

THE GLOBAL
**PRODUCE
& FLORAL**
SHOW

Atlanta, GA, USA

CONVENTION:
October 20–22, 2027

EXPO:
Thursday–Friday,
October 21–22

WHERE FRESH BUSINESS HAPPENS

Be seen where it matters most!



20,000
industry
professionals

1,100+
exhibitors

70+
countries

5,000+
decision
makers



ONE STOP TO TRANSFORM YOUR SUPPLY CHAIN

including top buyers from leading retailers, foodservice operators, and floral distributors. More than a trade show—it's a global marketplace. A launchpad for new products. A hub for strategic partnerships.

The Global Produce & Floral Show is the premier fresh produce and floral event, uniting the entire supply chain under one roof. **With more than 20,000 attendees from over 70 countries,** this is where business gets done, ideas are exchanged, and innovation takes center stage.

From growers and suppliers to technology providers and service partners, exhibitors gain unmatched access to 5,000+ decision-makers,

If you're looking to grow your brand, expand your reach, and connect where it counts - this is your moment.



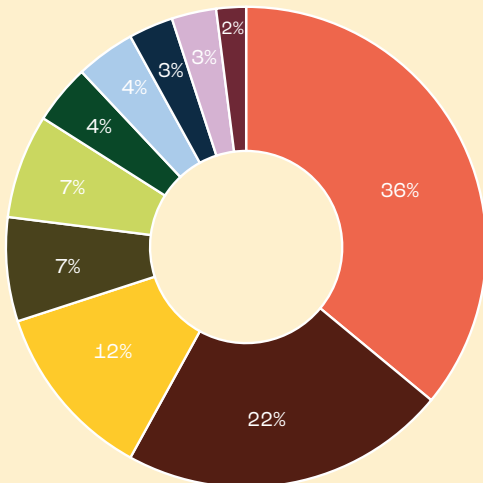
80%
OF ATTENDEES
DIRECTLY INFLUENCE THE
PURCHASING PROCESS



33%
OF ATTENDEES
ARE FINAL PURCHASE
DECISION MAKERS

WHO YOU'LL MEET: FROM SEED TO SHELF AND BEYOND

Attendees come to **discover, connect, and source**—and more than half are here specifically to find cutting-edge products and services. This high-energy, game-changing event fast-tracks purchasing decisions and sparks lasting business connections.



RETAIL BUYERS IN ATTENDANCE INCLUDE:



SOLUTIONS BUYERS IN ATTENDANCE INCLUDE:



FROM BOOTH TO BUZZ SHOWCASE YOUR BRAND WHERE IT MATTERS

CONNECT WITH THE PEOPLE DRIVING THE INDUSTRY FORWARD:

-  Retail buyers & category managers from global chains and independents
-  Growers, shippers & processors representing every major region
-  Importers, exporters & distributors seeking new partnerships
-  Packaging, logistics & tech professionals driving innovation
-  Foodservice leaders sourcing fresh ideas
-  Government & advocacy groups focused on sustainability and safety
-  Media & influencers amplifying the voice of fresh



TIMING IS EVERYTHING

First-time exhibitor? This is your time to stand out, make connections, and accelerate your growth.

- **Prime Visibility:** Dedicated First-Time Exhibitor Pavilions are a magnet for retail buyers.
- **80% of retailers make a point to visit the pavilion**
- **46% spend more than 2 hours here**



OUR SEGMENTED SHOW FLOOR HELPS BUYERS FIND YOUR SOLUTIONS FASTER

RETAIL SOLUTIONS

- Merchandising solutions
- Signage/decor
- Retail technologies
- Other solutions sold directly to retail

INNOVATION HUB

- First-Time Exhibitor Pavilions
- FutureTECH Pavilions
- TECH Accelerators
- AgTech Lounge
- X-Change Sessions

PRODUCE

- Fruits & vegetables
- Wholesale, foodservice and specialty produce distributors

COMPLEMENTARY ITEMS

- Items sold along side whole fruits and vegetables
- Includes: nuts, juices/beverages, dressings, tips, dried fruit, produce wash, etc.

