



# Fresh Summit Event Overview

**FRESH SUMMIT is your best chance to renew, refresh, and reinvigorate your business. Let's GROW!**

*From new relationships to improved ROI, you can't afford to miss the largest produce and floral show in the Americas: Fresh Summit. Here's why:*

## About Fresh Summit:

- » Over 900 exhibiting companies
- » 18,500+ attendees from more than 50 countries
- » 592,000 square feet (55,000 sq. meters) of exhibition space, including the all-new Food Safety Solutions Center

## About our Attendees:

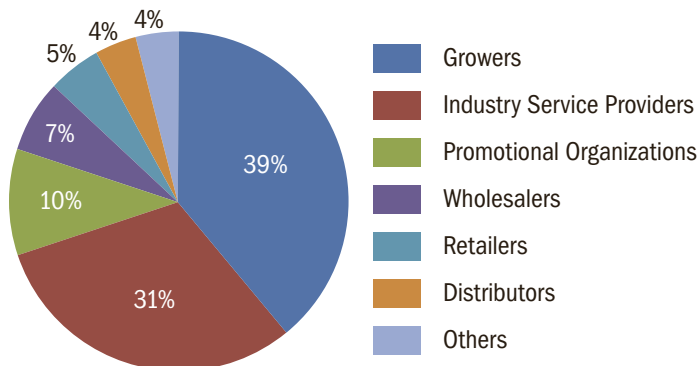
**82%** of Fresh Summit attendees influence the purchasing process

**92%** believe Fresh Summit is the perfect show for their needs

**2/3** of attendees represent firms with gross sales over \$10 million

**43%** are regular attendees of Fresh Summit

## Total Attendance by Business Type:



## Why Attendees Keep Coming Back:

**78%** attend to strengthen relations with existing suppliers

**68%** attend primarily to identify new products and services

## Who Attendees Want to Meet:

- » Grower-shippers and processors of fresh fruits and vegetables, flowers and plants, fresh-cut and value-added commodities, organics and natural foods
- » Suppliers and manufacturers of solutions in the areas of packaging, food safety, traceability, equipment, labeling, transportation, marketing, merchandising, and technology
- » Representatives from:
  - Marketing, trade, and promotional organizations
  - Government agencies and ministries of agriculture
  - Educational institutions
  - Students and future talent

## About Our Buyers:

**36%** of Fresh Summit attendees are top management personnel: President, Chairman, CEO, COO, Owner, Partner, SVP, VP, General Manager, Director

## Net Buying Influence by Business Segment:

- 98%** Supermarket/Mass Market
- 93%** Distributor
- 94%** Wholesaler
- 87%** Grower/Shipper/Processor
- 80%** Broker
- 75%** Industry Product/Service Provider

## Connect with the Global Industry

**FRESH SUMMIT exhibitors and attendees come from across the globe, including:**

Argentina	Costa Rica	Guatemala	Japan	Philippines	Taiwan
Australia	Czech Republic	Guyana	Korea (South)/Korea	Portugal	Thailand
Bahamas	Denmark	Honduras	Malaysia	Puerto Rico	Trinidad and Tobago
Belgium	Dominican Republic	Hong Kong	Mexico	Russia	Turkey
Belize	Ecuador	India	Morocco	Russian Federation	Ukraine
Bolivia	Egypt	Indonesia	Netherlands	Saudi Arabia	United Arab Emirates
Brazil	El Salvador	Iran	New Zealand	Singapore	United Kingdom
Canada	France	Iraq	Nicaragua	South Africa	United States
Cayman Islands	Germany	Ireland	Norway	Spain	Uruguay
Chile	Greece	Israel	Panama	Sri Lanka	Venezuela
China	Grenada	Italy	Paraguay	Sweden	Vietnam
Colombia	Guam	Jamaica	Peru	Switzerland	

**Fresh Summit is the place to be if you want to reach the North and South American Markets**

### In Their Own Words

*"Fresh Summit provides a valuable platform for networking with peers and more importantly, gives all companies an equal opportunity to talk with retailers on a one-to-one level not seen at other shows...Fresh Summit will continue to be a part of our yearly trade show program for some time to come."*

**- Celeste Brockwell, Retail Sales Manager, Gourmet Garden**

*"Fresh Summit is the best venue in the industry to secure meetings with retail customers as well as growers and shippers at the same time. It also affords me the opportunity to understand current and future produce trends. If you are a player in the produce industry, Fresh Summit is a 'must' for anyone who wants to be ahead of the curve on where the industry is going."*

**- Peter LeBlond, National Accounts Manager, The Sanson Company**

*"Industry visibility at such a large show creates the value and ROI of exhibiting at Fresh Summit. It is an excellent opportunity to interact with existing and potential customers in a very short amount of time. Exhibiting also affords us the opportunity to showcase new items and packaging as well as the ability to gain insight into what the customer is looking for. In addition, the general sessions and workshops offer valuable information that would be impossible to find elsewhere."*

**- Keith Horder, Director - Business Development, L&M Companies, Inc.**

### At Fresh Summit, and throughout the year, PMA membership matters.

**A Produce Marketing Association (PMA) membership** is your chance to connect, share information, and grow your business. Plus, it gives you and every employee of your company access to:

- » Timely trend information to make smarter business decisions
- » PMA experts and best practices
- » Substantial savings on event registrations and fees

...and so much more. **And, you can save up to 40%** on your Fresh Summit International Convention & Exposition registration – just for being a PMA member. So don't miss out.

**To join today, or learn more about the many benefits of PMA membership, visit [pma.com/membership](http://pma.com/membership). You can't afford to miss Fresh Summit 2010.**



**Fresh Summit International Convention & Exposition | October 15-18, 2010 | Orange County Convention Center | Orlando, Florida USA**  
Visit [pma.com/freshsummit](http://pma.com/freshsummit)

\*Information from 2009 Fresh Summit Attendee & Exhibitor Survey.