



THE NEW YORK PRODUCE SHOW AND CONFERENCE

PRESENTED BY EASTERN PRODUCE COUNCIL AND PRODUCE BUSINESS

APPLICATION FOR EXHIBIT SPACE

For help completing this form, contact us at 212-426-2218 or send an e-mail to exhibit@nyproduceshow.com
www.nyproduceshow.com

2026

Dec 2-Dec 4
New York,
NY, USA

EXHIBITOR CONTACT INFORMATION

Company: _____ "Exhibiting As" Name: _____

Person in charge of exhibit: _____ Title/Position: _____

Mailing Address: _____ City: _____ State/Province: _____

Postal Code: _____ Country: _____ Phone: _____ Cell Phone: _____

Facebook: _____ Instagram: _____ LinkedIn: _____ Twitter: _____

Email: _____ Website: _____

Signature: _____ Date: _____

Each booth is 10' wide x 10' deep and comes with a comprehensive "booth package," including carpeting, a draped table, two chairs, a trash pail, a 44" x 7" identification sign, five exhibitor badges, two cocktail reception admissions and one keynote breakfast admission. Additional fees for "turn-key" furnishings.

NEW FOR 2026: Exhibitors will be responsible for making and managing their hotel reservations via our official room block link.

PLEASE INDICATE THE QUANTITY OF BOOTHS YOU WISH TO SECURE IN THE BOX(ES) BELOW (IF YOU WISH TO HAVE A CORNER BOOTH AND ADJACENT REGULAR/INLINE BOOTH, PLEASE INDICATE QUANTITY IN BOTH BOXES)

General Fees for Comprehensive Booth Package (see description above)

A [] \$8,499 Regular/Inline booth

B [] \$8,999 Corner booth

For advertisers in PRODUCE BUSINESS 2025/26 or members of EASTERN PRODUCE COUNCIL

C [] \$7,499 Regular/Inline booth

D [] \$7,999 Corner booth

[] **\$1499 Co-exhibitor fee.** (Co-exhibitor Fee is for exhibitors that wish to have a company (1) share the 10X10 booth. Price includes a listing in the Show Program/Mobile App: (3) three exhibitor badges, (1) one cocktail reception pass, and (1) keynote breakfast admission. Brokers and national and state pavilions have special rates.)

Certain premium-positioned booths, including corners and facings on "Central Park", are available only to those more deeply involved in the event. This can be evidenced by being named a Bronze, Silver, Gold or Platinum Sponsor.

[] **Please provide me with more information on Sponsorship Opportunities**

Space number selection 1st Choice 2nd Choice 3rd Choice 4th Choice 5th Choice

SPACE SELECTION

TERMS

This application is made in accordance with the conditions, rules and regulations included with this form. A deposit of 50% of exhibit space in U.S. funds must accompany this application. **THE REMAINING BALANCE IS DUE May 1, 2026.** APPLICATIONS SUBMITTED AFTER **May 1, 2026** MUST BE ACCOMPANIED BY PAYMENT IN FULL. Prior to **May 1, 2026**, cancellations of all or a portion of exhibit space ordered are subject to a fee equal to 50% of the value of exhibit space originally contracted. For any cancellations after **May 1, 2026**, all outstanding balances become due and payable. No refunds will be made after May 1, 2026. (See item 4 on the reverse side of Application). **ALL CANCELLATIONS MUST BE RECEIVED IN WRITING.** When available, exhibitor manuals will be provided to you, but only after full payment is received.

METHOD OF PAYMENT

THREE EASY WAYS TO SEND YOUR SIGNED CONTRACT WITH DEPOSIT:

1 **Phoenix Media Network Inc.**
P.O. Box 810425
Boca Raton, FL 33481-0425
PHONE: 212-426-2218
FAX: 212-779-8779

2 **Phoenix Media Network Inc.**
551 NW 77th, Suite 101
Boca Raton, FL 33487
PHONE: 212-426-2218
FAX: 212-779-8779

3 **WIRE TRANSFER**
Bank: Wells Fargo Bank
Address: Boca Raton, FL USA
Swift No.: WFBUS6S
Bank Code: 121000248
Credit To: Phoenix Media Network Inc.
Account No: 215-56-0023-5830
ACH Routing: 063107513

Make checks or money orders payable to **Phoenix Media Network Inc.** We accept checks in **US DOLLARS DRAWN ON USA BANKS** or Canadian checks that state US funds. Other checks not drawn on USA banks will be charged a fee of \$75 USD each.

