

EXCLUSIVE OPPORTUNITY!

COMPANIES THAT PARTICIPATED IN BUYER-CONNECT IN 2025



SPONSOR THE 2026 NY PRODUCE SHOW BUYER-CONNECT PROGRAM!



THE BENEFITS OF SPONSORING

Sponsoring the Buyer-Connect program comes with fantastic perks:

Brand recognition in front of the top decision-makers in produce and floral.

Prominent logo placement as a Bronze Sponsor at all locations, including registration desks, major events and Buyer-Connect.

Entry to Rising Star Reception, where buyers attend.

THE PROGRAM

Participating retailers and foodservice leaders conduct one-on-one meetings with exhibitors over 3 hours, creating added buzz on the show floor.

Strategic placement is paramount when sponsoring any event. At **The New York Produce Show**, there is no better place to have your company recognized than during the Buyer-Connect Program. It is where the most important one-on-one meetings happen between key buyers and exhibitors on the biggest stage - the trade show floor at the Javits Center!



WHO PARTICIPATES IN BUYER-CONNECT?

Buyers who have a direct purchasing role and are actively sourcing fresh produce and floral products, including the following:

Retailers

- Supermarkets
- Club stores
- Mass merchandisers
- Convenience stores

Foodservice Distributors

Restaurant Operators

WHAT THEY'RE SAYING

"The show continues to be one of the most valuable events on my calendar. The Buyer-Connect program created meaningful, efficient conversations ... [and] more personal, productive interactions."

Jeff Cady, VP of Produce/Floral, Northeast Shared Services

"The show was a great event with strong attendance, a wide range of high-quality vendors, and plenty of valuable conversations and new connections."

Mike Roberts, VP of Produce Operations, Harps Stores

"The NYPS always delivers with a terrific venue and top decision-makers from throughout the industry and especially in the NY area."

Andy Hamilton, CEO, Markon

TO LEARN MORE ABOUT BUYER-CONNECT!

Contact **John Toner** at jtoner@phoenixmedianet.com to discuss the opportunities available and pricing by clicking on the link below.

