

# FutureTECH Pavilion

AT THE GLOBAL PRODUCE & FLORAL SHOW

October 17-19, 2024 | Atlanta, GA

The International Fresh Produce Association is the largest and most diverse international association serving the entire fresh produce and floral supply chain.

## WHAT'S NEW IN EMERGING TECH SOLUTIONS?

The FutureTECH Pavilion at the IFPA Expo showcases cutting-edge technology solutions designed to address our industry's most critical challenges. From climate change and quality control to logistics, inventory management, and business connectivity, these new technologies are more essential now than ever.

Start-up and early-stage companies are invited to join us at the FutureTECH Pavilion to showcase your solutions and connect with leading companies and decision-makers driving the produce and floral industry forward. You'll be in the company of our 2024 Fresh Field Catalyst Winners, who bring established technologies that are new to the produce industry.



## WHO IS ELIGIBLE:

- Early stage or new to the sector companies with a viable solution for challenges in the fresh produce and floral industry.
- Technology must be within 5 years of commercialization.
- No prior exhibiting history with IFPA.

## WHY PARTICIPATE:

- Create meaningful connections with industry leaders
- Showcase your technologies to leading companies embracing new technologies
- Get recognized as an industry disruptor

## PARTICIPATION COST:

- 1st Year: FREE
- 2nd Year: \$1,995

## WHAT'S INCLUDED:

- An exhibit counter in the FutureTECH Pavilion
- Listing in the online show directory
- Press announcement and social posting featuring FutureTECH participants
- Two expo registrations, including setup, expo, and tear-down access, with the ability to upgrade to All Access registration for \$395 (members) or \$595 (non-members)
- Ability to purchase a Fresh Ideas Showcase for added exposure

## Previous FutureTECH Attendees Include:

### 2023

#### FutureTECH:

- advanced.farm
- Butter Technologies
- Farm-ng
- Nat4Bio
- Skysense
- TRIC Robotics
- Verdi
- Wonder Veggies

#### Accelerator:

- Agrology
- Arable
- Avo Solutions
- Bloomfield
- BloomX
- FireFly-One, Inc
- Four Growers
- Fyteko SA
- Gardin
- intelligent Growth Solutions (IGS)
- Moleaer
- Spornado

**FutureTECH Pavilion:** Start-up and early-stage companies with cutting-edge technology solutions to address our industry's most critical challenges.

**Tech Accelerator Pavilion:** IFPA's Fresh Field Catalyst Cohort, featuring technologies that increase productivity in the produce supply chain, help farms and the supply chain adapt to climate change and reduce emissions.

**43%** of attendees are final purchase decision makers

**82%** of attendees directly influence the purchasing process

## 21,000 + ATTENDEES FROM OVER 60 COUNTRIES

