



CONNECT. INNOVATE. GROW.

WHY SHOULD YOUR AG TECH COMPANY EXHIBIT AT THE GREAT LAKES EXPO?

- **The total addressable regional market is substantial.**
 - Over 1 million acres of vegetables are planted annually.
 - 147 Michigan vegetable farms over 250 acres.
 - 279 Michigan orchards over 100 acres.
- **It's a wide-open opportunity for ag tech.** The Great Lakes horticulture industry has massive room for expansion. The limiting factor for growth is a structural lack of labor.
 - Regionally, there are over 800,000 square miles of reasonably priced, fertile ag land.
 - Riparian water right, abundant water resources and ample annual precipitation.
 - Close to large population centers with great transportation infrastructure.
- **Get in front of decision makers.**
 - Great Lakes horticulture is overwhelmingly family owned, multigenerational and owner operated. It's easy to meet the decision makers on the show floor.
 - 3,000-4,000 attendees — with over 1,000 from states outside of Michigan.
- **The trade show is a premier event in and of itself.**
 - Over 800 booth opportunities and 400 vendors.
 - Exhibitors include all support industries.
 - DeVos Place is a modern, accommodating and friendly venue, providing high-value in trade show spend. The city is a premier entertainment destination.



Current 2024 Innovation Partners:
Michigan State University (MSU)
MSU Research Foundation

Great Lakes Fruit, Vegetable & Farm Market EXPO
Dec. 10-12, 2024 | Grand Rapids, Michigan | www.glexpo.com



THE INNOVATION EXPERIENCE

Join us for the **Innovation Experience** focusing on labor-saving technologies.

- Expanded and adapted areas to focus on and highlight technology and innovation that can optimize use of — or even eliminate — labor.
- In-show roundtable discussions on topics that matter to growers will attendees in the trade show area.



*"This is the one of the **top 3 premier meetings** nationwide focused specifically on the fruit and vegetable industry. Combining a solid educational program with one of the best allied industry trade shows, **it's a must-attend event** for major decision makers in the Great lakes, Midwest and Northeast."*

— Mark Ledebuhr, Application Insight, LLC —



Why EXPO?

EXPO is the largest specialty crop event in the Great Lakes region. The attendees are ready to network with you about their needs, your ideas and your products.

At EXPO

The Expo is setting aside special space for you to show off new products and innovation. New companies will want to be present for an education track focusing on emerging tools and technologies. If you can't get your product to the Expo we can work with you to get displays for your products.

Trade Show Stage

The main hall trade show has a stage used for audiences to be engaged with presentations on innovation. Industry companies can sponsor the opportunity to be on stage.

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