PLEASE EMAIL COMPLETED APPLICATION TO: SALES@NYPRODUCESHOW.COM

EXHIBITING COMPANY NAME SHOULD APPEAR IN THE WIRE TRANSFER REFERENCE. TRANSFER CHARGES ARE THE RESPONSIBILITY OF THE EXHIBITOR. PLEASE E-MAIL US YOUR APPLICATION AND A NOTE INDICATING THAT A WIRE TRANSFER HAS BEEN MADE TO: SALES@NYPRODUCESHOW.COM

CONDITIONS, RULES AND REGULATIONS COVERING THE NEW YORK PRODUCE SHOW AND CONFERENCE

P.O. BOX 810425, BOCA RATON, FL 33481-0425

1. In these Regulations and Conditions, the term "Exhibitor" includes all employees of such, and the term "Exhibition" shall be deemed to mean The New York Produce Show And Conference. The term "Organizer" refers to Phoenix Media Network, Inc. and the term "Presenters" refers to PRODUCE BUSINESS magazine and the Eastern Produce Council
2. The Organizer and the Presenters reserve the right to refuse the application of any party whose product, service or proposed exhibit is not in keeping with the character of the Exhibition.
3. Exhibitor agrees to make payment for space as outlined on the face of this agreement. If payments for space are not made when due, the Organizer and Presenters may, at their sole discretion, re-allocate space allotted to the Exhibitor.
4. In the event this Contract is cancelled by the Exhibitor or the Exhibitor's agent, the Exhibitor acknowledges that the New York Produce Show will have lost the revenue represented by the opportunity to offer your booth space to other companies either individually or as part of another group. Additionally, such cancellation would result in New York Produce Show incurring additional costs in its attempts to resell space that was already sold to and reserved for the Exhibitor. Therefore, cancellations after May 1, 2026 are non-refundable.
5. Exhibitor shall occupy the space allotted no later than 5 P.M. on the day before the opening of the Exhibition. In the case of default, from any cause whatever, the Organizer and presenters shall have the right to re-let or otherwise deal with this space. Subletting of exhibit space is not permitted. Exhibitors must have staff present and may not break down or begin to disassemble their booths prior to the exhibit hall close time.
6. Exhibitor is responsible for the cost and erection of tables, counters, or other contrivances for displaying goods and for all support services including, but not limited to, such matters as cleaning, electricity, plumbing, and drayage.
7. While participating in the Exhibition, Exhibitor agrees to comply with all applicable municipal, state and federal laws and with the provisions of any labor agreements that might cover activities conducted within the Exhibition facility, and with all Rules and Regulations of the Venue or Venues in which the exhibition or related activities may take place. Exhibitor agrees to indemnify the Organizer and Presenters against any claim, action, or loss occasioned by any breach thereof.
8. Prior to the opening of the Exhibition, the Organizer and Presenters will provide the Exhibitor with a list of rules and regulations for participating in the Exhibition. Exhibitor agrees to adhere to these, and any other, rules and regulations that may be issued from time to time by the Organizer and/or Presenters.
9. All materials used for the building, decorating, draping or covering of booths and/or stands must be non-flammable or rendered so by being immersed in a fire-proofing solution. All exhibits are subject to inspection by the public safety authorities having jurisdiction over the exhibit facility and the Exhibitor agrees to comply with the ruling of said authorities on all matters.
10. Liability insurance of no less than \$1,000,000 property damage and personal injury, with Broad Form endorsement, naming Organizer and Presenters as an additional insured, and requiring at least 30 days prior notice to Organizers of cancellation or material modification, must be obtained by Exhibitor at its own cost and expense. Exhibitor agrees to provide Organizer and Presenters with certificates of insurance or duplicate policies no later than 90 days prior to opening, and with further evidence of insurance upon request. In no event shall Organizer and/or Presenters be responsible for any loss of or damage to Exhibitor property occasioned by theft or other insurable casualty. Exhibitor shall obtain at its own cost and expense theft and casualty insurance in an amount equal to the value of Exhibitor's property and shall provide Organizers and Presenters with proof of such insurance upon request. The Organizers and Presenters assume no risk; and by the acceptance of this agreement, the Exhibitor expressly releases the Organizers and Presenters of and from any and all liability for any damage, injury or loss to any person or goods which may arise from the rental and occupation of said space by Exhibitor, and agrees to hold and save the Organizers and Presenters harmless of and from any loss or damage (including but not limited to attorney's fees and other similar costs of defending claims or lawsuits brought against the organizers and/or Presenters) by reason thereof. The Exhibitor's duty to hold and save the Organizers and Presenters harmless hereunder shall not be affected by any contention that the Organizers and/or the Presenters were negligent, and that such negligence was a contributing or proximate cause of the damage, injury or loss in question, unless and until a court of competent jurisdiction in a matter involving third party liability finds that the Organizers and/or the Presenters were guilty of negligence greater than that of the Exhibitors and that the Organizer's and or Presenter's negligence proximately caused the damage, injury or loss in question.
11. In no event shall the Exhibitor have any claim for damages of any kind against the Organizer and/or Presenters in respect to any loss or damage, direct or consequential, because of the prevention, postponement, or abandonment of the Exhibition, by reason of any of the events referred to in Condition 10, or otherwise if for any reason beyond the Organizer's and/or Presenter's control the Exhibition facility becomes wholly or partially unavailable for the holding of the Exhibition, and, in such an event, the Organizer and/or Presenters shall be entitled to retain all sums paid by Exhibitors or such part thereof as the Organizer and/or Presenters shall consider necessary. If, in the opinion of the Organizer and/or Presenters, by re-arrangement or postponement of the period of the Exhibition, or by substitution of another hall, or building, or in any other reasonable manner, the Exhibition can be carried through, this contract shall be binding upon the parties, except as to the size and position of exhibit space which the Organizer and/or Presenters may modify as they deem necessary under the circumstances.
12. Exhibitor agrees to confine all selling and promotional activity to the space allotted by this contract and not to display or distribute printed matter or materials of any nature in the aisles, between booths, entrances, or exits. Note that all booth designs must allow Exhibitor's booth personnel to stay within the confines of the Exhibitor's allotted space. Exhibitor's booth personnel may not stand in the aisles or block the aisles.
13. Non-transferable passes of admission will be supplied to Exhibitors for distribution to their personnel. Exhibitors will not be admitted to the exhibit facility without such passes. The Organizer and/or Presenters reserve the right to limit the number of passes issued to any Exhibitor.
14. The right to distribute and/or sell any article of food, drink, or tobacco is held by catering concessionaires authorized by the owner of the exhibit facility. No Exhibitor may sell, give away, or distribute any such article without the written consent of the Organizer. The foregoing should not be construed to prevent the Exhibitor from distributing product samples of a size and type acceptable to the owner of the exhibit facility and the Organizer.
15. The Organizer and/or Presenters accept no responsibility for breakdown or failure of any of the services provided for, or in connection with, the Exhibition, such as refrigeration of product.
16. The Organizer and/or Presenters reserve the right to refuse any person admission to the Exhibition at their discretion.
17. Without prejudice to the rights and remedies of the Organizer and/or Presenters in respect to any breach of the Contract on the part of the Exhibitor, the Organizer and/or Presenters may at their discretion allow the Exhibitor to withdraw from the exhibition subject to the following conditions:
 - A. The Exhibitor must give written notice to the Organizer that the Exhibitor desires to withdraw. If the Organizer allows such withdrawal, the Organizer will notify the Exhibitor of the decision in writing.
 - B. Any such notification by the Organizer to the Exhibitor will constitute a cancellation of the Contract subject to the payment by the Exhibitor to the Organizer as outlined on the face of the contract.
 - C. Upon payment of such amount to the Organizer by the Exhibitor as this Application indicates, the Contract shall be canceled and neither party shall have any further claim against the other.
