



THE GLOBAL
**PRODUCE
& FLORAL**
SHOW

2024 PROSPECTIVE EXHIBITOR GUIDE

#GPFS2024

ATLANTA, GA

CONVENTION:

October 17-19, 2024

EXPO: Friday - Saturday,
October 18 - 19, 2024

20,000 ATTENDEES | 1000+ EXHIBITORS | 60+ COUNTRIES

Connect with top decision makers from around the world at the industry's largest trade conference and exposition in the Western Hemisphere.

WHY EXHIBIT?

1. Establish contacts for profitable new opportunities
2. Raise your company's profile and stay top of mind with key buyers and industry leaders
3. Strengthen existing business relationships
4. Stay on top of ever-changing industry and consumer trends



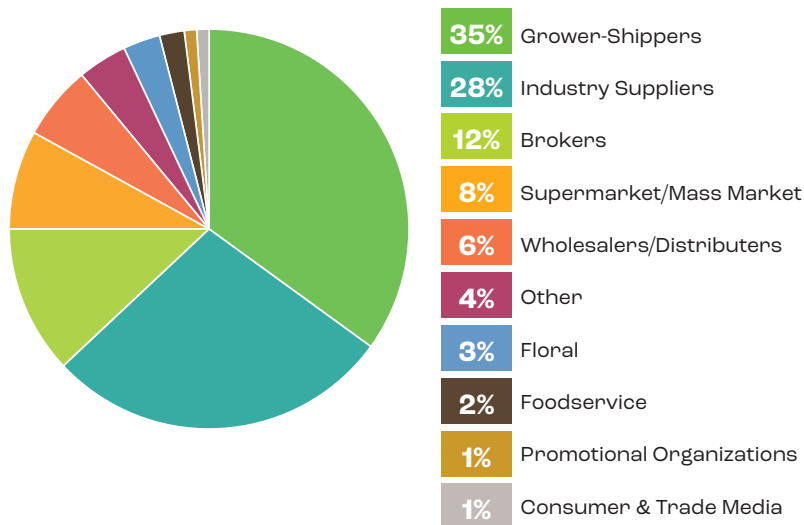
**OVER 5,000
DECISION-MAKERS
WITH BUYING POWER**

FIND INNOVATION

WHO ATTENDS?

The Global Produce & Floral Show is a magnet for produce and floral industry leaders and decision-makers all along the supply chain – including top buyers from the world's largest retail chains.

TOTAL ATTENDANCE BY BUSINESS TYPE



85% of attendees are top management personnel

81% of attendees directly influence the purchasing process

34% of retailers plan to buy products or services they see at the show

"I walk every aisle and every row of the expo floor every year, with one goal in mind: to find innovation. Whether I'm looking to experience what's new in the industry or looking to fulfill a specific need for my business, I know I'll leave the Global Produce & Floral Show floor with plenty of both."

PAUL KNEELAND

VP Fresh Operations, Gelson's Markets

"Equipment, food safety and technology are all very important segments of our business and the Global Produce & Floral Show offers ways for retailers to connect with suppliers and providers of these services."

SHAWN PEERY

National VP Produce, Albertsons Companies

BECOME AN EXHIBITOR TODAY

Showcase your products/services where YOUR buyers can easily find and connect with you:

- Complementary Items (hard goods/ancillary items such as beverages, salad dressings and toppings, nuts, dried fruit, etc.)
- First-Time Exhibitors
- Floral
- Produce
- Business Solutions
- Retail Solutions (software, equipment, food safety solutions, packaging, technology, etc.)

Learn more at: freshproduce.com/globalshow

ROI BEYOND MEASUREMENT

WHAT OTHER EXHIBITORS SAY

What makes The Global Produce & Floral Show a one-of-a-kind opportunity to grow your business? Connections. Connections to each other. Connections to new ideas. Connections to innovations.

BUYERS IN ATTENDANCE INCLUDE:



"I love how the show floor is segmented into Expo Marketplaces based on business types. This supports increased quality of foot traffic to our booth space, maximizes our visibility and increases our ROI!"

JERI ELSASSER
Creative Director, Trinity Fruit Company, Inc.

"The return on investment that participation in The Global Produce & Floral Show gives is beyond measurement. It is a not-to-be-missed event."

GLEN BEZANSON
Director of Sales, Greenhouse Produce Company, LLC

"The Global Produce & Floral Show will continue to be the epitome of where you come to get the best ideas, the most innovative products and the widest selection of products available."

DEBORA STEIER
Vice President of Floral, Albertsons Companies

EACH BOOTH INCLUDES:

- Access to an electronic, real-time attendee list available 24/7
- Two tickets to the Welcome Reception
- Listing in the Mobile App and online exhibitor directories
- Registration Credits to use towards badges for your booth personnel and customers
- 70% discount on All Access Passes for booth personnel
- Eligibility to purchase a shelf in the Fresh Ideas Showcase, a high traffic destination to highlight your innovative products and solutions, and the top place buyers go to see what's new
- Free delivery of perishable product from refrigerated storage to your booth each day
- Pipe, drape and identification sign for all in-line booths (carpet, electricity, furnishings, etc. not included)



2024 BOOTH PRICING

Member Rate

- US \$4,800 per 10x10

Non-Member Rate

- US \$9,600 per 10x10

FRESH IDEAS SHOWCASE

Member Rate

- US \$1,080

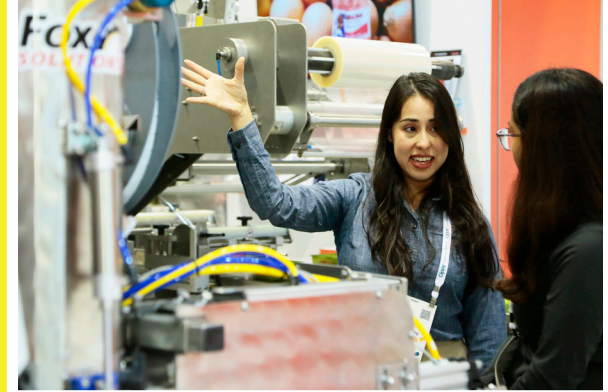
Non-Member Rate

- US \$2,160

2024 Booth Applications will open on February 7, 2024

For more information or to be added to the email list, contact:

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IFPA MEMBERS SAVE 50% ON THEIR EXHIBIT SPACE AND GAIN YEAR-ROUND BENEFITS!

Tap into IFPA's expertise 24 hours a day, 7 days a week, 365 days a year. Gain access to IFPA's Global Member Directory, an online listing of more than 53,000 contacts and 2,900 companies from across the supply chain and around the world, subject matter experts, research and information to help you make informed decisions and much more!