

# WHAT TO DO AND THINGS TO SEE AT World Pork Expo 2023



FOR IMMEDIATE RELEASE

## The full calendar of events for this year's World Pork Expo is now available online.

**DES MOINES, IOWA, MAY 25, 2023** – The world's largest pork-specific trade show is back for its 35th anniversary in just under two weeks. The **World Pork Expo** returns to the Iowa State Fairgrounds in Des Moines, Iowa, June 7-9. Presented by the **National Pork Producers Council (NPPC)**, this year's Expo will give attendees a packed schedule of events, including an expansive tradeshow, educational seminars, and numerous networking events.

"World Pork Expo has always been about networking, education and innovation," said NPPC Board President Scott Hays. "As we celebrate 35 years of the show, whether you are a producer or a partner in the industry, World Pork Expo will continue offering opportunities to discover how to propel your businesses forward."

## Here's a look at what to expect from this year's Expo:

### Visit the Trade Show Spanning More than 300,000 Square Feet

With close to 700 vendor booths, the pork industry's newest and most innovative products will be on display for all three days of the event. To see the updated event schedule, visit the [trade show and activities page](#) of the World Pork Expo website. You can also view the [exhibitor list](#) and [trade show floor plans](#) online.

### Network With Other Industry Experts

Alongside the trade show, you'll find more than 50 hospitality tents conveniently situated on the fairgrounds plaza. Expo attendees can drop in and visit company representatives to learn about the latest innovations and developments. Leave enough time to take advantage of these valuable networking opportunities.

### Start Each Day Off Right

Expo attendees can grab breakfast at the McRig, courtesy of Lopez Foods, Fulton Market Group, and McDonald's, on June 7 and 8 from 8-10 a.m. to help fuel your day of learning and networking. The McRig will be located on Grand Avenue, west of the main entrance.



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## Attend Educational Sessions to Expand Your Industry Knowledge

Included with the cost of admission, attendees can take advantage of various **Business Seminars** and **Pork Academy sessions**. These offerings cover wide-ranging topics such as profitability, production processes, and more. These seminars provide valuable insights into many areas of the pork industry to help producers take their businesses to the next level.

## Grab Lunch at the Big Grill

All event attendees receive a complimentary pork lunch from the Big Grill each day! The Big Grill can be found west of the Jacobson Exhibition Center and will operate from 11 a.m. to 1 p.m. Wednesday-Friday.

## Final Online Registration Deadline Is June 1

Hurry! The online registration deadline is approaching quickly. Secure your spot at this event by registering online before June 1. Visit our website for the latest updates and details to plan your visit and find important information, including nearby hotels, maps and exhibitors.

## REMEMBER TO FOLLOW US ON TWITTER, FACEBOOK AND INSTAGRAM TOO!

Share your World Pork Expo experience using **#WPX23** and **#35YearsofWPX**.

*Stop by the Big Grill, where over 10,000 free pork lunches will be served over three days.*



*Attendees can enjoy the expansive trade show in both indoor and outdoor spaces throughout the fairgrounds.*



*The trade show is open for a total of 23 hours during the three-day event.*



## FOR MORE INFORMATION ON WORLD PORK EXPO, CONTACT:

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