



**THE NEW YORK
PRODUCE**
SHOW AND CONFERENCE

DECEMBER 2-4, 2026
JAVITS CENTER, NYC



THE MOST DYNAMIC EVENT
IN THE PRODUCE INDUSTRY

For Exhibitors

Welcome to 'The Center of Growth'

2026 New York Produce Show & Conference

The size and shape of our trade show floor at the Javits Center provides unencumbered access to attendees for 7 hours. And the educational and culinary activities throughout the show floor encourage non-stop engagement. Last year's attendance of key buying executives created opportunities for producers and marketers to engage with a full range of customers and prospects. It is the kind of show where you can discover new customers while reinforcing existing relationships.

We are the industry's Largest Fixed-Site Show

Since 2010, attendees across the globe have gathered here annually at the 12th Largest Population Center in the World and at the hub of produce for importing and exporting. The largest concentration of retailers, wholesalers and foodservice operators/distributors are already here for you to connect with at your booth at the Javits Center.



We Are A Truly Global Event Targeting Buyers

Our Show attracts buyers and decision-makers from North America and abroad. Our hosted "Buyer-Connect" program and buyer-oriented educational components before and after the one-day trade show on Dec. 3 attract highly engaged leaders who are capable of purchasing large volumes of produce.

Why Exhibit with Us?

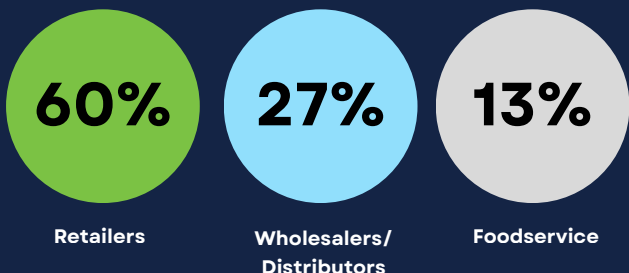
You will reach the largest buying concentration of retailers, wholesalers and foodservice operators/distributors in North America.



Round out your year with memorable networking, intimate meetings with buyers, educational enhancement and fantastic experiences in one of the best places to be during the holiday season.

THE BUYERS ARE HERE ...

Percentage of Buying Companies attending the New York Produce Show and Conference each year.



10 benefits of exhibiting at NYPS

1 The Complete Show

In addition to the trade show, enjoy the buzz of concentrated networking events, conferences and industry tours on the days before and after the show.

2 The Booths

Each 10' x 10' booth comes with carpeting, a draped table, two chairs, a trash pail, a 44" x 7" ID sign.

3 The Location

Superior location in Manhattan, with the host hotel, the Sheraton New York Times Square, offering world-class hospitality.

4 The Media Presence

Interact with top consumer publications, media influencers and journalists in the world's publishing mecca.

5 The Education

Leverage unparalleled learning with panels of retailers, foodservice operators, wholesale and industry experts, demonstrations by top chefs and a Keynote Breakfast to set the stage for 2027.

6 The Atmosphere

Bask in the glory of the nation's highest concentration of fresh produce consumers.

7 The Opportunity

Leverage seven hours of 'speed dating' in the jam-packed hall of buying decision-makers.

8 The Networking

Take advantage of ample networking events in a beautiful Manhattan holiday setting.

9 The Attendees

Meet with thousands of guests from major produce buying organizations from across the globe, unequaled in the produce industry.

