

# Join the Winners Exhibiting at United Fresh 2010

The most innovative, cost-effective and business-oriented exposition in the produce industry  
Las Vegas | April 20-23

## Why the Traceability & Logistics Demo Center?

United Fresh 2010 offers exhibitors a unique "show within the show" when you choose to exhibit in our **Traceability & Logistics Demo Center**. Pioneered by United Fresh last year, this destination center is back bigger and better with a focus on supply chain logistics, transportation, and traceability.

Building on last year's success, we'll incorporate education programs, roundtable discussions with key retailers and suppliers and more, right in the demo center. The center will also feature a prominent display by GS1, the standard setting agency where it all begins for companies securing their individual company prefixes for GTIN traceability and case coding.

Companies can choose standard 10x10 booths or table-top displays, both located in the center of the action.

### Do you want to sell these products and services?

- > Traceability Solutions
- > IT Software Systems
- > Supply Chain Logistics Solutions
- > Transportation Management
- > Transportation Equipment
- > Temperature Recorders/Controllers
- > RFID Technology
- > Facility Design



*"Jackson Farming Company took a proactive stance in completing our GS1 label requirements and have been actively searching for the correct traceback system for our operation. The opportunity to see several traceback programs in one place was all it took for me, and I left with several new contacts that will more than cover the expense of the attending the convention."*

**Brent Jackson**, President  
Jackson Farming Company

*"Every time I attend the United Fresh show I know I'll be seeing the latest technology for our industry. With the upcoming milestones of PTI fast approaching, we gathered very valuable information."*

**Mishalin Modena**, Marketing Manager  
Growers Express

*"One of my main objectives of United Fresh 2009 was to learn more about the Traceability Initiative through the special sessions, the traceability demo center, and visiting with key traceability vendors. I was not disappointed!"*

**Gary Myracle**, Produce Procurement  
Associated Wholesale Grocers

Contact John Toner at [jtoner@unitedfresh.org](mailto:jtoner@unitedfresh.org), 202-303-3424, to learn about the benefits and opportunities to exhibit at United Fresh 2010 today!

  
**United Fresh**  
PRODUCE ASSOCIATION

FOR MORE INFORMATION ABOUT UNITED FRESH 2010 PLEASE VISIT [www.unitedfresh.org](http://www.unitedfresh.org)