



2021

CONVENTION & EXPO

JUNE 24-26, 2021 | LOS ANGELES

FPFC Expo at United Fresh 2021



Fresh Produce
& Floral Council

WHAT

FPFC and United Fresh are teaming up to celebrate the return of in-person events with the first major produce industry expo on the West Coast in almost two years! The event will feature the FPFC Expo in its own pavilion on the trade show floor, with a welcome area to greet our FPFC members.

WHO

The Fresh Produce & Floral Council is excited to bring its membership together for the FPFC Expo 2021 in a unique way this coming summer. FPFC Expo will be co-located with the United Fresh annual Convention & Expo to maximize opportunities for both memberships as in-person events get back to life.

United Fresh features over 5,000 national and international buyers and sellers of fresh produce. FPFC's Board of Directors brings our members not only the traditional great event we love, but new opportunities to grow your business.

- Over 100 national and international retail-foodservice chains
- 500 key buyers that support these companies
- Over 150 wholesale/distribution partners
- Over 250 senior decision-makers from leading industry wholesalers
- Over 50 large school foodservice buying opportunities

WHERE

The Convention & Expo will be held at the Los Angeles Convention Center in downtown LA, adjacent to the Staples Center and LA LIVE. This is the perfect place to bring the industry together in a large wide-open space that allows us to connect and drive our businesses forward.

WHEN

The FPFC/United Fresh Convention & Expo will be held June 24-26, Thursday-Saturday. A two-day expo Friday and Saturday expands traditional FPFC exhibit hours and allows us to greet visitors on both a workday and weekend. National and international travelers can conclude their experience Saturday night in one of the world's greatest cities.

HOW MUCH

FPFC has secured a grandfather rate for all former FPFC exhibitors that did not exhibit in United Fresh. That means you pay the same amount as last year's FPFC expo and get a second exhibit day free plus thousands of new visitors. Take a look at the booth rates on the back, and please be sure to sign up today!

Welcome to
FPFC/UNITED FRESH!

To reserve your space, please contact Emma McBride-Taylor at FPFC at emma@fpfc.org, or John Toner at United Fresh at jtoner@unitedfresh.org for more information.

