GLOBAL ORGANIC PRODUCE EXPO

JANUARY 31 - FEBRUARY 2, 2022

**Seminole Hard Rock Hotel & Casino,
Hollywood, FL**

2022 PROSPECTUS

Presented by:

The Packer

FARM JOURNAL

globalorganicexpo.com

Unique and Powerful

Your Success Is Our Success

Enjoy the refined and highly effective business atmosphere at the 2022 Global Organic Produce Expo (GOPEX), where you can position your brand to the most diverse group of organic fresh produce buyers from around the world – all presented to you by the industry's market leader and most reliable news source, The Packer.

Learn about the industry's fastest-growing market segment and forge relationships with key U.S. and international organic buyers via interactive excursions, educational sessions, networking experiences, and coordinated meetings.

Your success is built-in at GOPEX with scalable, customizable exhibits, and sponsorship opportunities to dramatically showcase your products and services to buyers and decision makers across the entire organic supply chain.

South Florida is the most internationally accessible region in the U.S. and will provide a perfect winter reprieve for all our hard-working produce industry counterparts.

Don't miss this exclusive and enlightening experience to grow your organic business.

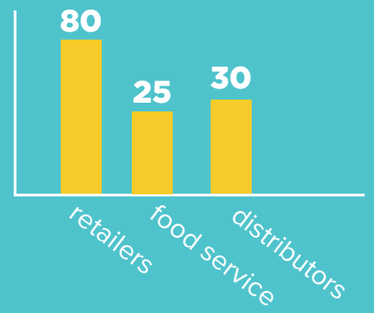
GOPEX AT A GLANCE

3:1 buyer to supplier ratio

150 one-on-one buyer meetings

200 buyers of fresh produce

Buyer Breakdown at GOPEX



(number of companies represented)

The Seminole Hard Rock Hotel & Casino

Hollywood, Florida

The Seminole Hard Rock offers every ounce of luxury you've come to expect from GOPEX, and this year we chose our location to better serve our exhibitors, without compromising luxury, style or experience.

By moving to the Seminole Hard Rock, we decided on less Miami traffic and more Southern Florida wonder with the hotel's recent $1.5 billion dollar renovation. Completed in 2020, this gorgeous 'new' hotel is making big waves. The Hard Rock Live arena, the hotel's refined new conference center, offers globally inspired cuisine that lets you dine like rock royalty or roll outside for more entertainment experiences including comedy clubs, bars and live music. This location sets the scene for a trade show experience that has everything an exhibitor needs to increase business and create connections.

MAKE TRAVEL A BREEZE

Fort Lauderdale-Hollywood International
20 min

Miami International Airport
40 min

Free parking for attendee vehicles at the hotel.

Important Exhibitor Details:

- Easy shipping logistics and load in/load out
- Conference Wi-Fi provided
- Incredibly discounted room nights
- On-site offerings to limit spend on ground transportation
- Visa letters offered for international exhibitors

Previous **Buyer Attendees**

Walmart
Publix
Whole Foods Market
Kroger
Loblaw
C&S Wholesale Grocers
Castellini
Ahold Delhaize
Wakefern Food Corp
Blue Apron
Albert's Fresh Produce
Giant
Jewel Osco
Wegmans
Crosset Company
Sendik's Food Market
Home Chef
99¢ Only Stores
MOM's Organic Market
Coosemans DIAM Worldwide
US Foods
BJ's
Price Chopper
Fresh Thyme Farmers Market
SpartanNash
Topco
Peirone Produce Co.
Four Seasons Produce Inc.
Hungry Harvest
Food Giant
Firehouse Subs
Brothers Produce
C&C Produce
freshpoint
ingles
Rouses Markets
Charlie's Produce
4th Generation Organic Market & Café
Sullivans Foods
C.H. Robinson
dayka hackett
CTG
Freshpack Produce
GPS Global Perishable Services LLP
Commodities Natural Market
Sakara
Fresh Concepts
Grocery Outlet Bargain Market
Imperfect Produce
Angelo Caputo's Fresh Markets
Maruras Haven
SuperValu
Misfits Market
Philadelphia Wholesale Produce Market
Safe Food Corporation
云象供应链
XOB
Nathel & Nathel
Howards
SunCity Produce Co.
UNFI Better Food. Better Future.
Envy Sage
Vanna's Tropical Fruits & Vegetables
So Cal Farm Network GrubMarket
spice BOX organics the conscious choice
premierproduce
Lucky's Market
Procacci Brothers Since 1948
juice & java
Canton Market
Capitol City Produce
Grand Casino Mille Lacs · Hinckley
amc Anthony Marano Company
Hungryroot
Erl's Produce Market
Rays
SMOOD
happy dirt
The Fresh Market
Three Rivers Market
East Coast Fresh Fresh Food Made Easy
Liberty Fruit Co.
Lancaster

