPF Executive Director Steve Olson. “We are receiving excellent feedback from those who attended and we’re already moving forward with plans for the show in 2014, including ways we can continue to improve the experience for all involved.”

This steady increase in exhibitors and booth space over the past 5 years has merited the distinction for MPF as one of the “50 Fastest Growing Trade Shows” in the U.S. by Trade Show Magazine. This award will be presented at a special ceremony in May in Chicago.

“The growth we are seeing in the show is exciting and we couldn’t be more pleased to receive this honor,” said Olson. “It’s a testament to everyone involved in making our show a success – from the board directors, volunteers and staff to our top-notch speakers and exhibiting companies. It’s truly a team effort and we’re grateful for the recognition.”

The MPF Convention, held annually in March in Saint Paul, Minn., offers cutting-edge information to attendees through a balanced offering of exhibits and educational workshops for the turkey, egg layer, broiler and organic/specialty poultry industries.

All revenue generated (after expenses are paid) from the convention goes back to its member organizations and to support poultry programs.

The 43rd annual Midwest Poultry Federation (MPF) Convention will be held March 18-20, 2014 at Saint Paul RiverCentre in Saint Paul, Minn. The show will feature a Pre-Show Nutrition Symposium and Welcome Reception on March 18 and exhibits and educational sessions on March 19-20.

Also held in conjunction with the 2014 MPF Convention will be the North Central Avian Disease Conference, scheduled for March 17-18 at Saint Paul RiverCentre.

Further details on the 2014 show will be available later this year. For more information, visit MPF’s Web site, www.midwestpoultry.com. You may also find MPF on Facebook (www.facebook.com/MPFConvention) and follow us on Twitter - @MPFConvention.

Potential exhibitors may contact Teresa Sorenson at the MPF office at any time to get on the mailing list and/or inquire about booth space: tsorenson@midwestpoultry.com or 763/682-2171.

Suggestions regarding educational workshop content are always welcome. Please direct all suggestions, feedback, questions and requests for information to MPF Program Director Lara Durben at 763/682-2171 or e-mail 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.

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. As a nonprofit organization, all of MPF's revenue generated from the convention goes back to its member organizations and to support poultry programs.

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