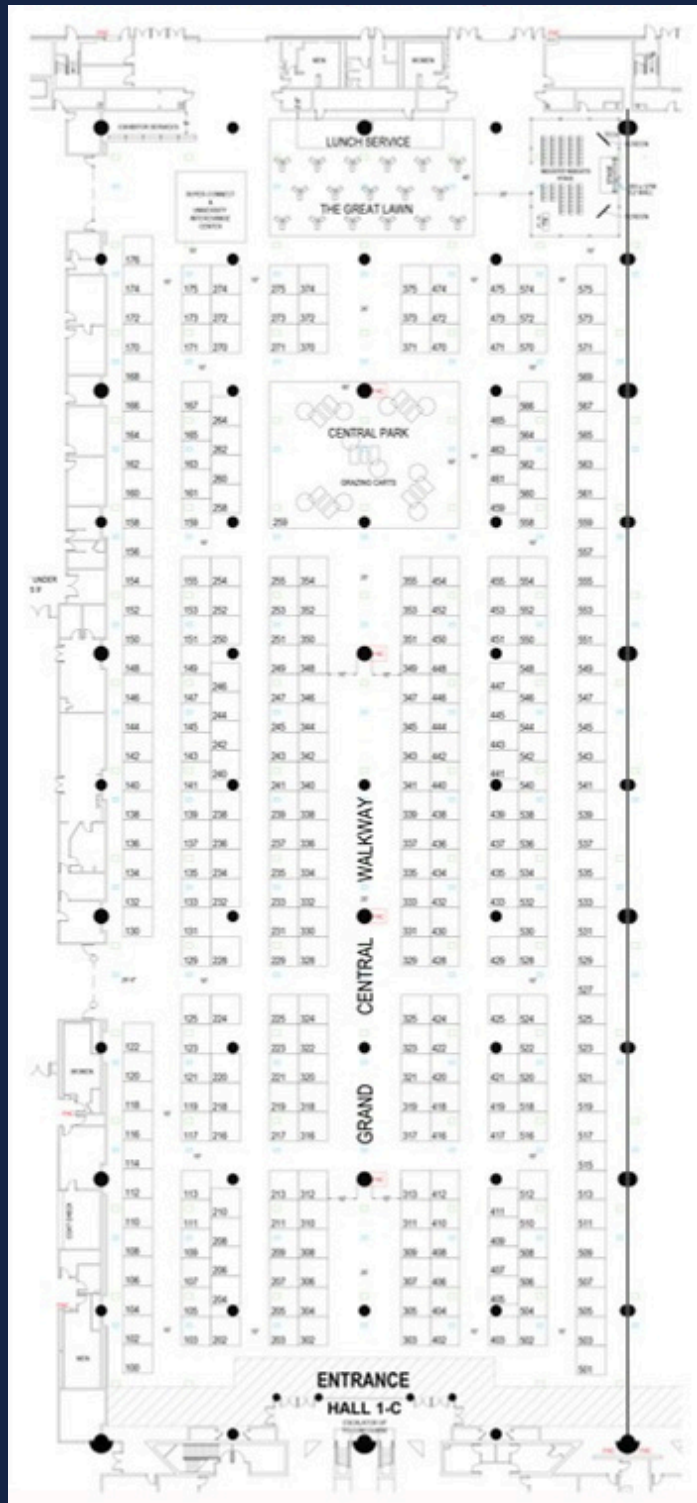
10 The Presenters

Harness the power of thought leaders from the **Eastern Produce Council** and **Produce Business** magazine, two of the industry's most venerable organizations.



DECEMBER 2-4, 2026

JAVITS CENTER, NYC



More than 45% of our attendees come from the buying sector.



The regional, national and global buying community – in both retail and foodservice – is enthusiastically committed to the event, often registering not just one or two top executives, but using this opportunity to go deep in the ranks of leadership.

This gives you an opportunity to reach a range of influencers never before present at one venue. It also includes middle-tier staffers who represent the up-and-coming leadership in these important buying organizations. Plus, our unique Buyer-Connect Program gives you an up-close-and-personal perspective on buyer needs.

Past Buyers



A wide-ranging mix of stakeholders and decision-makers will be on the floor.



The event attracts not only the major retailers but ethnic and independent chains as well as terminal markets, wholesalers and foodservice distributors that often hold the key to unlocking the labyrinth of distribution in this complex market.

You will also find exporters who buy produce to ship overseas, regional processors and food manufacturers looking to buy fresh ingredients. Plus, there is a plethora of chefs, menu-planners and foodservice buyers walking the floor, as well as regional colleges, universities and culinary schools bringing students, faculty and alumni in all capacities.

A fully immersive environment!



The produce industry's signature December event is more than just a exhibitor trade show. It is a completely interactive conference, featuring:

A Celebration of Fresh

Rising Star 40-under-40 Reception

The invitation-only event honors the 2026 Produce Business class of 40-under-40 award winners.

Welcome Cocktail Reception

One of the premier networking events of any produce trade show, held in the luxurious Metropolitan Ballroom.

Opening Keynote Breakfast & Awards

The special events sets the pace for a high-energy trade show.

Industry Insights Stage

Our educational micro-sessions are designed to tackle the big issues affecting produce consumption.

Consumer Media Workshop & Lunch (Invitation Only)



This workshop and lunch bring together influential business journalists, writers, bloggers, dietitians, and food and culinary experts to help them learn more about the produce world. Media will also tour the floor!

Professional Development

Foundational Excellence Program



The Cornell University Future Leaders in Produce program is designed for produce industry executives with less than five years' experience.

Global Trade Symposium



Bringing together the industry's foremost traders to tackle the most pressing topics impacting fresh produce imports and exports.

Ideation Fresh Foodservice Forum



The Forum is presented by industry leaders, who not only follow the trends but also lead the curve on innovation.

Frequently Asked Questions

Q: What is the Cost of Exhibiting?

Please get in touch with your sales representative or our team at exhibit@nyproduceshow.com for booth pricing information.

We offer discounted booths for PRODUCE BUSINESS advertisers and members of the EASTERN PRODUCE COUNCIL.

Q: Are expanded booth options available?

Yes. In addition to standard 10' x 10' booths, we also offer larger exhibit space, as well as multi-booth pavilions. The cost is the same as a standard individual booth, multiplied by the number of booths taken.

Q: Where can I find information on booth setup and exhibitor resources, including refrigerated items?

We will post all information on nyproduceshow.com under the "Exhibit" tab as the show approaches. In the meantime, sales reps can answer any questions you might have.

