

2025 WORLD PORK EXPO®

IOWA STATE FAIRGROUNDS
DES MOINES, IOWA



Thank you for covering the 2025 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 your parking pass and media badge that you'll need for World Pork Expo. Before the show, please view our digital Media Kit in the online Media Center at www.worldpork.org for copies of a media events schedule, a pre-Expo news release, a list of NPPC officers and directors and a WPX by the numbers 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. Media personnel are to enter through Gate 9 at the Iowa State Fairgrounds. Name badges and parking permits are required to enter.



Photography

You may 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.



Media Center and Press Conference Hall

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 and a printer/copier. This is for working media only. Refreshments will be available throughout the day in the media room. **Please note that the Media wi-fi is not available outside of the Media Center, so we recommend bringing a hotspot with you if needed.**

Media Center hours are:

Wednesday, June 4: 7 a.m. to 6 p.m.

Thursday, June 5: 7 a.m. to 6 p.m.

Interviews

To schedule an interview about the trade show during Expo, please contact:

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

Taylor Boyenga, Spinutech: 641-856-7260

If you have policy inquiries for National Pork Producers Council during Expo, please contact:

Andy Curliss, NPPC: 919-810-7179

Betsy Rado, Bader Rutter: 219-765-7249

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 #WPX25 when posting about World Pork Expo.

LEARN MORE AT

WORLDPORK.ORG

BROUGHT TO YOU BY:

