

WEDNESDAY DECEMBER 2

NETWORKING RECEPTIONS &
EDUCATION SESSIONS
SHERATON NY TIMES SQUARE



THURSDAY DECEMBER 3

EXHIBITOR TRADE SHOW &
KEYNOTE BREAKFAST
JACOB JAVITS CENTER

BUYER-CONNECT PROGRAM

Each year, **The New York Produce Show** gathers the global community of fresh produce and floral professionals at the largest fixed-site produce event in the U.S. Importantly, the Buyer-Connect Program enables key decision-makers like you to meet with vendors one-on-one, making more effective use of your time while letting you enjoy a host of benefits.

WHO QUALIFIES

Retailers

(including supermarkets, club stores, mass merchandisers, convenience stores)

Foodservice Distributors and Restaurant Operators

You must have a direct purchasing role and be actively sourcing produce and floral items.

HOW IT WORKS

As a qualified retailer or foodservice leader, you must complete five 10-minute meetings at sponsored booths with New York Produce Show exhibitors and attend both the Rising Star Reception and Keynote Breakfast. Our concierge team will match you with exhibitors based on your product interests and will schedule meetings for you on the show floor!

BENEFITS OF PARTICIPATION



Two free hotel nights

At the Sheraton NY Times Square or host hotel.



Round-trip flights

Coach fare transportation



Rising Star Reception & Opening Cocktail Reception

Enjoy cocktails/appetizers and mingle with buyers on Dec. 2.



Complimentary show badge

Trade show and industry tour access.



Pre-scheduled meetings

Targeted meetings on the show floor led by our concierge service.



Free Education Sessions

Seminars and panel talks aimed at increasing produce consumption.



BE PART OF BUYER-CONNECT!

Contact **John Toner** at jtoner@phoenixmedianet.com for more information. **Deadline to apply: Nov. 1, 2026**

SPONSORSHIP
OF BUYER-CONNECT
IS STILL AVAILABLE