18. The Organizer and/or Presenters reserve the right to alter, add to, or amend any of these Regulations and Conditions. Should any question arise, whether or not provided for in these Regulations and Conditions, the decision of the Organizer shall be final. No alteration, addition, amendment or waiver to or of these Regulations and Conditions shall operate to release any Exhibitor from the Contract.
19. The purpose of The New York Produce Show And Conference is to promote the sale and use of fresh produce and related equipment and services. Exhibits must be consistent with the purpose and must adhere to the following standards:
 - A. All Exhibitors must promote the marketing of fresh produce and related products or services.
 - B. No Exhibitor shall discourage or promote the limitation of the use, distribution, or marketing of any fresh produce or related product or service.
 - C. Exhibitors may encourage or advance their own products, equipment or services. However, exhibitors shall not unfairly criticize the products or methods of any other Exhibitor.
 - D. No Exhibitor shall directly or indirectly promote or advertise any idea or product which is inconsistent with the stated purpose of this exhibition.
 - E. No exhibitor shall have an undesirable or unreasonable deleterious effect upon another's booth; this includes the blockage of another exhibitor's line-of-sight by having sides exceed 3-feet.
20. The organizer reserves the right to prohibit or remove any exhibit which, in its sole discretion, detracts from the general character of the exhibition as a whole, or consists of products or services inconsistent with the purpose of the exposition. The right to prohibit includes such persons (dressed in a sexually aggressive or offensive manner), things, conduct, printed matter or anything of a character which the organizer, in its sole discretion, determines objectionable.
21. As an accommodation to Exhibitor, Organizer and/or Presenters may list Exhibitor in a catalog prepared and distributed in connection with The New York Produce Show And Conference. Organizers shall have no liability to Exhibitor for any errors or omissions contained in such catalog.
22. This agreement may be terminated by the Organizer at any time on the breach of any of the conditions by the Exhibitor, and thereupon all of the Exhibitor's rights hereunder shall cease and terminate, and any payments made by him on account hereof prior to said termination shall be retained by Organizer as liquidated damages for such breach, and the Organizer may thereupon resell said space.
23. Approval of this contract is at the discretion of Organizer. Approval may be withheld, among other reasons for (1) Poor credit history, including but not limited to past due amounts owing to the Organizer, the Presenters and/or any affiliate of the Organizer or Presenters. (2) Violations of Conditions, Rules and Regulations of contract provisions in any previous event conducted or sponsored by the Organizer, the Presenters and/or their affiliates.
24. Termination of Exhibit: in the event that the premises in which the Exhibition is to be conducted shall become, in the sole discretion of the Organizer, unfit for occupancy, or in the event the holding of the Exhibition or the performance of the Organizer under the contract are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of the Organizer, the Exhibition may be terminated or moved within the control of the Organizer, the Exhibition may be terminated or moved to another appropriate location at the sole discretion of the Organizer. Neither the Organizer nor the Presenters shall be responsible for delays, damage, loss, increased costs or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of the Organizer and/or the Presenters. If the Organizer terminates this contract and/or the Exhibition (or any part thereof), then the Organizer may retain such part of an Exhibitor's rental fee as shall be required to recompense the Organizer for expenses incurred up to the time such contingency shall have occurred and there shall be no further liability on the part of either party. For purposes hereof, "cause or causes not reasonably within the control of Management" shall include but not be limited to fire, casualty, flood, epidemic, earthquake, explosion, accident, blockade, embargo, terrorism, threat of terrorism, inclement weather, hurricane, tornado, governmental declaration of public emergency, strike, lockout, boycott or other labor disturbance, technical or other personnel failure, local, State or Federal ordinances, rules, orders, decrees or regulations and/or any Act of God.