



IPPA Pork Production Auction February 4th, 2020

What is it?

The auction is an opportunity to showcase your company's products and services to Illinois pork producers, while supporting the pork industry. Each year IPPA holds the Pork Production Auction to raise non-checkoff revenue for programming areas in Illinois such as legislative activities, lobbying, communications, etc. In 2019, IPPA raised over \$39,000 at the event attended by key pork producers, legislators and allied industry reps.

How Does It Work?

Companies donate pork production related items such as: feed, equipment and pharmaceuticals (items/services producers would utilize in their operation). Companies are urged to donate gift certificates applicable for a wide range of products and services. Donations are also encouraged for non-production items such as gift baskets, trips and other unique items to increase the numbers of bidders.

Donations may be more than one item (\$250 minimum value for each item). **The total donation must be valued at \$750 or more to be included as an auction donor.** A list of items donated at last year's auction is enclosed for your reference. Items will be sold by an auctioneer on Tuesday, February 4th starting at 7 pm in the "Pork Central" area on the tradeshow floor. Certificates for the items are given to the buyer and the producer plans with the company for delivery of the items.

What do auction donors receive in return?

Companies donating \$750 or more worth of products and services will receive:

1. Prime Exhibit Space at the 2020 IL Pork Expo – Auction donors will have first chance of booth locations surrounding the "Pork Central" area of the trade show, where the auction will be held, as well as, the Legislative Reception. This area will also include refreshments and a place for attendees to relax and visit. This location will result in higher visibility for your company with more contacts to producers.
2. Recognition at the Expo – Auction donors will have a sign to display at their booth indicating they are an auction donor and will be recognized during the auction and throughout the Expo. A color power point slide featuring your company logo and/or your donated item will also be displayed in Pork Central during the trade show on Tuesday.
3. Advertisement to Producers – Auction donors will be included in the list of auction items mailed to IPPA members and highlighted on IPPA's website.

4. **How do I become involved?**

Return the enclosed auction reply form by **NOVEMBER 1, 2019** to secure your spot on the auction list and reserve a prime booth location at the 2019 IL Pork Expo.