Q: When will I be able to select my booth(s)?

Exhibitors can indicate their top five choices, but returning exhibitors have the right of first refusal based on point system that factors the number of years exhibiting and sponsoring. Certain premium-positioned booths are available only to those who are more deeply involved in the event, such as sponsors.

Q: Are there extra perks to having a booth?

Yes. In addition to standard booth details (carpeting, sign, etc.), exhibiting companies receive: 5 exhibitor badges, 2 cocktail reception admissions, and 1 keynote breakfast admission.

Exhibit. Sponsor. Represent!

Benefits by Sponsorship Level

BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
Logo (+ link) on NYPS Website	YES	YES	YES	YES
Logo on Javits & Sheraton Show Signage	YES	YES	YES	YES
Recognition within NYPS Show App	YES	YES	YES	YES
Recognition in Produce Business Magazine	YES	YES	YES	YES
VIP Rising Star Buyer Connect Reception Tickets	5	4	2	1
Opening Cocktail Party Tickets	5	4	2	1
Keynote Breakfast Passes	4	2	1	1
SPEND LEVEL	\$25K+	\$15K-\$25K	\$7.5K-\$15K	\$5K-\$7.5K



Sponsorship Menu










Denotes Exclusive Sponsorship

Badges/Lanyards

Sponsorships

Opportunities	Priced at	Available	The Details	
★ Name Badge	\$12,000	1	Be seen and worn by all! Your brand emblazoned prominently on the front of every attendee badge. <ul style="list-style-type: none"> • Full color logo • Every attendee badge 	
★ Lanyards	\$10,000	1	Get maximum exposure with your brand front-and-center on the Official NYPS Lanyards! <ul style="list-style-type: none"> • Prominent logo placement ensures your brand looks ever so fresh • Associate your brand with access, identity, and the official show structure 	

Opportunities	Priced at	Available	The Details	
Rising Star Reception (40-under-Forty Buyer-Connect Reception)	\$20,000	3	Amplify Fresh Talent: Sponsor the NYPS Rising Stars Reception! Connect with the freshest minds in the industry! Sponsor the exclusive, invitation-only Rising Star Reception, honoring the incredible 2026 class of Produce Business 40-Under-40 – pure fresh energy! <ul style="list-style-type: none"> • Logo on step and repeat photo backdrop • Bottom 1/3 inclusion on slide show at award presentation • Meter Board standing sign at the reception walk up • Brand inclusion in pre-event signage marketing mobile app 	
Opening Cocktail Reception	\$25,000	4	Own the Night: Sponsor the NYPS Kick-Off Bash! Light up the Big Apple and celebrate fresh! Sponsor the legendary NYPS Opening Reception. This isn't just networking; it's the high-energy hub connecting the industry's innovators and influencers. <ul style="list-style-type: none"> • Large visual presence on screen • Meter Board standing sign at the reception walkup • Brand inclusion in pre-event signage marketing app 	
Opening Cocktail Reception: Cocktail Napkins Only	\$8,000	1	Sponsor the Official Opening Reception Napkins! Put your brand in every hand at the Opening Reception! <ul style="list-style-type: none"> • Inclusion of a 2-color logo on napkins at the reception 	
Signature Cocktails	\$10,000	2	Sponsor the Bespoke Anniversary Cocktail! Collaborate with us to craft a truly innovative drink experience, showcasing your product and reflecting contemporary mixology. Give attendees a memorable taste of quality and creativity – a sophisticated sip that elevates the entire evening. <ul style="list-style-type: none"> • Product inclusion in a featured cocktail • Name your cocktail • Signage at bars 	
Opening Cocktail Reception Photo Booth	\$10,000	1	Capture That Front Cover Vibe: Sponsor the Reception Photo Booth! <ul style="list-style-type: none"> • Magazine cover style booth • Share the Produce Business cover with your logo 	
Keynote Breakfast	\$15,000	3	Spotlight Fresh Takes: Sponsor the NYPS Keynote Experience! Own the main stage for fresh ideas! Sponsor the NYPS Keynote Experience – where game-changing insights and fresh perspectives spark industry-wide conversation. 3-minute full attendee audience brand presentation or video Allowed to place product/swag on attendee tables	
Napkins: Keynote Breakfast	\$8,000	1	Bright & Fresh: for a branded breakfast napkin moment that garners the entire audience's viewership! 2-color branded napkins at the breakfast table	