Previous **GOPEX Exhibitors**

Wholesum Grown for Good
Pure Flavor
Five Star Gourmet Foods
Mother Raw
Good Foods
Stemilt World Famous Fruit
Vitalis Organic Seeds
InterNatural Marketing
eurofins
Starr Ranch
Creekside Organics
North Bay Produce
Joolies
Earth Fresh
Alibaba.com
Crosset Company
Dowdy Superfresh Growers
A&A Organic Farms
Sunset Farms
Alliance Rubber Company
Bay Baby Produce
Bolthouse Farms
braga fresh Family Grown Since 1928
C&D Farms
Cal Organic
CECE'S VEGGIE CO.
Champ's Mushrooms
Chelan Fresh
CHEP
Chilean Blueberry Committee
CONTROLUNION
Dole
eco ripe
executyles
Fair Trade Certified
Famous Software
Farm Fresh Direct of America
Royal Flavor
Fresh Directions International
Fresh Farms
fresho growers
Garland Food
GLG Organics
Gourmet Trading Company
Pete's
House Foods
INECTA
Lakeside Organic Gardens
LV Organic Produce
Master Touch
melissa's
Misionero
Molter Produce
Organic Mother Earth Mushrooms
Moxxy! Marketing
naturipe Farmed Fresh
Onions 52
Owyhee Produce
Pacific International Marketing
Pear Bureau Northwest
Progressive Produce
prom perú
Rainier Fruit
redsunfarms
Rock Garden Fresh Herbs | Microgreens & More
sfa Specialty Food Association
Seitenbacher
Sunkist
The Flavor Tree Fruit Company, LLC
TOMRA
tribelli
Trinity Fresh Sales
Trinity Logistics
Triple J Produce Inc. Sims, NC
trufresh
Vermont Pure CSD
Villita
VivaTierra Organic
Wada Farms Marketing Group, LLC
Watsonia
WP Produce Corp
Well-Pict Berries
West Pak Growers Inc.
Topline
Wish Farms Quality Produce Since 1922
Woodspur Organic Date Farms
Yakima Fresh
4Earth Farms

UNLIMITED CONNECTIONS

BizMATCH

As they say, time is money. We've got you covered with BizMatch, your fast pass to relaxed, pre-set meetings with relevant buyers. Tell us what you're looking for, we do the coordinating, and you score the contract. Now that's smart business.

BizMatch provides five one-on-one meetings with qualified buyers – a potent business tool you don't want to skip.

Available to all Diamond & Platinum sponsors.

Education

Knowledge is power and we're providing you with the best the industry has to offer. From seasoned veterans to new faces with boots on the ground or shoes on the sales floor, our dynamic educational seminars and keynote presentations will equip you with the tools to feel confident in tackling ever-changing consumer demands and act in true partnership along the organic fresh supply chain.

All you will have to worry about is snagging the best seat.

Networking

GOPEX is committed to delivering an interactive and inclusive take on the traditional produce trade show. Multi-faceted parties and excursions create conversations and deepen connections, building relationships that go well beyond business.

