2016 FRESH SUMMIT CONVENTION & EXPO
SOURCE MATERIAL GUIDE FOR MEDIA – FIRST EDITION

Note: This is the first edition of two planned editions of this guide. The second edition will be available by mid-September. In the meantime, if you have any questions or need more information, contact PMA PR Coordinator Kate Hill, email khill@pma.com, phone +1 (302) 607-2195. And for breaking Fresh Summit news, stay tuned to PMA’s PR team.

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<tr>
<td><strong>KEY INFORMATION</strong></td>
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<tr>
<td><strong>Event 411</strong></td>
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<tr>
<td>- formal name: 2016 Fresh Summit Convention &amp; Expo</td>
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<tr>
<td>- dates: Oct. 14-16</td>
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<tr>
<td>- location: Orange County Convention Center, West Building, 9899 International Drive, Orlando, Fla.</td>
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<td>- 2016 creative direction: “Where bright ideas take root”, “where bright ideas blossom”</td>
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<td>- logo: downloadable from <a href="http://www.pma.com/events/freshsummit/media">http://www.pma.com/events/freshsummit/media</a></td>
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<td>- expected 2016 attendance: Over 20,000 attendees from across the fresh produce and floral supply chains, from 60+ countries (other attendance statistics <a href="http://www.pma.com/events/freshsummit/media">here</a>)</td>
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<tr>
<td><strong>2016 Event Schedule</strong></td>
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| • **What's new/notable in 2016:**  
  • *This will be the largest Fresh Summit expo EVER!*  
  • This will be Bryan Silbermann's last Fresh Summit, he retires Jan. 31, 2017.  
  • CGTbyPMA continues its 10th anniversary celebration  
  • We are delivering even more value to floral attendees  
  • New in 2017: Our days are shifting, to Thursday through Saturday | • Fresh Summit is ranked #74 in Trade Show Executive magazine's Gold 100, and #81 in Trade Show News Network's Top 250 U.S. Shows  
  • Bryan’s biography: [http://www.pma.com/about-pma/leadership](http://www.pma.com/about-pma/leadership)  
  • For breaking news, stay tuned to PMA PR over the weeks ahead |
| • **Advice to 2016 attendees:** Personalize your Fresh Summit experience, to maximize your ROI. Here’s how: | |
|  
  • **Find your community:** We’ve organized our workshops and receptions around specific Communities of Interest. Pick your community, and plan now to attend those events with others like you. | [http://www.pma.com/events/freshsummit/attendees/my-communities](http://www.pma.com/events/freshsummit/attendees/my-communities) |
|  
  • **Network like crazy:** This is the industry’s best place to make new connections. Rekindle old relationships. | See Networking events, below |
|  
  • **Get smarter:** Our general session and workshops are designed to help your business, and you professionally | See General Sessions and Workshops, below |
|  
  • **Find innovation inspiration:** Our Innovation@work area is full of tomorrow’s ideas. | |
|  
  • **Use the Fresh Summit mobile app to organize it all** | |
|  
  • **General sessions:**  
    • Friday brunch: annual State of the Industry  
    • Saturday breakfast: Be Your Own Brand: Your Ultimate Branding Toolbox  
    • Sunday breakfast: Harness Innovation for Growth, Creativity and Transformation |  
  • For session times and descriptions, see overall event schedule  
  • Friday speaker bios: [coming in second edition](http://www.pma.com/about-pma/leadership)  
  • Saturday speaker bio  
  • Sunday speaker bio |
|  
  • **Workshops:**  
    15 workshops are planned as of this date, they are grouped into three concurrent series, all sessions held on Friday; categorized by attendees’ “communities of interest” |  
  • For series times, and workshop titles and descriptions, see overall event schedule for Friday  
  • Some speaker information is provided in the overall event schedule; remaining speaker information [coming in second edition](http://www.pma.com/about-pma/leadership) |
### Networking events/receptions
- **Fresh Ideas in Action Reception**
  - Friday, October 14, 4:00 p.m.- 5:00 p.m.
  - To be held right after the workshops have ended, this gathering gives attendees a chance to discuss and exchange ideas. We’ll also be sampling recipes from the Sensory Experience Contest’s finalists.
- **Young Professionals Reception:**
  - Friday, October 14, 5 p.m. - 5:30 pm
  - (Reserve your complimentary ticket [here](http://www.growingtalentbypma.org/young-professionals-reception/))
- **Welcoming Reception:**
  - Friday, October 14, 6:30 p.m. - 8:30 p.m.
  - (May require separate registration)
- **Floral Networking Reception:**
  - Saturday, October 15, 5:15 p.m. – 7:30 p.m.
- **Global Connections Reception:**
  - Saturday, October 15, 5:15 p.m. – 7:00 p.m.
- **Industry Talent Reception:**
  - Saturday, October 15, 5:15 p.m. – 7:00 p.m.
- **Science & Technology Reception**
  - Saturday, October 15, 5:15 p.m. – 7:00 p.m.

### Floral programming:
- **Fresh ideas:** Largest-ever Floral Pavilion at the expo!
- **Networking:** Floral Networking Reception
- **Bringing floral buyers and sellers together:** New Buyer Roundtables help floral suppliers connect with buyers face to face.
- **Education:** Check out our floral-specific workshops
- **Professional recognition:** 2016 Floral Marketer of the Year award presentation

### Women’s programming:
- **Center for Growing Talent by PMA’s Women’s Fresh Perspectives Leadership Breakfast,**
  - Friday, October 14, 7-8:30 a.m. (separate ticket required)

### Expo 411:
- 2016 will be the largest expo EVER!
  - 300,000+ net square feet

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**Exposition**
- View current exhibitor list and map [here](http://www.growingtalentbypma.org/womens-fresh-perspectives-breakfast/)

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<td>• 1,000+ exhibitors</td>
<td>• Fresh Ideas Showcase: <a href="http://www.pma.com/events/freshsummitexhibitors/marketing-toolbox/fresh-ideas-showcase">http://www.pma.com/events/freshsummitexhibitors/marketing-toolbox/fresh-ideas-showcase</a></td>
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<td>• Notable: First-time exhibitor pavilion</td>
<td>• Sensory Experience contest: <a href="http://www.pma.com/events/freshsummitexhibitors/marketing-toolbox/sensory-experience-contest">http://www.pma.com/events/freshsummitexhibitors/marketing-toolbox/sensory-experience-contest</a></td>
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<td>• <strong>Innovation@work Area:</strong> See the latest innovations in technology, packaging, merchandising and more in one destination. Featured in this area will be:</td>
<td>2015 Floral Pavilion photos: <a href="https://www.flickr.com/photos/producemarketing/albums/72157660367897380">https://www.flickr.com/photos/producemarketing/albums/72157660367897380</a></td>
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<td>• the Fresh Ideas Showcase: This is where attendees go to look for the industry’s latest products and services. This year’s showcase categories include:</td>
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<td>• Just 4 Kids: products targeting our youngest consumers</td>
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<td>• On-The-Go: products that make it easier to eat healthy while on the go</td>
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<td>• Certified Organic</td>
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<td>• Floral: floral-specific products and services</td>
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<td>• the <strong>Impact Award</strong>: Excellence in Packaging winners</td>
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<td>• the <strong>Sensory Experience Contest</strong> finalists and winners.</td>
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<td>• <strong>Floral Pavilion:</strong> Our 23,000-square-foot Floral Pavilion, located in Halls B3/B4, will serve as a floral destination at the expo to attract the floral industry – from high-level buyers and executives seeking to expand their business, to store-level associates seeking to expand their knowledge.</td>
<td>2016 Registration Options</td>
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<tr>
<td>• Exhibitor list</td>
<td>• Advance registration ends Sept. 9; on-site registration is available; deep discounts for retailers and foodservice operators</td>
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<td>• First-time exhibitor list</td>
<td>• See here for registration package options, descriptions and pricing</td>
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<td>• Show floor map</td>
<td>• To register online: click “Register to attend” button here</td>
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<tr>
<td>• Exhibitors celebrating milestones</td>
<td>• To register by mail or fax, download paper registration form here</td>
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**2016 Registration Options**

**2016 Resources**

• Online brochure
  https://issuu.com/producemarketingassociation2/docs/160517_pma_8.5x7.5_fsbro-web
### Topic

- **Fresh Summit mobile app** for Apple, Android: will be available for download by mid-September. Use the app to organize your schedule, including educational sessions, networking events and expo booths to visit

### Find Source Material At:


### Awards Presented at 2016 Fresh Summit

- **2016 Robert L. Carey Leadership Award**: to be presented for only the second time at Friday’s general session.
  - 2016 award will be presented by 2015 award recipient and former PMA board chairman, Bruce Taylor, Taylor Farms

- **2016 Impact Award: Excellence in Packaging**: presented at Friday’s brunch general session

- **2016 Floral Marketer of the Year**: presented at Saturday's Floral Networking Reception, by 2015 recipient Bonnie Armellini, Gems Group

- **2016 Sensory Experience Contest**: contest open to exhibitors only; judging will take place Friday, Oct. 14
  - Fresh Summit attendees will also be able to taste all 10 finalists’ recipes during Friday’s [Fresh Ideas in Action Reception](http://www.pma.com/content/articles/forms/freshsummitexhibitors/marketing-toolbox/sensory-experience-contest)

- **Annual exhibitor “Best of Show” contest**: Winners will be announced Sunday, Oct. 16.

### 2016 On-Site Logistics

- **Registration Desk**

- **Information Desk**

- **Hotels**
  - List, hotel names and addresses
  - Map
### Topic
- **Shuttle bus** routes and hours of service

Find Source Material At:


### 2016 OPTIONAL TOPICS

#### Recognitions
- **2016 Fresh Summit Committee**, chaired by Scot Olson, Grocery Outlet, Inc.

http://www.pma.com/members/volunteer/current-volunteers

- **2016 Exhibitor Advisory Committee**, chaired by Kevin Steiner, Sage Fruit Company

http://www.pma.com/members/volunteer/current-volunteers

- **2016 Fresh Summit sponsors**

coming in second edition

- **2016 Annual Partners, PMA and Center for Growing Talent by PMA**

coming in second edition

### 2016 Center for Growing Talent by PMA News

- **10-year anniversary**: The Center for Growing Talent by PMA is commemorating its 10\(^{\text{th}}\) anniversary this year. Have YOU taken the 10 for Talent Challenge yet?

About CGTbyPMA’s anniversary:

http://www.pma.com/content/press-releases/2016/center-for-growing-talent-by-pma

- About anniversary activities at Fresh Summit: coming in second edition

- **2016 Emerging Leaders Program**: The class’s capstone course and graduation course will take place at this year’s Fresh Summit

http://www.growingtalentbypma.org/emerging-leaders/

- **2016 Pack Family Career Pathways Program**: Jay Pack had a great idea back in 2004: Bring top university students to Fresh Summit to explore careers in our industry. Twelve years later, his great idea has grown into nine Career Pathways in the United States and abroad.

http://www.growingtalentbypma.org/career-pathways/

- **5K Race for Talent**: Saturday, October 15, 6:30 am start

http://www.growingtalentbypma.org/5k-orlando-2015/

### Social Media

Enhance your Fresh Summit experience with social media:

- 2016 Twitter feed: @PMA

https://twitter.com/pma

- 2016 Twitter hashtag

#FreshSummit
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<td>• 2016 Facebook</td>
<td><a href="https://www.facebook.com/ProduceMarketingAssociation/">https://www.facebook.com/ProduceMarketingAssociation/</a></td>
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<td>• 2016 Instagram</td>
<td><a href="https://www.instagram.com/produceMarketingAssociation/">https://www.instagram.com/produceMarketingAssociation/</a></td>
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<tr>
<td>• 2016 Flickr on-line photo galleries</td>
<td><a href="https://www.flickr.com/photos/produceMarketing/">https://www.flickr.com/photos/produceMarketing/</a></td>
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**Future Fresh Summit Dates**

- 2018: Oct.18-20, Orlando, Florida

**ATTENDANCE STATISTICS**

- all-time Fresh Summit attendance record: 22,403 attendees in 2014 Anaheim, CA
- East Coast record attendance: 19,332 attendees in 2015 Atlanta, GA
- Last time Fresh Summit was held in Orlando: 2010 with 18,284 attendees
- Fresh Summit 2015 attendees:
  - Included 60 percent of the top 25 global produce retailers
  - 1 in 3 attendees were management personnel, from General Manager to CEO

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