



Joint Press Release

For Immediate Release

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FOOD AND BEVERAGE MEGA-EVENT EXCEEDS 300,000 SQUARE FEET

(MCLEAN, VA – March 24, 2015) The Food Processing Suppliers Association (FPSA), the International Dairy Foods Association (IDFA) and NürnbergMesse today announced that the show floor of the co-located PROCESS EXPO, International Dairy Show and InterBev Process has exceeded 300,000 net square feet and continues to grow. To date, over 800 exhibitors have signed up to exhibit at the Mega-Event taking place September 15-18, 2015 in Chicago's McCormick Place.

"We have experienced a strong surge in interest since the start of the year and are on pace to sell out of space," said David Seckman, President and CEO of FPSA. "Our exhibitors are optimistic and have reported that customers are increasing their capital spending this year, making this the perfect time to exhibit. In addition, we expect a record crowd at this year's show as a result of the extensive technological innovations present on all three show floors and an educational program that brings in experts from North America's top universities."

"We are thrilled with the continued growth of the show and exhibit sales are tracking well ahead of our 2013 event," said Neil Moran, senior vice president of IDFA. "With our additional Co-Packer and

Distribution and Supply Chain Pavilions on the Dairy Show floor, expanded education offerings and additional networking opportunities, this is going to be the most important dairy, food and beverage processing event of the year.”

“This is truly an exciting time for the world of InterBev! Since announcing the tri-location, interest has surged from both our domestic and international base,” said Jimmy Mouton, Managing Director of NuernbergMesse North America. “The exhibitors are taking notice. We are expecting record crowds to visit an amazing array of products and services for this event and with the surge in interest we are witnessing, the bar will certainly be raised.”

To register for one of the three co-located show, visit the joint [registration page](#).

Exhibit space sales for the 2015 International Dairy Show, PROCESS EXPO and InterBev Process are ongoing. For information regarding PROCESS EXPO, visit www.myprocessexpo.com to reserve space, contact FPSA Sales Director Grace Cular Yee at gyee@fpsa.org. For information regarding the International Dairy Show, visit www.dairyshow.com; to reserve space, contact International Dairy Show Sales Executive Katherine Madison at exhibit@dairyshow.com. And for information regarding InterBev Process, visit www.interbev.com/process; to reserve space contact Jessica Kent, Sales Manager at sales@interbev.com.

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ABOUT FPSA

The Food Processing Suppliers Association (FPSA) is a global trade association serving suppliers in the food and beverage industries. The Association's programs and services support member's success by providing assistance in marketing their products and services, overall improvement in key business practices and many opportunities to network among industry colleagues. Programs and services to achieve these objectives include PROCESS EXPO (industry leading trade show), electronic media marketing, education, market intelligence, research, and advocacy of critical industry issues such as food safety, sanitary design of equipment, and global trade. FPSA members are organized in vertical industry councils which focus on specific needs and concerns that are unique to each industry sector. FPSA councils currently represent the *Bakery, Beverage, Dairy, Prepared Foods and Meat sectors*.

ABOUT IDFA

The International Dairy Foods Association (IDFA), Washington, D.C., represents the nation's dairy manufacturing and marketing industries and their suppliers, with a membership of 550 companies representing a \$110-billion a year industry. IDFA is composed of three constituent organizations: the Milk Industry Foundation (MIF), the National Cheese Institute (NCI) and the International Ice Cream Association (IICA). IDFA's 200 dairy processing members run more than 600 plant operations, and range from large multi-national organizations to single-plant companies. Together they represent more than 85 percent of the milk, cultured products, cheese and frozen desserts produced and marketed in the United States. In addition, 335 Gold Business Partner and Business Partner member companies provide

processing equipment and supplies, packaging equipment and materials, ingredients and a wide variety of products and services to the dairy processing industry. Nearly 15 state and regional trade associations are also members of IDFA.

ABOUT NÜRNBERGMESSE GROUP

NürnbergMesse is one of the 15 largest exhibition companies in the world and among the Top Ten in Europe. The portfolio covers some 120 national and international exhibitions and congresses and approx. 40 sponsored pavilions at the Nürnberg location and worldwide. Every year, around 30,000 exhibitors (international share: 39 %) and up to 1.4 million visitors (international share of trade visitors: 22 %) participate in the own, partner and guest events of the NürnbergMesse Group, which is present with subsidiaries in China, North America, Brazil, Italy and now also India. The group also has a network of about 50 representatives operating in approx. 100 countries.