



WORLD PORK EXPO 2022

IOWA STATE FAIRGROUNDS · DES MOINES, IA

Thank you for covering the 2022 World Pork Expo, brought to you by the National Pork Producers Council (NPPC). World Pork Expo — the world's largest pork-specific trade show — is an ideal opportunity to experience the latest in pork marketing and management, legislative updates, animal health, environmental topics and other issues affecting the industry.

PACKET CONTENTS

This media packet includes information to make it easier to report on the World Pork Expo. Inside you'll find a media events schedule, an official program, a pre-Expo news release, a list of NPPC officers and directors, and an Expo fact sheet. You'll find digital versions of many of these documents in the online Media Center at www.worldpork.org.

CREDENTIALS AND SECURITY

Members of the media must have credentials at all times during Expo. Security will be closely monitoring the Media Center during Expo hours. World Pork Expo media credentials are required for entry into press conferences and the media room.

PHOTOGRAPHY

You might see signs in various locations that restrict photography. When wearing media credentials, you may take photos, but please avoid taking pictures of proprietary equipment and products.

REMINDER: PRESS CONFERENCE HALL LOCATION

If you attended the World Pork Expo in 2021, you'll recall we moved press conferences to the FFA Display Building, located just west of the Walnut Center. During this year's show, we'll be using this Hall again for press conferences and a panel discussion. Follow posted signs or ask us to point you the right direction!

MEDIA CENTER

The Media Center is located in the Walnut Center on the fairgrounds. You are welcome to use the Media Center throughout Expo. The media room is equipped with wireless connectivity, telephone lines and a printer/copier. This is for working media only. Refreshments will be available throughout the day in the media room.

Media Center hours are:

Wednesday 6:30 a.m. to 5:30 p.m.
Thursday 6:30 a.m. to 5:30 p.m.
Friday 6:30 a.m. to 1 p.m.

INTERVIEWS

If you would like to schedule an interview during Expo about the trade show, please contact:

Johnna Decker, *Spinutech*: 563-451-4627
Marlys Miller, *Spinutech*: 608-334-1675

If you have any general NPPC inquiries during Expo, please contact: **Annemarie Pender**,
National Pork Producers Council: 202-427-5062

SOCIAL MEDIA

Join us in conversations about World Pork Expo and the pork industry on Instagram, Facebook and Twitter. We encourage you to use #WPX22 when talking about the World Pork Expo.

Instagram:

<https://www.instagram.com/worldporkexpo/>

Facebook: <https://www.facebook.com/WorldPorkExpo>

Twitter: <https://twitter.com/NPPCWXPX>

WORLDPORK.ORG

#WPX22