Hotel Exposure

Sponsorships

Opportunities	Priced at	Available	The Details	
★ Registration Desk at Sheraton	\$7,500	1	Great Exposure as everyone has to grab their badge from registration! <ul style="list-style-type: none"> Complete color branding of the desk itself High visibility Main badge pick-up area for receptions and educational tracks 	
★ Room Key Cards at Sheraton	\$15,000	1	Branded at the beginning! We love the key cards, you love the key cards, everybody loves the room key cards! <ul style="list-style-type: none"> Full-color, digitally printed hotel room keys 	
★ Room Door Hangers at Sheraton	\$10,000	1	Peace and quiet and brand recognition. Gorgeous, digitally printed, fully branded "Do not disturb" door hangers are handed out upon check in at the Sheraton. <ul style="list-style-type: none"> Passed out to all show attendees along with their keycard 	
★ 7th Ave Entrance Doors at Sheraton	\$15,000	1	Sheraton Lobby - 7th Avenue facing main entry doors! Sheraton lobby main entrance. <ul style="list-style-type: none"> Full color vinyl cling 3-day placement Doors Only - Street level 	
★ Lobby Floor Cling at Sheraton	\$10,000	1	Walking on awareness! Imagine entering the hotel's *new lobby* and seeing your brand front and center! <ul style="list-style-type: none"> Custom full-color floor clings upon entry to the Sheraton 	
Product Sampling at Sheraton	\$10,000	2	Sampling in the host hotel lobby: <ul style="list-style-type: none"> You provide the product Sampled to attendees as they register Full hotel guest exposure Non-compete by commodity applied between the two available sampling opportunities 	
Elevator Clings at Sheraton	\$10,000	2	Host Hotel Elevator Doors to the rooms! No brainer brand exposure. The Sheraton lobby is central to all guest rooms: <ul style="list-style-type: none"> Full color vinyl cling Alternate logos on each elevator 3-day placement 	
Lobby Half Circle Column at Sheraton	\$7,500	4	Sheraton's reception area pillars are a brand presence! <ul style="list-style-type: none"> Full-color wrap on each rounded pillar 3-day placement 	
Lobby Media Wall at Sheraton	\$10,000	5	Own the big screen, front and center in the hotel lobby. <ul style="list-style-type: none"> Have your ad full screen in a super central location 30-second slide play or 30-second silent video 	

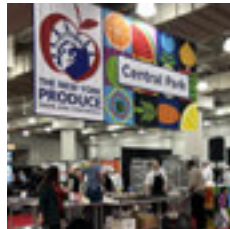




Trade Show Floor - Javits

Sponsorships

Opportunities	Priced at	Available	The Details	
★ Registration Desk at Javits Center	\$20,000	1	Meet 'em where we greet 'em! Wrap your brand on the front of the registration desk Wifi at Javits Center. <ul style="list-style-type: none"> • 1 pc - 96.5"w x 42"h • Full color digital print 	
WiFi Sponsors	\$15,000	2	They'll know and associate your brand to access wi-fi when they need it! (1 each for Sheraton and Javits)	
Sampling at Javits Registration	\$15,000	2	Offer a welcome taste by sponsoring Sampling at Javits Registration! <ul style="list-style-type: none"> • Reach attendees with a sample of your provided product in the high-traffic registration area 	
Aisle Number Banner Sponsor	\$15,000	5	Sponsor an aisle. Brand all banners for that aisle! <ul style="list-style-type: none"> • 2 double-sided full-color banners • 60" wide x 120"h • Aisle numbers must meet show compliance, and all art must be approved 	
★ New Product Showcase Area & Cases	\$12,000	1	Align your brand with industry innovation by sponsoring the entire New Product Showcase Area where buyers discover the latest advancements	
Column Wrap	\$7,500	22	Make a Big Statement Near Your Booth: Sponsor a 1/2 banner wrapped around a high-traffic column close-to-your booth location. <ul style="list-style-type: none"> • 60" H x 144" W size, printed in full digital color for maximum impact 	
Hanging Banner-Javits Concourse North	\$12,000	5	In the concourse, let 'em know where to find you on the floor! Direct traffic to your booth. <ul style="list-style-type: none"> • Hanging 2-sided sign • 120"h x 48"w • Full Javits Center audience view 	
Hanging Banner Above Booth	\$7,500	40	Rise above with this hanging banner that will get attendees to your booth. All they need to do is look up! <ul style="list-style-type: none"> • Hanging 2-sided sign • 120"h x 48"w 	
Javits Entry Doors	\$7,500	5	Brand your booth upon entry! Put your logo and booth number on the entrance doors to the Javits Center	
Publication Bins	\$6,000	2	Everyone sees it, everyone picks up their favorite publication (including PRODUCE BUSINESS magazine) <ul style="list-style-type: none"> • Full exclusive wrap of one bin • See details in photos 	

Trade Show Food - Javits

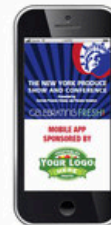
Sponsorships

Opportunities	Priced at	Available	The Details	
★ Central Park: Overall Sponsor	\$20,000	1	Central Park? Absolutely Central! Be the premier sponsor of the epicenter of activity! Filled with yummy eats and tons of energy. Be "top of mind" by being overhead! <ul style="list-style-type: none"> Premier branding on overhead drop banner, square banner Premier food experience and central gathering location at NYPS 2026 	
★ Show Lunch on the Great Lawn	\$20,000	1	The Great Lawn is where people dine, recline and reset! You will help the NYPS team develop the name of the Cafe or Bistro. <ul style="list-style-type: none"> Branded napkins Product Sampling Branded to reflect your very own diner vibes Meter board sponsor sign 	
★ Create Your Own Cafe Welcome Center/ Front of Expo Hall	\$20,000	1	Be the welcome you want to see in the world. Welcome folks into the show: sample your product, design the offering, or brand the coffee cups. <ul style="list-style-type: none"> Branded coffee cups Product Sampling Branded to look like your own coffee moment Meter board sponsor sign 	
★ Hot Dog Carts	\$10,000	1	Hot diggity dog!!!! The loved and adored hotdog carts (who doesn't love a NYC hot dog?!) can represent your company/brand, even while you're busy at your booth. <ul style="list-style-type: none"> Meter board sign 	
★ Exhibitor Refreshments During Booth Setup	\$12,000	1	Be the refreshing finale to our exhibiting companies - Hero Mode Activate! <ul style="list-style-type: none"> Custom signage on the bar Recognition in the show program Cocktail napkins with company logo 	
Central Park Chef Demos/ Commodity Exclusive	\$12,500	5	Brandable Demo Stations in high-traffic Central Park. Each cart's offering is curated by a world-class <ul style="list-style-type: none"> Chef and presented in hip bento-style boxes. Fully wrapped and branded chef-hosted grazing cart Branded cart umbrellas for higher visibility Custom Sticker opportunity for the bento boxes 	

★ Denotes Exclusive Sponsorship


Digital | Web | App

Sponsorships


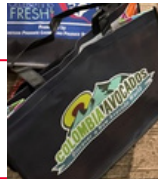
Registration Platform Overall	\$22,000	1	Be the First "Fresh" Welcome: Sponsor the NYPS Registration Platform! Make the very first impression a #freshimpression! Sponsor the official NYPS digital registration platform.	
Mobile App Overall Sponsorship	\$10,000	1	Get Seen, Stay Fresh: Sponsor the Official NYPS App! Put your brand in the digital center of the fresh energy!	
Mobile App Push Notifications	\$6,000	5	Deliver Fresh Buzz: Sponsor App Push Notifications! Send fresh news straight to their pockets!	

Directory | Print Media

Show directory included in attendee bags and distributed throughout show

Back Cover Ad	\$6,500	1	Show Directory for the win! Make sure everyone can find you and see what you're promoting this year... keep it fresh in attendees' minds. <ul style="list-style-type: none"> 8.5 in x 4.25 in - Full Color Back Cover ad Gold Sponsorship upgrade 	
2-page Spread	\$7,500	10	2-page Spread <ul style="list-style-type: none"> 8.5 in x 8.5 in Full-Color, 2-Page Spread ad Gold Sponsorship upgrade 	
Inside Front Cover Ad	\$6,000	1	Inside Front Cover <ul style="list-style-type: none"> 8.5 in x 4.25 in - Full-Color, Front Cover ad Silver Sponsorship upgrade 	
Inside Back Cover Ad	\$6,000	1	Inside Back Cover <ul style="list-style-type: none"> 8.5 in x 4.25 in - Full-Color, Inside Back Cover ad Silver Sponsorship upgrade 	
Full Page Near Your Listing	\$5,000	10	Full Page near your listing <ul style="list-style-type: none"> 8.5in x 4.25 in - Full-Color, Full Page ad Silver Sponsorship upgrade 	

Bag | Swag

Baseball Hats	\$12,000	1	Sponsor the Official NYPS Branded Hats! <ul style="list-style-type: none"> Branded hats included in attendee bags 	
Cell phone chargers	\$12,000	1	Powered Up! Sponsor the multi-phone compatible portable charger. <ul style="list-style-type: none"> 4-color logo Included in attendee bags 	
Attendee Welcome Bag	\$12,000	1	Sponsor the Welcome Totes! Get your brand in everyone's hands. Full branding opportunity	
Reusable Water Bottle	\$8,500	1	Keep 'em "Fresh & Hydrated": Sponsor the Official NYPS Water Bottles! Single color logo reusable water bottle Included in attendee bags	
Branded Beanie & Scarf	\$8,500	1	Own the Winter Vibe: Sponsor the NYPS Beanie & Scarf Set! Keep 'em cozy, keep 'em cool. Branded beanie and scarf for warmth in NYC.	
Promo Item in Attendee Bag	\$5,000	10	Deliver a Fresh Surprise: Sponsor an Attendee Bag Insert! Place your unique, pre-approved and sponsor-provided promo item into every bag	



Shuttle Buses

Sponsorships

Shuttle Bus and Video	\$12,000	4	Captive audience for your brand: Sponsor the daily shuttle buses & rotating videos. Keep them locked in from Times Square to Javits! <ul style="list-style-type: none"> Videos may be up to 3 minutes long and must be closed captioned Runs Tuesday and Wednesday
Shuttle Bus Video Only	\$7,500	6	Keep them locked in from Times Square to Javits! <ul style="list-style-type: none"> Videos may be up to 3 minutes long and must be closed captioned Runs Tuesday and Wednesday

Industry Tours | Offsite

Industry Bus Tours	\$10,000	3	Get Real-World Fresh: Title Sponsor the NYPS Industry Immersion Tours! Go beyond the show floor for fresh insights! <ul style="list-style-type: none"> Option to play a video in rotation on the bus for tour attendees (captive audiences!) Videos may be up to 3 minutes long and must be closed captioned
Industry Bus Tours: To-Go Snacks	\$5,000	3	Fresh Fuel To-Go: Sponsor Tour Bus Snacks! <ul style="list-style-type: none"> Chance to provide produce and/or snacks for all the attendees of the retail and terminal market tours Must provide coolers if need to be kept chilled
Industry Bus Tours: Coffee Sponsor	\$7,500	1	Fresh Fuel To-Go: Sponsor Tour Bus Caffeine Rush! <ul style="list-style-type: none"> Branded to go Coffee Cups for all the attendees of the 5 separate retail and terminal market tours

Industry Insights Stage

Industry Insights Stage	\$7,500	3	Sponsor the Industry Insights Stage! Position your brand as a leader in increasing produce consumption as thought and practice leaders from around the world share their insights. <ul style="list-style-type: none"> Meter Board at presentation stage Logo displayed at bottom of screen
-------------------------	---------	---	---

★ Denotes Exclusive Sponsorship

Education: Global Trade Symposium



Sponsorships

★	Global Trade: Overall	\$15,000	1	Lead the Global Flow: Sponsor the Global Trade Symposium! Connect your brand to the pulse of international produce trade! Sponsor the prestigious Global Trade Symposium, where the world's top minds tackle the freshest challenges and opportunities in import/export. <ul style="list-style-type: none"> • 3-minute video and/or 3-minute presentation at commencement or after break • Meter Board at the presentation stage • Share branded printed materials with program attendees
	Global Trade: Breakfast	\$6,000	3	Let them eat and talk about global access to fresh produce! <ul style="list-style-type: none"> • 3-minute video and/or 3-minute presentation during breakfast service • Meter Board featuring all breakfast sponsors • Incorporate a fresh produce item into the breakfast menu
★	Global Trade: Coffee Break	\$7,500	1	Caffeinate to generate growth for fresh across the supply chain! <ul style="list-style-type: none"> • Branded coffee cups • Shared logo on Meter Board at Global Trade Symposium
	Global Trade: Luncheon	\$6,000	2	Host Global Connectors: Sponsor the GTS Luncheon! <ul style="list-style-type: none"> • 3-minute video and/or 3-minute presentation during lunch service • Meter Board at the presentation stage • Incorporate a fresh produce item into the lunch menu • Shared logo on Meter Board at Global Trade Symposium
★	Global Trade: Audio/Visual	\$4,000	1	Amplify your brand at the Global Trade Symposium Sessions by sponsoring all the AV throughout the sessions. <ul style="list-style-type: none"> • Dedicated Meter Board identifying your brand as the AV Sponsor

Education: Foundational Excellence



★	Foundational Excellence Program: Premier Sponsorship	\$12,000	1	Champion Fresh Talent: Sponsor the Foundational Excellence Program, part of the Cornell University Future Leaders Program. Ideal for those in their first five years of the industry, regardless of age. <ul style="list-style-type: none"> • 3-minute video and/or 3-minute presentation at start, or after break • Meter Board at the presentation stage • Welcome to share branded printed materials with program attendees
	Foundational Excellence Program: Breakfast	\$6,000	3	Breakfast and Foundational Excellence go hand in hand! <ul style="list-style-type: none"> • 3-minute video and/or 3-minute presentation during breakfast service • Meter Board at the presentation stage • Incorporate a fresh produce item into the breakfast menu
★	Foundational Excellence Program: Coffee Break	\$7,500	1	Caffeinated Excellence! <ul style="list-style-type: none"> • Branded coffee cups • Featured on the sponsor Meter Board at Foundational sessions • Meter Board at the presentation stage
	Foundational Excellence Program: Luncheon	\$6,000	2	Foundational Excellence Luncheon! <ul style="list-style-type: none"> • 3 minute video and/or 3 minute presentation during lunch service • Meter Board at presentation stage • Incorporate a fresh produce item into the lunch menu
★	Foundational Excellence Program: Audio/Visual	\$4,000	1	Amplify your brand at the Global Trade Symposium Sessions by sponsoring all the AV throughout the sessions. <ul style="list-style-type: none"> • Dedicated Meter Board identifying your brand as the crucial AV Sponsor

