

news +++ Equipment, Automation and Technology Show

28 – 30 October 2025, Chicago, IL



The Protein Sector of EATS Strengthens Industry Presence in Key Partner Collaboration with IFFA

Atlanta, GA, May 7, 2024

The Equipment, Automation and Technology Show for Food & Beverage (EATS) is gaining additional support from another member of the Messe Frankfurt trade show family, IFFA – Technology for Meat and Alternative Proteins.

The [Equipment, Automation and Technology Show for Food & Beverage \(EATS\)](#), proudly announces their enhanced collaboration with [IFFA](#), the world's leading trade fair for innovations in process Technology for Meat and Alternative Proteins. The strategic decision between the two Messe Frankfurt events provides each with maximum exposure and a broader global reach. The protein sector at EATS will now be represented with the addition of the IFFA branding in all communications regarding the presentation of the Proteins sector.

“Our relationship with the Proteins Sector at EATS underscores the support and commitment to our brands beyond our borders, stated Kerstin Horaczek, Vice President, Technology Shows, Messe Frankfurt GmbH. As a leader in this sector, we are excited to leverage our platform in support of the wide array of innovations, cutting-edge technologies, and industry-leading solutions”.

EATS, scheduled to take place October 28 – 30, 2025 at McCormick Place Convention Center in Chicago, is set to attract industry leaders, professionals, and stakeholders from around the globe. Attendees at EATS can expect an interactive and immersive experience through live demonstrations, product displays, and networking opportunities to engage with leading suppliers and manufacturers.

Kristy Meade, Vice President, Technical Shows, Messe Frankfurt Inc., expressed enthusiasm about the collaboration, stating, "We are thrilled to be highlighting our relationship with IFFA. A perfect alignment, together we look forward to elevating the innovations in the industry, the outstanding platforms that support them and the community at large."

This edition, EATS is segmenting the show floor by sectors, to assist exhibitors are strategically positioned to attract the right audience. The Proteins Sector will host a variety

of demonstrations and interactive experiences in concert with the exhibit spaces, attracting more buyers and visitor groups to elevate their brand to the right market.

Exhibiting opportunities are still available. To see booth options, or learn more about the event, visit www.theeatsshow.com.

Links to sites:

<https://www.facebook.com/EATSShow>

<https://twitter.com/EATSformerlyPE>

<https://www.linkedin.com/company/eatsshow/>

https://www.instagram.com/eats_show/

<https://www.youtube.com/@EATSformerlyProcessExpo>

IFFA sites:

www.iffa.com/follow-iffa



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Background information on Messe Frankfurt

www.messefrankfurt.com/hintergrundinformationen

Sustainability at Messe Frankfurt

www.messefrankfurt.com/nachhaltigkeit-information

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www.messefrankfurt.com/hintergrundinformationen

IFFA

IFFA is the world's leading trade fair for innovations in process technology for meat and new proteins. It covers all stages: from production, processing and packaging to innovative ingredients and food trends at the point of sale.

www.iffa.com

Food Technologies Brand:

Messe Frankfurt is supporting the dynamic growth of the food industry with four trade fairs on four continents. The industry meets at the events in Argentina, Thailand, the USA and

Germany. The international trade fairs showcase trends and innovations and bring together experts from all over the world.

Find out more at: www.food-technologies.messefrankfurt.com