

equipment
automation
technology
show
for food & beverage

eats
formerly ProcessExpo

OCTOBER 28 - 30, 2025

MCCORMICK PLACE
CHICAGO, ILLINOIS USA

**RESERVE YOUR
SPACE TODAY**

**2025 EXHIBITOR
PROSPECTUS**



messe frankfurt



**A STRONG
LEGACY**




**A STRATEGIC
VISION**



**A NEW
IDENTITY**



The Evolution

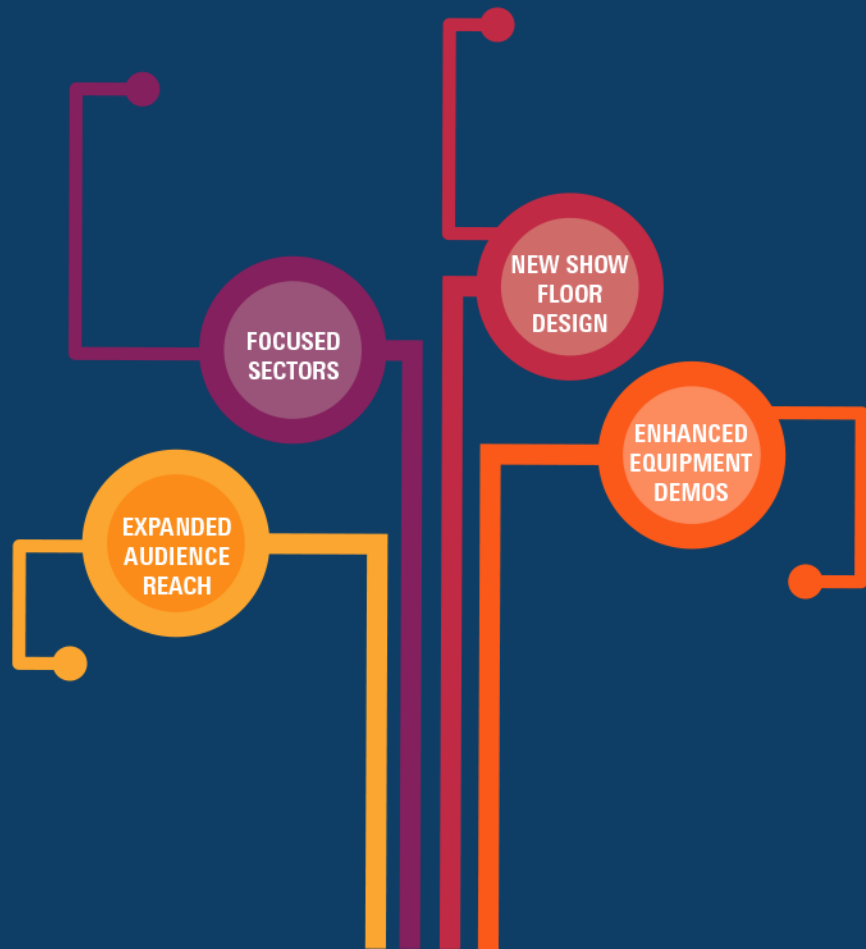


Formerly, Process Expo, **EATS – The Equipment, Automation and Technology Show for Food & Beverage**, presents a fresh identity and a modern vision, aiming to provide the ultimate platform elevating the machinery, products and services revolutionizing the industry. Beyond mere rebranding, this change marks a significant transformation. Drawing insights from Process Expo, we are crafting a cutting-edge event that ushers in a new era for the Food and Beverage industry. See what's new and get ready to join us on the journey — **We made a space just for you.**

YOU BELONG HERE

An assembly of premier equipment manufacturers and suppliers spanning the breadth of the food and beverage industry are poised to exhibit their cutting-edge solutions, empowering buyers to expedite, streamline, and ensure the safe and efficient creation and market launch of food and beverage products. **EATS**, formerly Process Expo is a proven, high-quality investment that yields exceptional value.

Your competition knows the value of EATS, make sure your brand is represented. Get ready to build brand awareness, generate leads, expand market share, and increase profits.



THE MARKET IS HERE

Your participation allows you access to not only processors serving convenience store chains and commissaries but also extends to meet the burgeoning demands of all levels. This includes small batch processing — guiding them in finding equipment, and supporting their journey to scale and grow their business.

EATS IS ABOUT PRECISION

Targeting by sector for both attendees and exhibitors alike.