Education: Ideation Fresh Foodservice Forum



Sponsorships

Opportunities	Priced at	Available	The Details	
Ideation Fresh Foodservice Forum: Premier Sponsor	\$10,000	3	Connect with Foodservice Professionals as they immerse themselves in the latest culinary trends. <ul style="list-style-type: none"> 3-minute presentation or video Placement of your product/literature on the tables within the Foodservice Forum Meter board signage and logo displayed on screen 	
Ideation Fresh Foodservice Forum: Ideation Luncheon	\$5,000	3	Feed them and teach them! Sponsor the Ideation Fresh Foodservice Forum Luncheon! <ul style="list-style-type: none"> 3-minute presentation Placement of your product/literature on the attendee tables 	
Ideation Fresh Foodservice Forum Bus Snacks	\$5,000	3	Nourish Minds and Stomachs: Sponsor the Ideation Fresh Foodservice Forum Bus Snacks <ul style="list-style-type: none"> 3-minute video on bus Your snacks on this year's offsite bus that takes all attendees to and from the Foodservice Forum. 	

Connect With Fresh Media Event



Connect With Fresh Media Event: Overall Sponsor	\$7,500	3	In addition to announcing the benefits of promotion at the event, your company will also be entitled to a 5-minute presentation to the consumer media. Your product and literature will be placed on the tables within the Consumer Media room.	
Connect With Fresh Media Event: Luncheon	\$5,000	3	Incorporate Your Produce Item into one of the dishes served at lunch to the consumer media and leave your recipes, literature and contact info on the tables for them to take home.	
Connect With Fresh Media Event: Audio/Visual Sponsor	\$3,000	1	Your Gesture of Support will be recognized throughout the Consumer Media Program with signage placed strategically in areas where A/V equipment is used for this event.	

★ Denotes Exclusive Sponsorship

OFFICIAL SHOW PARTNERS



THANK YOU TO OUR 2025 SPONSORS

PLATINUM LEVEL



GOLD LEVEL



SILVER LEVEL



BRONZE



What they're saying about the New York Produce Show?

"As a foodservice distributor, the Show is a fantastic opportunity to discover new products and connect with both longtime partners and new suppliers – all in one place. The show encourages real, collaborative conversations and helps us discover innovative items and partnerships we are excited to share with our customers and teams. It is an energizing, relationship-driven event I genuinely look forward to each year."

Cassidy Pinzl, Director of Marketing, Keany Produce

"First time at this show, and it was a great experience. The location is excellent, and there is a great atmosphere. Met multiple customers and vendors at this show. Networking at this type of event is crucial, and the show allows you to create great connections. The tours at the terminal markets are a great experience for all the attendees that decide to make the tour. Looking forward to next year's event."

Alejandro Diaz, VP of Growth, Kingston Companies

"We had a great time in New York. We saw a bunch of friends and came away with some new product ideas. One supplier already sent us samples for our customers the next day. The Natalie's Juice stand was great and offered a lot of new varieties. We really enjoyed the Philadelphia Market tour."

Kenny Myers, Chief Operating Officer,
Kegel's Produce

"Solid show, well worth the investment."

David Lawrence, CEO, Potandon Produce

"The Show is like no other. Retail, foodservice, and wholesale outlets are all represented well. The Northeast is a huge population center. There is no better way to understand the opportunities and logistical challenges than being here and seeing first-hand how 8 million people get their fruits and vegetables day-in and day-out."

Giovanni Cavaletto, CEO USA, GLC Cerritos

"As we launched our new service to Gloucester, NJ, we decided to participate this year in the show. The experience was excellent – well-attended by current customers and new prospects shipping into that market. Show staff was extremely attentive, ensuring that every detail was professionally managed. Due to the positive experience and strong business opportunities ahead, we are planning to participate again next year."

Janet Ramos, Sr. Director of Business Development,
Crowley, Inc.

"Congratulations to the organizers of the Show for delivering an outstanding event. From the quality of exhibitors to the organization and networking opportunities, everything was first-class. It was a truly valuable experience for the produce industry."

Mario Ponce, Dir. of Corporate Relations, Avoworks

"We started attending the Show in 2010 and have been an exhibitor every year since. The 2025 show was exceptional! It was very well-attended, and we had a wonderful time seeing old and new friends!"

Tim Cavanaugh, Sr. Account Manager, FirstFruits

What they're saying about the New York Produce Show?

"The New York Produce Show was a tremendous success for us. It gave us the opportunity to reconnect with many longtime friends in the business and, just as importantly, to build new relationships. What truly stands out about the show is the family atmosphere it creates—it reflects the heart of the produce industry and the people who make it so special. We are incredibly thankful to the organizers, exhibitors, and attendees for making it such a meaningful and well-run event, and we are already looking forward to coming back next year and making many more new friends along the way."

Byron Massey, President, Somerfield Farms

"The New York Produce Show is an incredibly impactful show that brings together the top decision-makers and thought-leaders in the Produce Industry. The show's intimate environment provides the perfect setting for productive discussions that can materially scale your business. The educational seminars, networking events and trade show are all thoughtfully designed to facilitate meaningful interactions with industry decision-makers and leaders in the greatest city in the world!"