Sponsorship Packages*

	BRONZE $5,000	SILVER $6,500	GOLD $8,500	PLATINUM $9,975	DIAMOND $13,750
8x10 Booth					
Standard Booth Furnishings	✓	✓	✓	✓	✓
Company Listing on Website in Exhibitor List	✓	✓	✓	✓	✓
Company Listing in Show Guide	✓	✓	✓	✓	✓
Complimentary Badges	4	4	4	6	8
Preferred Showfloor placement	fifth	fourth	third	second	first
Logo Exposure					
Logo on website		✓	✓	✓	✓
Logo on post-show Sponsor Thank You ad		✓	✓	✓	✓
Logo on Sponsor Thank You signs at show			✓	✓	✓
Logo rotation during sessions				✓	✓
Logo recognition on all expo print advertising				✓	✓
Show Guide Marketing Package					
FREE Show Guide Ad			1/2 Page	Full Page	2-Page Spread
Enhanced Listing in Show Guide			✓	✓	✓
Full Page Company Profile					✓
Product Showcase Package					
GOPEX Product Innovation eNewsletter ad			✓	✓	✓
New Product Feature in Show Guide				✓	✓
Pre-Show Marketing Package					
Attendee list (Jan 7, 2022)	✓	✓	✓	✓	✓
Social Exhibitor Annoucement (LinkedIn, Insta, Facebook)		grouped	grouped	highlighted	featured
Early Attendee list (December 17, 2021)				✓	✓
Full Page ad in The Packer's pre-show section					✓
300x250 ad on The Packer website (runs in January)					✓
On-Site Marketing Package					
Conference Session Recognition			✓	✓	✓
Flyer in attendee bags			✓	✓	✓
Free-Standing 3'x8' Single Sided Sign			shared	✓	✓
BizMATCH!					
5 one-on-one meetings with qualified buyers				✓	✓
8x10 Extensions					
	$3,975	$3,850	$3,750	$3,650	$3,500

*Custom sponsorship packages are available. Please discuss with your account representative.

Additional Sponsorship Opportunities

SPONSORSHIP	DESCRIPTION	PRICE	QUANTITY
Opening Reception	Welcome attendees in style with an opening reception that sets the tone for the entire conference. Premium food, beverages and entertainment will provide the perfect setting for networking. Includes signage at the reception and cocktail napkins with sponsor logo.	$10,000	3 Remaining
Exhibit Hall Lunch Buffet	As a sponsor, your organization will receive: • Custom signage at the event. • Recognition in the show program. • Special announcements over the intercom.	$4,000	4 Remaining
Happy Hour Exhibits Closing Reception	As a sponsor, your organization will receive: • Custom signage at the event. • Recognition in the show program. • One of four bars located near your booth. • Cocktail napkins with company logo. • Signage on the bar.	$3,000	4 Remaining
Breakfast Sponsorship	As a sponsor of the breakfast, your organization will receive: • Opportunity to place branded collateral on attendee chairs. • Logo and sponsorship recognition on video screen.	$10,000	4 Remaining
Keynote Speaker	As the exclusive sponsor, your organization will receive: • Logo recognition at the podium. • Opportunity to provide items to place on attendee chairs. • Three-minute podium presentation or video prior to keynote. • Logo and sponsorship recognition on video screen. • Logo on all keynote promotion and signage.	$10,000	2 Category Exclusive
New Product Showcase 	The New Product Showcase is highly anticipated and gives buyers insight into trends and innovation within the industry. This sponsorship gives you the opportunity to highlight your products and get additional exposure. Potential buyers can: • See what's new in the industry. • Look at, study and compare products. • Contact you at your booth to place an order or learn more.	$425 per shelf	Unlimited
Hotel Room Keys	Be the exclusive sponsor of the event's hotel room keys. You'll be able to include your logo on all attendee keycards in conjunction with the West Coast Produce Expo graphics.	$6,000	Exclusive

SPONSORSHIP	DESCRIPTION	PRICE	QUANTITY
Attendee Lanyards 	Exclusive sponsor of event name badges and lanyards. You'll be able to include your logo on 1,500 attendee badges.	$6,000	Exclusive
Attendee Tote Bags 	Make a lasting impression to attendees with customized tote bags that will be handed out at registration.	$6,000	Exclusive
Attendee Tote Bag Insert	Place a literature item in attendee tote bags that attendees receive at registration.	$750 each	10
Free-Standing Sign 	Your company's logo and your design will be featured on single-sided meter boards positioned in high-visibility locations throughout the event. Specs are 36"x 96".	$1,350	Unlimited
Hand Sanitizer	As a sponsor of the hand sanitizer at the show, your organization will have the ability to choose the following options: • Provide logo and we will take care of individual size hand sanitizers for every attendee. • Provide hand sanitizers for distribution at the show.	$5,000	Exclusive
Additional BizMatch Meetings	Add on an additional 3 BizMatch meetings to your sponsorship package at the show!	$2,000	Unlimited
Event App	Get tons of exposure by sponsoring the event app. Your company logo displayed on all pre-event promotion of app, on-site signage to download app, ability to send up to four push notifications through the app during the event.	$5,000	Exclusive
Hotel Welcome Letter	Be the first to welcome attendees. Sponsorship includes: • The opportunity to reach every attendee through the official welcome letter, which features must-have information such as registration and exhibit hall hours. • Space for a personalized message to attendees in the welcome letter.	$2,000	Exclusive
Hotel Room Drop	As a participating sponsor of the Hotel Room Drop, your organization will have the opportunity to extend your reach by having promotional materials delivered directly to all attendee guest rooms. Sponsor provides room drop item.	$3,500 per product to buyers $7,000 per product to all attendees	Unlimited

