

Orlando, FL, USA

CONVENTION:

October 15 - 17, 2026

EXPO:

Friday - Saturday, October 16-17

WHERE FRESH BUSINESS HAPPENS

Be seen where it matters most!







YOUR ONE-STOP GLOBAL BUSINESS DESTINATION

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,

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.

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





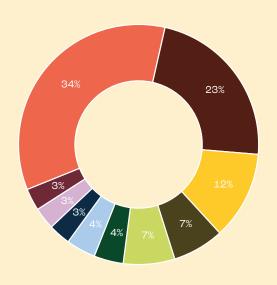






WHO ATTENDS: FROM SEED TO SHELF AND BEYOND

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





RETAIL BUYERS IN ATTENDANCE INCLUDE:



SOLUTIONS BUYERS IN ATTENDANCE INCLUDE:



FROM BOOTH TO BUZZ SHOWGASE YOUR BRAND WHERE IT MATTERS

YOUR BOOTH WILL BE SEEN BY:

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

- 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



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.

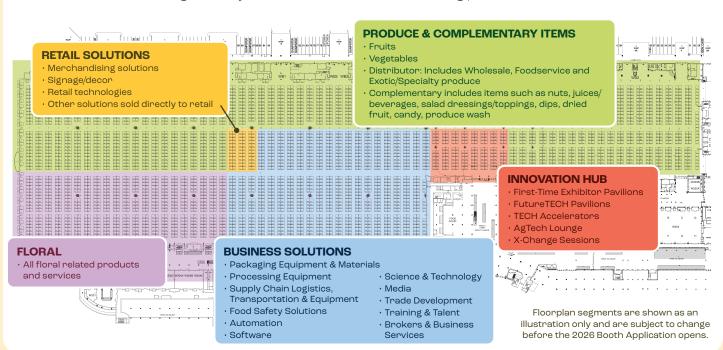
- CARLOS ORAMAS, CEO, THE GEMS GROUP





OUR SEGMENTED SHOW FLOOR HELPS BUYERS FIND YOUR SOLUTIONS FASTER

Orange County Convention Center, West Building | Orlando, FL, USA



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. $_{99}$

- ERIC JENSSEN, DIRECTOR OF SALES, INTELLICULTURE



ADD A FRESH IDEAS SHOWGASE

HIGHLIGHT INNOVATION. DRIVE VISIBILITY.

The premier destination for buyers discovering breakthrough products and solutions. Secure your dedicated shelf to amplify your presence, command attention, and stay top-ofmind.

SHOWCASE CATEGORIES:

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

BENFFITS

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



FRESH IDEAS SHOWCASE PRICING

- · Member Rate: \$1,080 each
- · Non-member Rate: \$2,160 each

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.



🌦 **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.

Let's Connect



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YOUR NEXT STEP?

Join hundreds of exhibitors who've turned visibility into valuable partnerships. Position your brand where the industry comes to connect and discover new opportunities.

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.

2026 BOOTH PRICING

- · Member Rate: \$5,200 per 10x10 stand
- · Non-member Rate: \$10,400 per 10x10 stand





KEY DATES & DEADLINES

- · Membership renewals must be completed no later than December 31, 2025
- Booth application opens: February 10, 2026
- · Early application submission deadline: February 24, 2026



SCAN TO JOIN THE LIST

CONTACT US TO GET STARTED WITH EXHIBITING!

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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!

