



United Fresh LIVE!

Community – Collaboration – Innovation

Going Live Week of June 15, 2020

United Fresh LIVE! is a response to an unprecedented challenge to our industry and our world.

Platinum Sponsorship Opportunities

Thank you so much to our platinum sponsors! You are among the largest supporters of United Fresh LIVE! And, that means you are supporting ALL of the good work United Fresh Produce Association is able to do for our produce industry. Without you, we could not deliver the value that we've been bringing every day through the current crisis. So – thank you!

As a Platinum Sponsor, we want to make your United Fresh LIVE! experience deliver a real ROI for you and your company. Would you please review the following options available to you as part of your sponsorship, and let us what you would like to include.

Ability to create a unique, personalized background for your online booth. In a simple process, you can create a photoshop image that we will have our service provider upload as the backdrop for your booth. When attendees click on you booth, they'll enter into an entirely branded booth space unlike any other on the platform.

- Yes, I would like to create a background image for my booth.
- No, I am happy to choose one of the three available booth templates.

Branding on the Lobby landing page of United Fresh LIVE! where all attendees/users check in. Your logo on the lobby page can be a hotlink to your internal booth on our site, or to any external site you wish.

- Yes, please add my logo to the lobby page and I will provide you a link.
- No, we will pass on this opportunity.

Live or recorded presentation through United Fresh LIVE! website during the week of June 15-19. We will promote your session as part of the conference schedule in advance and also on the site. You could host a talk with your senior executives, present a slide show or content of value, or even provide a virtual tour of your facility

- Yes, please work with me to schedule this event.
- No, we will pass on this opportunity.

Branding on United Fresh LIVE! Expo Landing Page where all attendees/users begin their exploration of the expo. Your logo can be a hotlink to your internal booth on our site, or to any external site you wish.

- Yes, please add my logo to the expo landing page and I will provide you a link.
- No, we will pass on this opportunity.



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Sponsorship of one LIVE! General Session June 15-19. Similar to in-person events, as a sponsor of a general session, you can present a brief marketing video and have an executive make live remarks at the opening of the session.

- Yes, I would like to be a sponsor of a general session.
- No, we will pass on this opportunity.

Sponsorship of one Badge or Game on the United Fresh LIVE! platform. All users will be invited to earn badges based on their activities within the site – as sponsor of a specific badge, you can encourage users to visit your booth, download your content and view your videos/presentations. Users will also be invited to play puzzles or trivia games online. As a game sponsor, you can include a hidden puzzle with your products or log, or develop a 10-question trivia game.

- Yes, I would like to be a sponsor of a badge of game.
- No, we will pass on this opportunity.

Recognition in our “Show Daily” delivered by email each morning to all users registered on United Fresh LIVE!

- Yes, please add my logo in the Show Daily.
- No, we will pass on this opportunity.

Email promotion of your specific activity in your booth or through our site. United Fresh will push out one promotional email during the week of June 8-12, or during the LIVE week June 15-19, to all registered attendees promoting whatever you would like on our site. Examples of message you could consider include “join company ABC for a specific workshop,” or “join company XYZ in their booth at 2:00 pm for a live chat with their CEO.”

- Yes, please work with me on the specifics.
- No, we will pass on this opportunity.





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Pre-Show email promotion of your company and/or products. Prior to June 15, United Fresh will push out three promotional emails and we can target specific lists of recipients with featured products and text you want included. We will also provide analytics on opens and clicks. This is an advertising opportunity similar to that provided by many media properties. See several examples below from similar media offerings.

- Yes, please work with me on the specifics.
- No, we will pass on this opportunity.



TexMex Fresh
Connections.msg



Vegan Shrimp_
Oatmilk Pops_ and ↑



Meet the Retail
Dietitian of the Year

In addition to all of these options, our platinum sponsors will be listed on our United Fresh LIVE! pre-registration website from now through the show going live June 15. After the LIVE! event that week, you'll continue to be recognized on the LIVE! website throughout the summer until September 1.

Thank you again for your support!

For more information on United Fresh LIVE! please contact
John Toner, Vice President, Convention & Industry Collaboration, at 202-303-3424 or jtoner@unitedfresh.org.