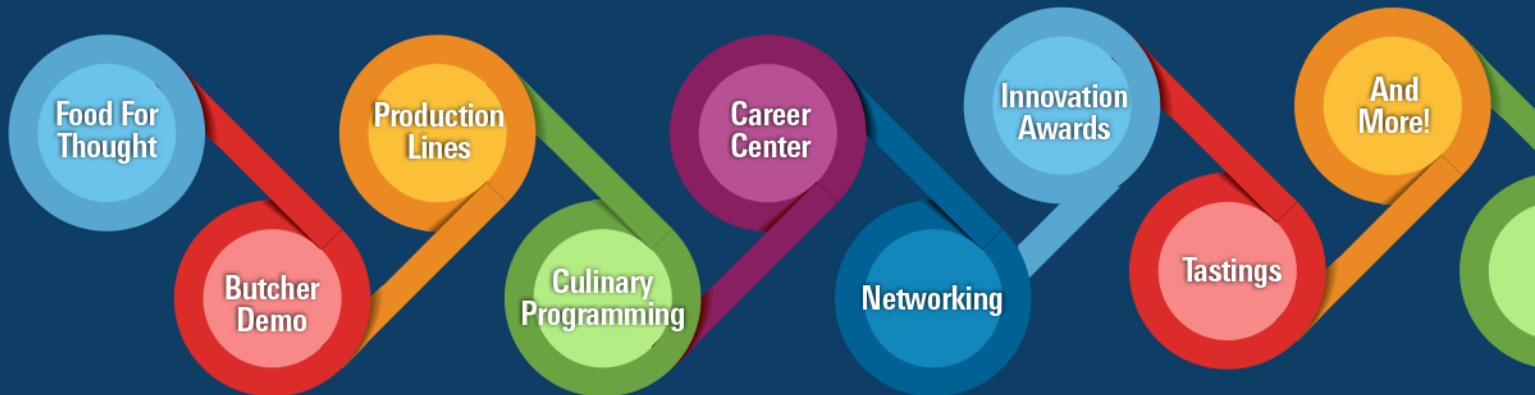
For attendees, this means a better-identified track at the show, walking through their zone of exhibitors, and enjoying more programming/features tailored for each sector.

For exhibitors, it strengthens a balanced audience, providing the right people at their booth and a variety of attendees across sectors — an opportunity for new business.



NEW EXPERIENCES

Our new stages and features captivate attention, ensuring lasting impressions for returning attendees. Exhibitors benefit from increased attendees and buyers, fostering connections and strategic investments in dynamic equipment demos for more revenue.



START INVESTING IN YOUR FUTURE

- **MEET THE BUYERS WHEN THEY ARE READY**
EATS aligns perfectly with budget cycles, making it the perfect time for investments and procurements.
- **GET PAST THE GATEKEEPERS**
Meet the influencers and decision-makers from companies that are typically beyond the reach of standard sales visits.
- **EXPAND YOUR REACH IN ONE SETTING**
Connect with buyers spanning all sectors of the dynamic food and beverage industry.

YOUR CUSTOMERS ARE HERE

Leading equipment suppliers across all sectors of the food industry will be on hand to showcase their solutions to help buyers more rapidly, efficiently, safely, and successfully create and bring food products to market and achieve real results. Representatives from diverse segments of this global food and beverage industry will converge at this event to devour the latest processing solutions.

LEADING COMPANIES IN ATTENDANCE

- Bar-S
- Blount Fine Foods
- Boar's Head
- Butterball
- Cargill
- Carl Buddig & Company
- Conagra
- Dietz & Watson, Inc.
- Eagle Family Foods Group
- Factor 75
- Ferrero
- Hormel Foods
- General Mills
- Grandpa Glenn's Pet Treats
- Home Run Inn Frozen Foods
- Impossible Foods
- Johnsonville Sausage
- Keurig/Dr. Pepper
- Kraft/Heinz
- Land O' Frost
- Mars/Wrigley
- McCain Foods
- Nestle
- OSI Group
- PepsiCo
- Red's All Natural
- Smithfield
- T. Marzetti
- Tyson Foods
- West Liberty Foods



Attendees from
60+
countries

Nearly
70%
of attendees
have buying
power

HIGH INTEREST AREAS AT EATS

Packaging Equipment & Accessories	57%
Foods & Beverage Preparation	51%
Mechanical Processing Equipment	45%
Processing Parts & Accessories	31%
Material Handling & Distribution	26%
Heat Processing Equipment	22%

PURCHASING TIME FRAME

An overwhelming 97% of the business leads generated at EATS lead to purchases within a span of two years.



Over two thirds of our attendees are looking to make purchasing decisions within a year.

EXHIBIT BOOTH RATES

- **FPSA Member:** \$31.50/sqft
- **Non-Member:** \$39.50/sqft
- **Drayage:** \$4/sqft
(Drayage is optional in booths under 200 sqft. Corner fees and administrative fees apply.)

Plan ahead and reserve your booth in 3 easy steps:

1. Determine your space needs and internal approvals
2. Scan the QR code at the right to review the floor plan and select your booth
3. Submit space application online



...YOU'RE IN!

EXHIBITOR BENEFITS

Exhibitors have exclusive access to further engage new customers by participating in onsite activities and special features like:

- Educational presentations & panel discussions
- Innovation Awards
- Production Lines
- Career Center
- Sponsorships
- Guest invites program
- ...and more!

SECURE YOUR SLICE OF SUCCESS!

CONTACT US



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