



CONVENTION:
October 16 - 18

EXPO: Friday - Saturday,
October 17 - 18

#GPFS2025

2025 EXHIBITOR PROSPECTUS

ANAHEIM, CA

21,000 ATTENDEES | 1000+ EXHIBITORS | 60+ COUNTRIES

Connect with top decision makers from around the world and throughout the supply chain at the industry's largest trade conference and expo 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

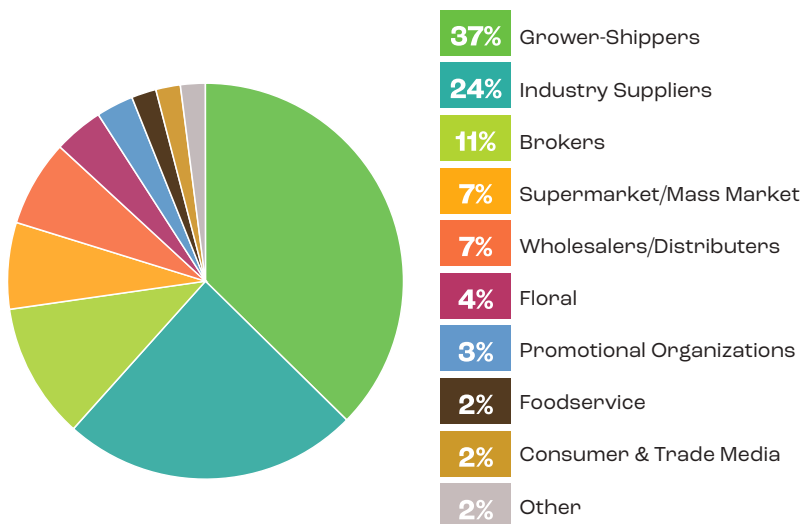


**OVER 5,000
DECISION-MAKERS
WITH BUYING POWER**

CONNECT WHERE IT COUNTS

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.



35% of attendees are senior level decision makers

82% of attendees directly influence the purchasing process

36% of attendees plan to buy products or services they see at the show

INCLUDES

- Brokers & business services
- Food safety solutions
- Packaging materials & equipment
- Processing equipment
- Science & technology
- Supply chain logistics/equipment
- Training & talent
- Trade development

“I walk every aisle and every row of the expo floor every year, with one goal in mind: to find innovation.”

PAUL KNEELAND

VP Fresh Operations, Gelson's Markets

BECOME AN EXHIBITOR

A segmented show floor allows your buyers to quickly and easily locate your products and solutions.

- 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.)

Your customers are here to do business, and you should be too.

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.

RETAIL BUYERS IN ATTENDANCE INCLUDE:



SOLUTIONS BUYERS IN ATTENDANCE INCLUDE:



MAXIMIZE YOUR IMPACT

EACH BOOTH INCLUDES:

- Access to the real-time attendee list
- 2 tickets to the Welcoming Reception
- Online and mobile directory listing
- Registration credits for yourself and your customers
- Discounted All Access registrations
- And more



SCAN FOR MORE
INFORMATION



2025 BOOTH PRICING

Member Rate

- US \$5,000 per 10x10

Non-Member Rate

- US \$10,000 per 10x10

FRESH IDEAS SHOWCASE

Member Rate

- US \$1,080

Non-Member Rate

- US \$2,160

2025 Booth Applications will open on February 11, 2025



CONTACT US TO DISCUSS EXHIBITING, ADVERTISING, AND OTHER OPPORTUNITIES:

Erin Hutchison

202-303-3422

ehutchison@freshproduce.com



**SCAN FOR MORE
INFORMATION**

IFPA MEMBERS SAVE 50% ON 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!