Exhibitor Storm Surge Training Program Added To BrandStorm 2020

Half-day program will address workable, critical exhibiting success factors

WASHINGTON, D.C. (October 22, 2019) – Jefferson Davis, President of Competitive Edge, an exhibitor education, consulting and training firm, will present and facilitate the new Exhibitor Storm Surge program on Monday, February 10 during BrandStorm™ 2020 in Austin, TX. A consultant, trainer, speaker, and author with 33 years exhibiting experience, Davis has been involved in the execution of over 200 tradeshows.

“Exhibiting represents a significant investment of human and financial capital,” said John Toner, Vice President of Convention & Industry Collaboration, United Fresh. “When executed properly, your exhibiting program should deliver measurable value beyond cost. We’re excited to offer exhibiting education through the new Exhibitor Storm Surge, supporting business growth across the fresh produce supply chain.”

In 1988, Davis began researching how to make tradeshows more productive and profitable. In 1991, he launched Competitive Edge providing exhibitors with consulting and training services to help improve exhibiting productivity and ROI. His clients have generated over $800M in combined exhibiting results.

During the new Exhibitor Storm Surge – an optional program for BrandStorm registrants taking place on Monday, February 10 – attendees will spend the afternoon participating in this hands-on training designed to address critical exhibiting success factors and ways to improve their tradeshow performance and results. Hear from a panel of United Fresh Convention & Expo exhibitors and learn their strategies for success, followed by a panel of United Fresh attendees who will share their buyer-approach to attending trade shows.

At the conclusion of the Exhibitor Storm Surge, attendees will join all other BrandStorm registrants for the event’s Welcome Reception.

United Fresh’s fifth annual BrandStorm, February 10-12, 2020, will take place in Austin, TX. Held at the University of Texas at Austin’s AT&T Hotel and Conference Center, the event boasts the only annual opportunity for produce marketers to gather to dive into marketing education, idea-sharing and innovative dialogue with peers and colleagues alike.

Participation in the Exhibitor Storm Surge is free for United Fresh 2020 Convention & Expo exhibiting companies. Non-exhibitors can attend for an additional $95. All participants must be registered for BrandStorm to attend. Attendees can register here: www.unitedfreshbrandstorm.org.
United Fresh 2020 Conference & Expo exhibiting companies also can send a first-time BrandStorm attendee for free as part of the 2020 Exhibitor Value Package. Take advantage of this opportunity by contacting Tressie Tillar, United Fresh’s Director of Convention Services at 202-303-3414.

For more information about BrandStorm education, registration or to sponsor at the event, contact Mary Coppola, United Fresh’s Vice President, Marketing & Communications at 202-303-3425.

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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. For more information, visit www.unitedfresh.org or call 202-303-3400.