



PRESS RELEASE

CPMA 2024 Convention and Trade Show by the numbers

April 17, 2024 (Ottawa, ON) – The 2024 Canadian Produce Marketing Association’s Convention and Trade Show (CPMA 2024 Fresh Week) will take place next week at the Vancouver Convention Centre, in Vancouver.

Here is a snapshot by the numbers:

- Over 600 – The number of exhibit spaces (10 x 10 feet) on the CPMA Trade Show floor.
- Over 300 – The number of unique exhibiting companies.
- 147 – The number of international exhibitors.
- 168– The number of Canadian exhibitors.
- 78 – The number of new CPMA members exhibiting at CPMA 2024 Fresh Week. All new CPMA members will have a floor decal in front of their booth so attendees can welcome them to the Trade Show and the Association.
- 60– The number of products from 36 companies featured in the New Product Showcase program.

The exhibit space is sold out, but there is still time to register as a full delegate or buy a trade show pass to attend the event and connect with key industry leaders. Full delegate pass holders have access to:

- CPMA’s Trade Show, Canada’s largest fruits and vegetable show.
- Delegate Breakfast where they will hear from [Cassie Campbell-Pascall](#), one of the greatest hockey players in Canadian history.
- [Delegate Lunch](#) featuring the state of fresh produce industry address from CPMA President, Ron Lemaire, and a panel of international retailers.
- [Awards Brunch](#) celebrating industry members' achievements.
- All [Business Sessions](#) and [Learning Lounges](#) where experts will share insights on important topics impacting the produce industry.
- [Social evenings and networking events](#) with themes including the Chair’s Welcome Reception, CPMA’s After Party, Women in Produce and Young Professionals receptions, and the Annual Banquet.
- The [Innovation Zone](#) showcasing innovative products and cutting-edge technology of eight companies.

Trade Show pass holders have the opportunity to establish business relationships with **over 300** companies exhibiting at CPMA 2024 Fresh Week. Produce retailers and foodservice operators can take advantage of our complimentary Trade Show vouchers by registering online.

Visit our [Convention website](#) to learn more about what to expect and [register today](#).



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About CPMA

Based in Ottawa, Ontario, CPMA is a not-for-profit organization that represents a diverse membership made up of every segment of the produce industry supply chain who are responsible for 90% of the fresh fruit and vegetable sales in Canada. CPMA is fortunate to represent a sector that is both a significant economic driver for communities and that also improves the health and productivity of Canadians.