

2024 WORLD PORK EXPO[®]

IOWA STATE FAIRGROUNDS
DES MOINES, IOWA



Thank you for covering the 2024 World Pork Expo, brought to you by the National Pork Producers Council (NPPC). This event provides an ideal opportunity to experience the latest in pork marketing and management, legislative updates, animal health, environmental topics and other issues affecting the industry.

Media Kit Contents

Our **digital media kit** includes information to make it easier to report on the World Pork Expo. You'll find a media events schedule, a pre-Expo What To Expect news release, a list of NPPC Board of Directors, a list of NPPC staff, and an Expo fact sheet.

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

Press Conferences will be held in the FFA Display Building, located just west of the Walnut Center. 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, and you are welcome to use the work space throughout the duration of Expo. The media room is equipped with wireless connectivity, standard supplies, 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: 7 a.m. to 6 p.m. **Thursday:** 7 a.m. to 6 p.m.

Interviews

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

Jean Kaul-Brown, *Spinutech*: 641-629-6206

Johnna Decker, *Spinutech*: 563-451-4627

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

Check out our **digital scheduler** to reserve time with NPPC subject matter experts.

Social Media

Join us in conversations about World Pork Expo and the pork industry on Instagram, Facebook and X (Formerly Twitter). We encourage you to use **#WPX24** when talking about the World Pork Expo.

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

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

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

LEARN MORE AT **WORLDPORK.ORG**

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