BOOTHS

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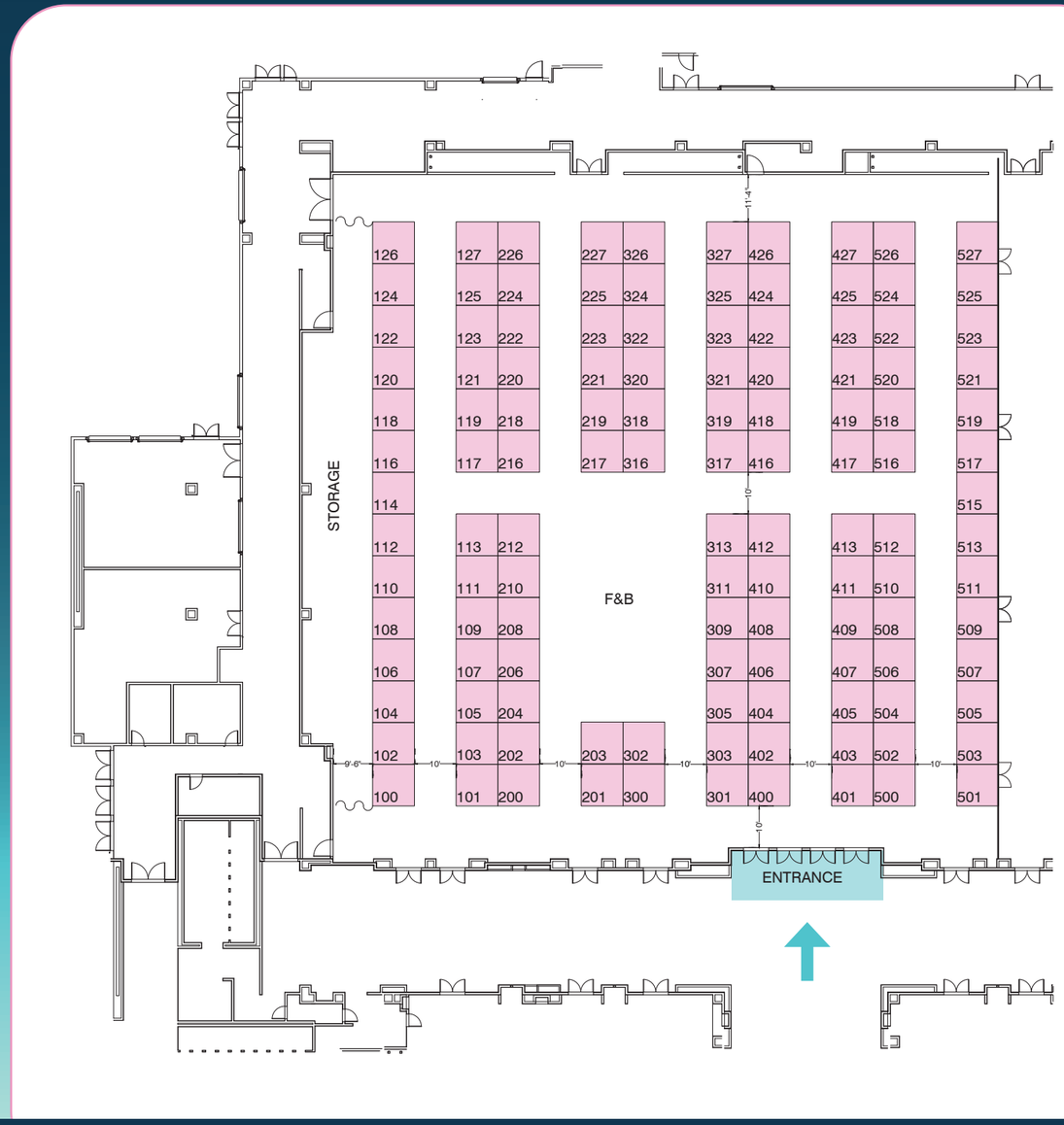
Seminole Hard Rock Hotel & Casino
Seminole Ballroom



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