



# SHOWCASE YOUR BRAND

Sponsorship & Advertising Opportunities



# WE'RE HERE TO HELP!



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# GENERAL SESSIONS

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**Wednesday Afternoon Lunch, October 14, 2026**

Two of Five Co-sponsorships: ~~\$26,500~~ **\$21,000** (US\$) each

**Thursday Morning Breakfast, October 15, 2026**

One of Five Co-sponsorships: ~~\$27,500~~ **\$20,000** (US\$) each

## Benefits include:

- Company logo, with IFPA branding, featured:
  - On signage at the entrance to the venue
  - Within the room throughout the session
- ~~Product incorporation in buffet in General Session room~~  
(~~exclusivity to a specific product category is not guaranteed~~)
  - ~~Recipe utilizing one of your products can be incorporated into menu~~
  - Product display if applicable
- Opportunity to show a 90 second welcoming video during session
- Reserved seating for up to 12 + early entry if confirmed in advance
- Two tickets to Retailer/Sponsor VIP Reception



# GENERAL SESSIONS

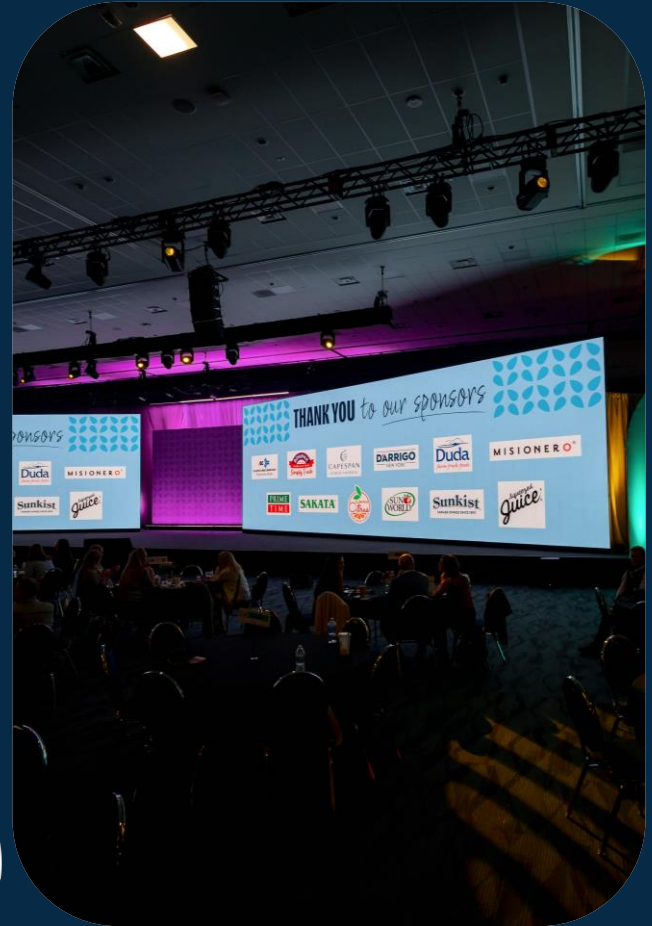
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## Women's Fresh Perspectives Presenting Sponsor

Two of 12 Co-sponsorships: **\$13,000** (US\$) each

Benefits include:

- Company logo on signage to be displayed at the program entrance
- Acknowledgement of sponsors during the welcome remarks to program attendees
- Company logo and/or name in IFPA materials and communications to program attendees, where appropriate
- Company logo displayed on the IFPA program website
- Six (6) complimentary tickets for the breakfast with reserved seating if confirmed in advance
- Two tickets to Retailer/Sponsor VIP Reception



# EDUCATION & CONTENT

**Education Festival, October 14, 2026**

Four of Six Co-sponsorships: **\$5,000 (US\$)** each

Benefits include:

- Company logo, with IFPA branding, featured:
  - On signage at the entrance to the venue
  - Within the room throughout the session
  - On Festival schedule on Mobile app
- Opportunity to distribute a paperless promotional item on the chairs

**X-Change on the Show Floor, October 15-16, 2026**

Two of Five Co-sponsorships: **\$5,000 (US\$)** each

Benefits include:

- Company logo, with IFPA branding, featured on hanging banner and signage in X-Change area
- Opportunity to provide a paperless promotional item that will be available in the X-Change area
  - Sponsor is responsible for stocking and restocking items as needed. Products are subject to IFPA approval



# BUILD YOUR BRAND IN LOBBY SPACE

## Activation Station

October 14-16, 2026

Five of Ten Opportunities: **\$7,500** (US\$) each

- 10 x 10 spaces located inside the convention center in C lobby
- Use of the space for activation Wednesday - Friday from 8:00am-5:00pm
- Tuesday afternoon unload and set up from 2-6pm or Wednesday from 6-8am
- Electricity included

*\* This opportunity is only available to 2026 Exhibitors*

## Product Sampling Station\*

October 14-16, 2026

Two of Five Opportunities: **\$13,000** (US\$) each

- Located in a highly trafficked area on Wednesday-Friday, 9:00am-5:00pm
- Sponsor is responsible for stocking and restocking products as needed
  - Products are subject to IFPA approval
- Opportunity to have up to two company members staff the sampling station
- Opportunity to provide one (1) Point-of-Service display or pop-up banner
  - Additional product branding subject to IFPA approval
- Full color company logo with IFPA branding, featured on signage by the sampling station
- Two tickets to Retailer/Sponsor VIP Reception

*\*This opportunity is only available to 2026 Exhibitors*



# BUILD YOUR BRAND IN LOBBY SPACE

## Show Locators

One of Three Co-sponsorships: **\$6,500 (US\$)** each

- Full color company logo with IFPA branding, featured on locators
  - Placed in key locations throughout the Expo floor and Convention Center
  - The homepage of each touch screen station

## Selfie Station

Exclusive Opportunity: **\$13,000 (US\$)** each

- Selfie station signage will have your branding and show branding
- Opportunity to display a pull-up banner for extra branding
- Open Wednesday, 8am-2pm and Thursday & Friday from 8am-3pm
- From the stand, guests can immediately share photos to all their social media platforms
- Personalized social media filter with your brand and show brand
- Two tickets to Retailer/Sponsor VIP Reception

## Lobby Greeter

Three of Four Opportunities: **\$6,000 (US\$)** each

- Sponsor can have 2 people in public space handing out something to drive traffic to their booth, mascots are allowed
- Hours are 10am-5pm, Thursday & Friday



# INFO DESK

## Info Desk Sampling\*

October 14-16, 2026

One of Two Co-Sponsorships: **\$7,500** (US\$) each

- Company logo, with IFPA branding, prominently featured on both information desks located in key area of the Convention Center
- Opportunity\* to provide whole and/or packaged edible product that will be available to attendees
  - Products are subject to IFPA approval

*\*This sponsorship is only available for sale to 2026 exhibitors and is not available for refrigerated or perishable product*

## Promotional Item

October 14-16, 2026

Two of Three Exclusive Sponsorships: **\$8,000** (US\$)

Company logo (one-color), with IFPA branding, printed on the item you pick

- Distributed at the IFPA Information Desk



# SHOW FLOOR

## Relaxation Lounge Sponsor

Exclusive Sponsorship: **\$15,000** (US\$)

- Located on show floor and will be open Thursday and Friday from 10am-4pm
- Opportunity to bring one (1) standard sized pull-up banner to place in the lounge
- Company logo to be featured on:
  - A pre-event email promoting the Relaxation lounge
  - Signage displayed at the Relaxation lounge

## Exhibitor Gift Drop Sponsor

Limited Co-Sponsorships: **\$6,000** (US\$) each for 50 gifts

Limited Co-Sponsorships: **\$12,000** (US\$) each for 100 gifts

- Company logo featured on an item distributed to the exhibitor booths of your choice
  - May not contain advertising message or call to action
  - Item to be decided on by sponsor and IFPA staff; examples: Expo Survival Kit, First Aid Kit, Energy Kit, Mocktail Kit, etc.
- IFPA will supply a gift tag on each gift and deliver to the chosen exhibitors



# MOBILE ADVERTISEMENTS

## SHUTTLE BUS - Side of the Bus

October 14-16, 2026

One of Two Co-sponsorships: **\$20,000** (US\$) each

Benefits include:

- Company promotion featured on the 2' x 17' sign wrapped on the outside of the passenger side of the bus
- Opportunity to show a video to the riders on at least 50% of the buses
- Company logo, with IFPA branding, featured on:
  - Bus schedules
  - Signage at the Convention Center
  - Signage in the participating hotels
- Three tickets to Retailer/Sponsor VIP Reception

## ADVERTISING TRUCKS

Two of Three Opportunities: **\$15,000** (US\$) each

Benefits include:

- 8 hours on Thursday & Friday, October 15-16



# IMPACTS THAT LAST

## Retailer Welcome Gift

Two of Six Opportunities: **\$10,000** (US\$) each

Benefits include:

- Each company will provide a gift to be distributed to 250 retailers rooms at the hotels (including the Hilton, Hyatt, Rosen Centre and Rosen Plaza)
- Gifts to be approved by IFPA and will be distributed in one gift bag with all other gifts

## Branded Tower #15 - Outside of Hall C/D

October 14-16, 2026

One of Twelve Opportunities: **\$10,000**



## Mobile Event App

September 30, 2026 - December 31, 2026

Four of Five opportunities: **\$7,000** (US\$) each

Benefits include:

- Rotating banner ad on the main page of the app subject to IFPA approval
  - Will rotate once every 30 seconds
  - Banner Ad linked to a URL landing page of your choice, subject to IFPA approval
- Opportunity to submit one alert that will be sent to all app users on your choice of day (Wednesday-Friday of The Global Produce & Floral Show) subject to IFPA approval and availability

# CELEBRATIONS

## Advocacy & Food Safety Reception

October 15, 2026

Four of Five Co-sponsorships: **\$5,000** (US\$) each

Benefits include:

- Company logo, with IFPA branding, featured on:
  - Signage at the entrance
  - Cocktail Napkins at the event
- Opportunity to distribute a paperless promotional item at this event
- Opportunity to bring one (1) standard sized pop-up banner to be placed in the room



# CELEBRATIONS

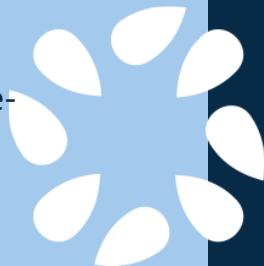
## Floral Networking Reception

October 15, 2026

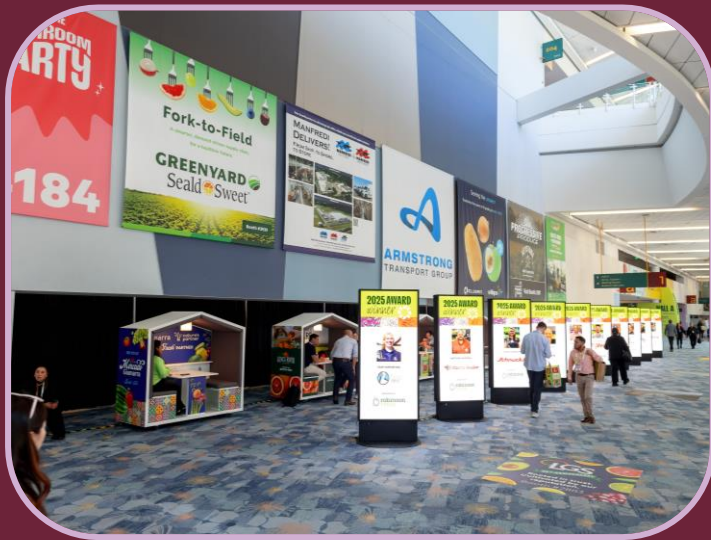
Five of Eight Co-sponsorships: **\$5,000** (US\$) each

Benefits include:

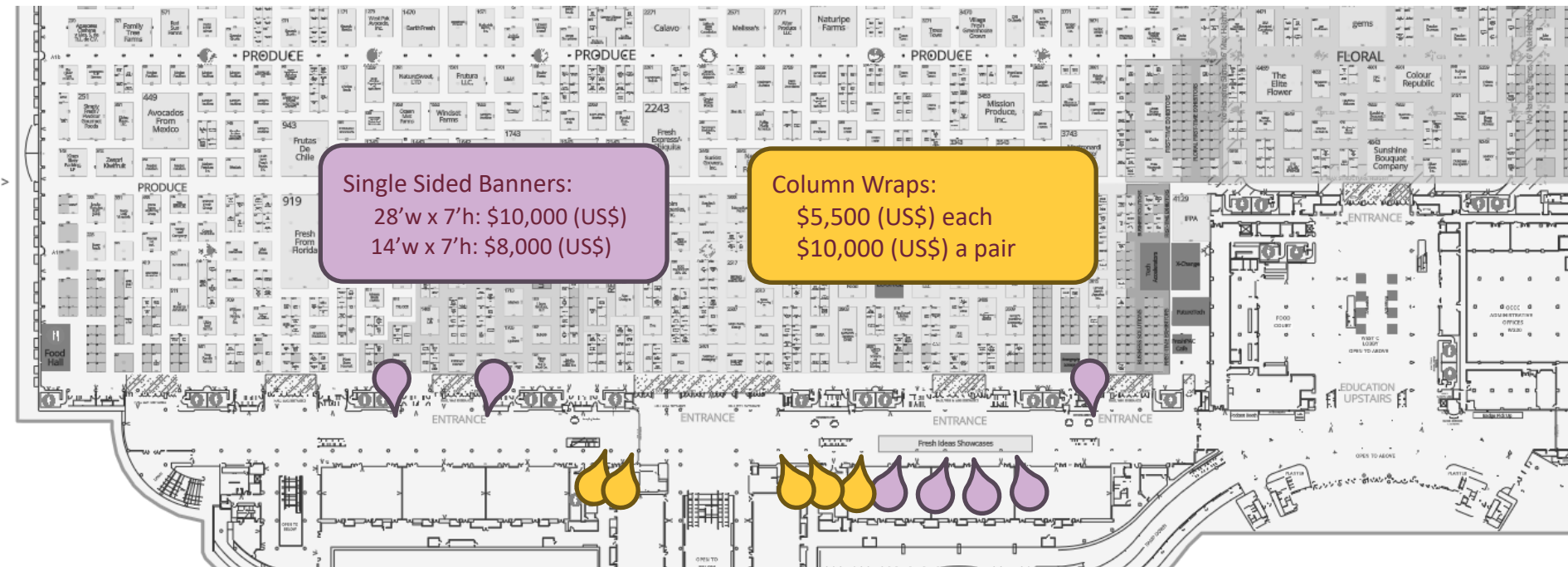
- Company logo, with IFPA branding, featured on:
  - Signage at the entrance
  - Cocktail Napkins at the event
- Product incorporation into the decor, in coordination with the other sponsors if possible
- Opportunity to distribute a paperless promotional item at this event
- Opportunity to bring one (1) standard sized pop-up banner to be placed in the room
- 2 Tickets to the VIP Reception
- Opportunity to provide one (1) centerpiece on a free-standing pedestal (56"H x 10.5"W x 10.5"D) to be placed as a grouping in the convention center lobby space with logo in display



# CONVENTION CENTER BANNERS



## CONVENTION CENTER BANNER LOCATIONS

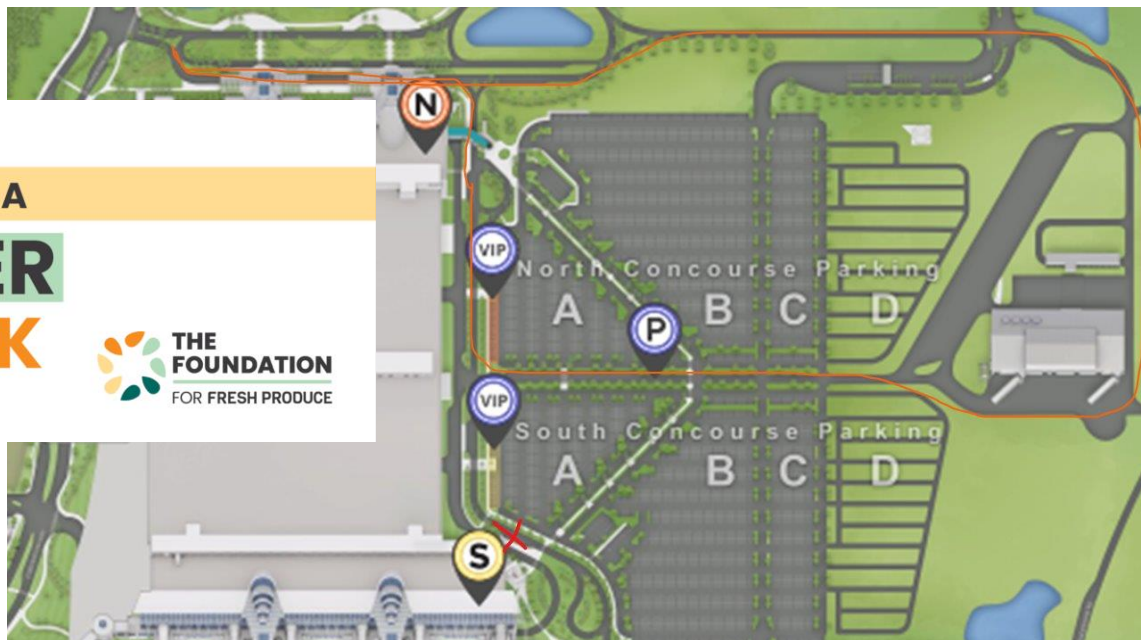




# RACE FOR A HEALTHIER WORLD 5K



Located on the grounds of the  
North Building at the OCCC



# RACE FOR A HEALTHIER WORLD 5K

## Champion Sponsor

Thursday, October 15, 2026

One of Six (6) Co-sponsorships: **\$8,000** (US\$) each

Benefits include:

- Opportunity to provide a non-edible/paperless promotional item in the race bag distributed to race participants
  - Item may not include advertising message or call to action
  - Item must be approved by and delivered to IFPA by September 8
- Logo and/or name recognition on all emails that go out about the event and on social media
- Champion Sponsor recognition during the opening remarks

## Support Sponsor

Thursday, October 15, 2026

Unlimited Co-sponsorships: **\$1,500** (US\$) each

Benefits include:

- Recognition of company name to be displayed on the back of the race t-shirt distributed to race participants



# RACE FOR A HEALTHIER WORLD 5K

## Giveaway Sponsor

Thursday, October 15, 2026

One of Four Co-Sponsorships: **\$3,000** (US\$) each

Benefits include:

- Opportunity to provide Giveaway item distributed in the race bag and given to race participants
  - Item may not include advertising message or call to action
  - Item must be approved by and delivered to IFPA by September 8

## Post-Race Refreshment Sponsor

Thursday, October 15, 2026

Two of Eight Co-sponsorships: **\$4,500** (US\$) each

Benefits include:

- Opportunity to provide post-race snack as part of the refreshment table for the race participants
  - Product needs to be single serve prepackaged or whole fruit
  - Product is supplied by the Sponsor and delivery arrangements made with IFPA staff and will not be refrigerated during the race
- Company logo with FFP branding featured on
  - Signage near refreshment area
  - Reusable bag at the refreshment area
- Opportunity to have company representative distribute refreshments to race participants



# RETAIL DIETITIAN IMMERSION EVENT

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Hosted by The Foundation for Fresh Produce

As part of The Foundation for Fresh Produce's commitment to growing a healthier world through **fruits and vegetables**, we **connect** health and nutrition professionals with the produce industry to build meaningful partnerships that **drive consumption at key consumer decision points**.

Retail is a critical point of influence, where consumers make real-time food choices. **Retail dietitians help translate nutrition, trends, and innovation into guidance that inspires purchase and consumption.** By connecting with our network of 20+ leading retail dietitians, organizations can build meaningful partnerships and gain insights to drive marketing decisions and consumer campaigns that **influence shopper behavior and increase consumption.**



# RETAIL RD BOOTH VISITS

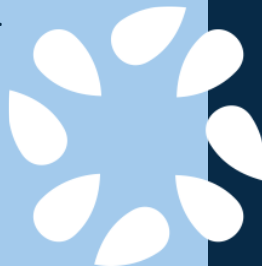
## 10-minute Booth Visits

One Available: \$5,000 (US\$)

Pre-scheduled 10-min booth visits with Retail Dietitians to share content, insights, and turnkey resources as well as facilitate insight gathering from them.

Package Perks include:

- Distribute educational content, resources, and/or turnkey tools to support retail well beyond the conference.
- Enhance the experience with swag and/or giveaways.
- (2) Sponsor Registrations to attend the Welcome Reception.
- Receive Retail RD Networking Guide with bios and contact information, plus introductions during an exclusive Pre-Event Sponsor Webinar.
- Company/Brand Recognition before, during, and after the event.



# PRIVATE RETAIL RD EXPERIENCES

## Private Retail RD Networking Dinner

Exclusive Sponsorship: **\$20,000** (US\$)

An exclusive 2-hour meal in a private room (if available) at a local restaurant to make memories and enjoy intimate networking with hosted retail dietitians.

### Package Perks include:

- Feature up to one (1) product or commodity in the menu.
- Conduct intimate conversations and gather focus-group style insights for your next marketing campaign or consumer-facing initiative.
- Distribute educational content, resources, and/or turnkey tools to support retail well beyond the conference.
- Enhance the experience with swag and/or giveaways.
- Welcome RD's before your special night in a pre-event invitation distributed by the FFP team.
- (2) Sponsor Registrations to attend the Welcome Reception.
- Receive Retail RD Networking Guide with bios and contact information, plus introductions during an exclusive Pre-Event Sponsor Webinar.
- Company/Brand Recognition before, during, and after the event.

## Welcome Reception Tasting Station

Two Co-Sponsorships: **\$7,500** (US\$) each

Help us welcome our RD's like royalty with your product and messaging at the center of this high-engagement reception-style networking party.

- Opportunity to incorporate one product in a creative and inspirational way during the networking reception.
  - Recipe utilizing one of your products can be incorporated.
  - Product or POS package displayed if applicable.
- Option to include branded napkins or recipe cards
- (2) Sponsor Registrations to attend the Welcome Reception.
- Company/Brand Recognition before, during, and after the event, including on-site table signage.
- Receive Retail RD Networking Guide with bios and contact information, plus introductions during an exclusive Pre-Event Sponsor Webinar.

## Welcome Refreshment Bar

Two Co-Sponsorships: **\$3,000** (US\$) each

- Opportunity to introduce your pre-packaged snack or beverage to RD's alongside registration after a day of travel.
- Company/Brand Recognition before, during, and after the event.



# PRIVATE RETAIL RD EXPERIENCES

**Exclusive Tasting Experience**, Tuesday, October 13, 2026

Exclusive Sponsorship: **\$12,500** (US\$) each

An exclusive 45min tasting experience with Retail Dietitians at the host hotel. Showcase your product and/or commodity in up to two recipes and walk attendees through what makes your product unique and how to incorporate it in a creative way that will inspire consumers.

## Package Perks include:

- Opportunity to incorporate product or commodity into the exclusive tasting experience.
  - Product or POS package displayed if applicable.
- Distribute informational pieces, recipe cards, and/or branded swag.
- (2) Sponsor Registrations to attend the Welcome Reception.
- Receive Retail RD Networking Guide with bios and contact information, plus introductions during exclusive Pre-Event Sponsor Webinar.
- Company/Brand Recognition before, during, and after the conference.

# BRANDING SPONSORSHIPS

- In-Room Retail RD Gift Delivery | \$1,500 (US\$) each
- Branded Swag Giveaway | \$1,000 (US\$) each
- Retail Dietitian Immersion Event: Wi-Fi | \$1,500 (US\$)



# HOTEL ADVERTISING



# ROSEN PLAZA HOTEL

- Pillars in Lobby
  - 2 opportunities each with 2 pillars
  - **\$9,000 per opportunity**
- Grand Staircase, **\$6,000**
  - Glass Clings 6 doors
- Skybridge Signs toward Rosen Plaza
  - 17 inserts
  - **\$8,000**



# ROSEN CENTRE HOTEL

- **Front Entrance Glass Windows**
  - Left side-4 clings, \$8,500
  - Right side-4 clings, \$8,500
  - Top Glass-4 cling, \$8,500
- **Elevator on 2<sup>nd</sup> Floor**
  - Single elevator with 2 clings , \$5,000
- **Stairs going to Skybridge , \$7,000**
- **Skybridge Signs**
  - 11 towards Rosen Centre, \$7,000



# HILTON HOTEL

- **Front Desk**
  - 4 clings, \$6,500
- **Shuttle Drop Off Header**
  - 1 cling, \$7,500
- **Shuttle Drop Off Columns**
  - 2 opportunities with 2 columns each
  - 8 ft wrap, \$7,500 per opportunity



# HYATT HOTEL

- **Lobby mezzanine glass, single sided**
  - 1 of 3 opportunities each with 10 cling
  - **\$10,000 per opportunity**
- **Lobby Column Wraps**
  - 1 of 2 opportunities, 2 columns each
  - **\$9,000 per opportunity**
- **Market Hallway Columns**
  - 8 columns each with 2 clings
  - **\$5,000 per column**