FLORAL

- All floral related products and services

BUSINESS SOLUTIONS

- Packaging Equipment & Materials
- Processing Equipment
- Supply Chain Logistics, Transportation & Equipment
- Food Safety Solutions
- Automation
- Software
- Science & Technology
- Media
- Trade Development
- Training & Talent
- Brokers & Business Services

WHAT EXHIBITORS SAY

“As a long-time participant, I can confidently say: no other event brings together the global floral industry and supply chain at this scale.

This show is where real business happens and where floral companies can make meaningful connections.”

- CARLOS ORAMAS, CEO,
THE GEMS GROUP



“The IFPA Global Produce & Floral Show is one of the most important events on the produce industry calendar. It brings together retailers, suppliers, growers, and industry partners throughout the supply chain in one place.”

- KYLA OBERMAN, DIRECTOR OF MARKETING AT CALIFORNIA GIANT BERRY FARMS



“Participating in the IFPA Global Show has been one of the more fruitful decisions for IntelliCulture. Over the past four years, I've connected with countless current and future customers; conversations that started in passing turned into real partnerships.

You never know what a booth visit might lead to, but IFPA makes sure the right people are there.”

- ERIC JENSSEN, DIRECTOR OF SALES, INTELLICULTURE



82% OF EXHIBITORS
report steady or improved lead
QUALITY year over year

68% OF EXHIBITORS
report steady or improved lead
QUANTITY year over year

“Costco finds the IFPA Global Show to be extremely valuable. We strive to go to market as one global entity, and the event provides an ideal platform for this. We meet internally to align on global strategies while also engaging with our suppliers as a unified global team.”

- BOB HUSKEY, VP GMM,
FRESH PRODUCE,
COSTCO WHOLESALE



JOIN THE COMPANIES SHAPING THE FUTURE OF FRESH

Join hundreds of exhibitors who've turned visibility into valuable partnerships.

EXHIBITORS CHOOSE GPFS TO:

- Increase brand visibility
- Generate sales opportunities
- Strengthen customer relationships
- Launch products and services
- Reach qualified buyers
- Stay connected to industry trends



YOUR BOOTH INCLUDES:

- **Real-Time Attendee List:** Access up-to-the-minute information to connect with the right prospects.
- **Directory Listing:** Be featured on both our mobile and online platforms for easy discoverability.
- **Exclusive Registration Benefits:** Enjoy credits and discounted passes for education sessions, General Sessions, and more.
- **2 Tickets to the Welcome Reception:** Network and mingle in a relaxed setting with fellow exhibitors and attendees.
- **Ability to add a Fresh Ideas Showcase.**

2027 BOOTH PRICING

- Member Rate: \$5,400 per 10x10 stand
- Non-member Rate: \$10,800 per 10x10 stand

FRESH IDEAS SHOWCASE PRICING

- Member Rate: \$1,135 each
- Non-member Rate: \$2,190 each



KEY DATES & DEADLINES

- Membership renewals must be completed no later than December 31, 2026
- **Booth application opens: February 9, 2027**
- Early application submission deadline: February 23, 2027



SCAN TO JOIN
THE LIST

CONTACT US TO GET STARTED WITH EXHIBITING!

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TAKE YOUR BRAND BEYOND YOUR BOOTH

MORE THAN JUST AN EXPO—IT'S YOUR BRAND'S BIG MOMENT

Exhibiting is just the beginning. Your brand can shine in countless ways, from commanding attention on the show floor to owning prime touchpoints across the convention center.

-  **Thought Leadership:** Feature your brand on the main stage during General Sessions and command attention of key decision-makers.
-  **Strategic Advertising:** Deliver memorable, high-impact messaging with strategically placed banners.
-  **Sponsorship Power:** Own high-traffic areas like meeting pods or Wi-Fi and stay top-of-mind all show long.

Stand Out, Don't Just Show Up

Whatever your goals, we'd love to help you maximize your impact.



ADD A FRESH IDEAS SHOWCASE



SHOWCASE CATEGORIES:

- Main Showcase
- On-The-Go
- Certified Organic
- Floral
- Packaging Innovations
- Technology Innovations

BENEFITS

- Increased booth traffic
- Year-round online visibility
- Eligibility for the "Best of Show" contest

Let's
Connect:



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

Tap into IFPA's expertise 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 to drive your business forward!

