



# SPONSORSHIP OPPORTUNITIES



**May 11 – 13, 2018**

JW Marriott Desert Springs  
Resort & Spa  
Palm Desert, California







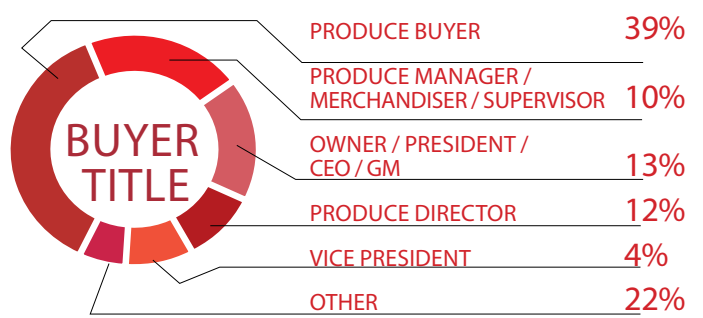
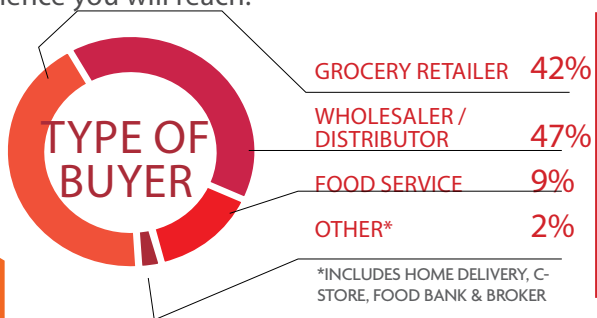
# The Packer's West Coast Produce Expo

The produce industry's No. 1 source for breaking news, new product information and industry trends, The Packer now brings their years of expertise and connections to a trade event on the west coast, the West Coast Produce Expo.

Now in its fifth year, the West Coast Produce Expo is established as one of the most dynamic events serving the fresh produce industry. The timing of the show is in line with much of California's production and offers a great opportunity for buyers to see, first hand, how the freshest produce is grown, harvested, and packed for consumers.

West Coast Produce will bring together leading produce industry buyers and sellers in a professional and tranquil setting in Palm Springs. By combining a focused conference program, networking events and tours with an expo of leading suppliers, West Coast Produce fills a niche in the region for produce growers, shippers, regional retailers and wholesalers.

West Coast Produce is designed for retail executives, produce executives and managers, foodservice managers, produce distributors and wholesalers, specialty food retailers, and buyers of produce from any industry. A survey of attendees from the 2017 event provides an insight into the audience you will reach:



**OVER 90%**  
OF ATTENDEES  
RECOMMEND OR MAKE  
THE FINAL DECISION ON  
PURCHASING PRODUCE

---

RECOMMEND 31%

---

SPECIFY 17%

---

FINAL DECISION 42%





# Past Buyer Attendees:





## SPONSORSHIP PACKAGES

INVESTMENT	\$7,950 PLATINUM	\$5,575 GOLD	\$3,800 SILVER	\$2,775 BRONZE
8x10 booth	●	●	●	●
Standard Booth Furnishings	●	●	●	●
Company Listing on website under Exhibitor List	●	●	●	●
Company Listing in Show Guide	●	●	●	●
Complimentary Exhibitor badges	6	4	4	4
FREE Show Guide Ad	1 Page	1/2 Page	1/4 Page	
Company Listing in Show Guide Enhanced	●	●	●	
Recognition at conference sessions	●	●	●	
Logo on Sponsor Thank You signage	●	●	●	
Logo on Sponsor Thank You ad in The Packer & Show Guide	●	●	●	
Logo on Sponsor Thank You webpage	●	●	●	
Sponsor recognition booth sign	●	●	●	
Flyer in all attendee bags	●	●		
Logo on ALL website pages	●	●		
Golf Tournament hole sponsorship	●	●		
FREE Show Guide Product Showcase	●	●		
Logo on all attendance promotion email communications	●			
Free-Standing sign 3' x 8' (These signs will be moved and displayed at every scheduled event)	●			
FREE Show Guide 1-Page Supplier Profile (400 word profile that includes company description, product highlights, recent developments, 1-2 images PLUS logo, company contact information)	●			

\*\* Pricing valid until December 31, 2017

### Become a sponsor

at the 2018 West Coast Produce Expo and you will greatly increase your exposure at this unique event. The 2018 convention sponsorship program has been specially designed to provide you with exclusivity, visibility, and access to the audience you want to reach.

We have exposure opportunities for every budget. Sponsorships are on a first-come, first-served basis and are limited.

With a 8 X 10 limit on booth space, all exhibitors enter the show on the same playing field. The sponsorship opportunities allow you to separate your brand from all of the others.

**Reserve your sponsorship today!**

