



## NEWS RELEASE

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# United Fresh 2016 Convention & Expo Named One Of Trade Show Executive's Fastest 50

*One of the 50 Fastest Growing Shows by Total Attendance*

WASHINGTON, D.C. (February 7, 2017) – This January, *Trade Show Executive (TSE)* announced their list of the 50 fastest-growing shows held in the United States during the previous year. Fifty winners were selected based on the percentage of growth in each of the following categories: net square feet, number of exhibiting companies, and number of attendees. United Fresh's 2016 Expo has received the honor of one of the 50 fastest growing shows in the category of number of attendees.

"We're elated and honored to receive this recognition," said United Fresh's Vice President of Convention & Industry Collaboration John Toner. "Being named one of the 50 fastest growing shows validates the work we do throughout the year to ensure that all parties in the industry are in attendance in Chicago each June. It's imperative to the success of the industry and the event that the right exhibitors, buyers and influencers come together annually. Steady positive growth means we're attracting the right people – and a lot of them!"

In addition to this recognition, United Fresh is now eligible to receive the Fast 50 Grant Award, which is named to one of the 50 fastest growing shows in the category of number of attendees. The Fast 50 Grant Award will be announced at the *Fastest 50 Awards & Summit* award ceremony, saluting the leaders of the fastest-growing trade shows worldwide, April 19-21 in Chicago.

Registration for United Fresh's 2017 event is now open. Building on the success of last year's event, United Fresh has branded the trade show floor into two strategic destinations: **FreshTEC Expo** and **FreshMKT Expo**. Once again co-located with the Global Cold Chain Expo and the International Floriculture Expo, both FreshTEC and FreshMKT will host their own conferences on June 13, the day before the trade show floor opens. Book-ending the trade show is this year's Opening Party, co-hosted with the Global Cold Chain Expo at the Shedd Aquarium, with the Retail-Foodservice Celebration Dinner on June 15 as the grand finale to the week of produce innovation. To ensure the best value, register for an All Access Package and gain unlimited exposure to the FreshTEC and FreshMKT Expos & Conferences, ensure access to all four trade shows and take part in all education and networking opportunities. Explore these details, register for the event, and more by visiting [www.unitedfreshshow.org](http://www.unitedfreshshow.org).

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### About United Fresh Produce Association

Founded in 1904, the **United Fresh Produce Association** brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh-cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. Through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption.