

GROWERTALKS

GT in Brief

4/1/2025

Congrats to TPIE: A Top 50 Trade Show

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The Tropical Plant International Exposition (TPIE) has been recognized by Trade Show Executive magazine as one of the country's 50 top growing trade shows (based on growth between their 2023 and 2024 events). There are three categories in which TSE measure growth—increased exhibit space, increased exhibitors and increased attendees—and TPIE is being recognized in all three categories.

We all know the tropical plant and houseplant world is on fire, and this is further proof. FNGLA's Billy Deal said that between 2020 (the last time TPIE was in Ft. Lauderdale before a three-year hiatus over in Tampa due to construction on the Broward Convention Center) and 2024 when the show returned "home" to Ft. Lauderdale, the event grew from 380 to 435 exhibitors, plus more than 200 booth spaces. Some of those exhibitors were new companies, founded by Gen Z and Millennial plant enthusiasts. Also, between 2023 and 2024, the show drew more than 1,300 additional attendees. **GT**