

DAY 1 | Thursday, April 10

Golf, Pickle Ball and Astros Reception

TIME	EVENT	LOCATION
6:00 am–7:30 am	Golf Tournament AM Registration Open	Golf Club of Houston
7:30 am–12:30 pm	Golf Tournament AM	Golf Club of Houston
8:00 am–9:30 am	Golf Tournament AM Registration Open	Tour 18 Golf Club
8:15am–3:00 pm	Pickle Ball Tournament	Drop Shots–Houston Farmer’s Market
9:30 am–2:30 pm	Golf Tournament AM	Tour 18 Golf Club
12:00 pm–5:00 pm	Expo Registration Desk Open	L4 Pre-Function Area
12:00 pm–1:30 pm	Golf Tournament PM Registration Open	Golf Club of Houston
1:30 pm–6:30 pm	Golf Tournament PM	Golf Club of Houston
7:00 pm–9:00 pm	Astros Reception	Astros Stadium

DAY 2 | Friday, April 11

Education Sessions, Keynote Luncheon and Welcome Reception (and more)

TIME	EVENT	LOCATION
7:00 am–8:30 pm	Expo Registration Desk Open	L4-Pre-Function Area
7:00 am–11:30 am	Exhibitor Move-In	L4-Texas Grand Ballroom
7:30 am–8:30 am	Meet and Greet Breakfast	L2–Pre-function Area
8:45 am–9:25 am	Power in Partnership: How TIPA Drives Policy, Trade & Profitability for Produce Professionals	L2–Scot Cotton Room
9:30 am–11:30 am	In Bloom Reception	L2-Houston I-II
12:00 pm–2:00 pm	Keynote Speaker, José M. Hernandez	L2-Houston Ballroom IV-VII
2:00 pm–8:00 pm	Exhibitor Move-In	L4-Texas Grand Ballroom
2:15 pm–3:15 pm	Finding the Way: Clean Eating Challenge & the Power of Produce	L2-Houston Ballroom III
3:30 pm–5:00 pm	Tariffs & Turbulence: Navigating the Political and Practical Realities	L2–Houston Ballroom III
5:30 pm–6:30 pm	Y-TIPA Reception	L2–Houston Ballroom I-II
6:30 pm–7:30 pm	Sponsors VIP Reception	Altitude Pool Deck
7:30 pm–9:30 pm	Welcome Reception	Altitude Pool Deck

DAY 3 | Saturday, April 12

Expo Day Begins

TIME	EVENT	LOCATION
6:30 am–8:30 am	Exhibitor Move-In	L4-Texas Grand Ballroom
6:30 am–3:30 pm	Expo Registration Open	L4-Pre-Function Area
7:30 am–8:30 am	EDGE Breakfast	L2-Scott Cotton Room
7:30 am–9:30 am	Buyers Speed Meeting Sessions	L3-Meeting Rooms
10:15 am–10:30 am	Grand Opening Ceremony	L4-Texas Grand Ballroom Pre-function Area
10:30 am–4:00pm	Viva Fresh 2025 Exhibit Hall Open	L4-Texas Grand Ballroom
12:30 pm–2:00 pm	Viva Fresh 2025 Exhibit Hall Luncheon	L4-Pre-Function Area
3:00 pm–4:00 pm	Expo Happy Hour	L4-Texas Grand Ballroom
4:00 pm–11:00 pm	Exhibitor Move-Out	L4-Texas Grand Ballroom