Juliet Moran, Senior Director of Sales East, Suja Life

"The NYPS provided an intimate setting for Zespri to engage with key retailers in this important market. It was an excellent opportunity to showcase our new RubyRed kiwifruit variety and initiate discussions for the 2026 New Zealand season."

Therese Mauch, Regional Account Manager, New Zealand Kiwi Holdings, Inc.

"The Show continues to be one of the most valuable events on my calendar, and it delivered once again this year. The Buyer-Connect program created meaningful, efficient conversations, and the manageable size of the show made it easy to navigate while allowing for more personal, productive interactions. It is a well-run event that truly supports relationship-building, which we all know makes the produce industry so special."

Jeff Cady, VP of Produce & Floral, Northeast Shared Services (Market 32, Price Chopper, Tops)

"Ocean Network Express displayed a booth for our first time at the Show this year, and we are sure to be back in 2026! We typically exhibit at major shows in the US and globally. We experienced significant foot traffic at the show, securing many good sales leads and meeting potential new customers for our global ocean services. The Javits Center was a great venue for the show, and we look forward to attending again in the future!"

Mark Kendall, Sr. Director, NA Sales, Ocean Network Express (North America) Inc.

"The Show continues to be a high-energy event that brings together industry leaders, innovation, and meaningful networking opportunities. It is a great environment to reconnect, collaborate and build on both existing and new partnerships."

Karolina Sokolska, Regional Sales Manager (Northeast), Hampton Farms

What they're saying about the New York Produce Show?

"For me being in NYC, this is the most important show of the year. I started with the first show at the Hilton, and it gets better every year. It is great to see all the people you do business with all year and all the new companies trying to get your business. Even the old companies are trying to do business again."

Marc Goldman, Produce Director, Morton Williams

"The New York Produce Show was a magnificent event with strong attendance, a wide range of high-quality vendors, and plenty of valuable conversations and new connections. The energy of being in New York City during the Christmas season made it even better and helped make the trip especially memorable."

Mike Roberts, VP of Produce Operations,
Harps Food Stores, Inc.

"The Show plays a meaningful role in paving the way for young professionals in our industry. The thoughtful programming, access to industry leaders, and intentional networking create real opportunities for growth and connection. Each year, I leave feeling inspired, supported, and excited about the future of produce."

Stephanie Tramutola, Director of Marketing and Administration, A&J Produce

"The Show was well-organized, well-attended, and full of meaningful conversations. I came away with solid contacts and real follow-up opportunities. Looking forward to coming back in 2026."

Brian Basore, TKM Farms

"I am not surprised that it has been all positive feedback. It was a great show overall, and it truly felt bigger and more impactful than previous years. The energy, attendance, and quality of conversations were all noticeably elevated, making it a very productive experience. It also felt like a strong indicator of the show's continued growth and relevance as we look ahead to 2026."

Tom Rossi, Director of Contract Sourcing,
Fresh Alliance

"The Show was a great opportunity to connect with everyone one last time before the holidays. Having not attended for many years, I was impressed with the size and scale of the event. It was nice to see such a good turnout, which provided our team with many opportunities for conversation with the buying side."

Brian Antle, Executive VP of Sales,
Tanimura & Antle

"The New York Produce Show always delivers with a terrific venue in the Javits Center and top decision-makers from throughout the industry and especially in the New York area."

Andy Hamilton, CEO, Markon

"As usual, it was a great and exciting show! Many connections were made and plenty of networking opportunities during the show! NYC and the show are always a fantastic way to end the year!"

Michael Fernandes, Director of Sales, John Greene Logistics and Greene Transport Companies

Schedule of Events

December 2-4, 2026

Wednesday, December 2

- Registration and Badge Pickup
- Exhibitor Move-In and Booth Setup
- Global Trade Symposium
- Sustainability & Marketing Professional Track
- Foundational Excellence program presented by Cornell
- Rising Star Reception honoring the 40-under-40 class
(by invitation only)
- Welcome Cocktail Reception



Thursday, December 3

- Registration and Badge Pickup
- Exhibitor Booth Setup
- Opening Keynote Breakfast
- Ribbon Cutting
- Exhibitor Trade Show
- Buyer-Connect Program
- Chef Demonstrations
- Consumer Media Lunch
(by invitation only)
- Culinary Student Demonstrations
- Student Mentorship Program

Friday, December 4

- Ideation Fresh Foodservice Forum
- Industry Tours

How to Contact Us

Exhibiting information
exhibit@nyproduceshow.com

Sponsorship information
sponsor@nyproduceshow.com

Educational programs:
content@nyproduceshow.com

Hosted Buyer-Connect Program
info@nyproduceshow.com

Registration information
register@nyproduceshow.com

Other general questions
212-426-2218

Shuttle Buses are provided from the host hotel to the Javits Center on Wednesday and Thursday. Times and other details are TBA as the show dates get closer.