September 26 – 28, 2021

Palm Springs
Convention Center

Palm Springs, California

2021 CGA Strategic Conference

SPONSOR PROSPECTUS

www.cgastrategicconference.com

what to expect

Every year, hundreds of professionals representing the broad spectrum of California's grocery industry convene for three days in Palm Springs to collaborate, network and develop new approaches to their businesses. CGA combines these foundational elements with an exciting line-up of speakers that challenges you to think differently and anticipate the changing trends and new directions of the industry.

Conference sponsors gain the added benefit of a set number of pre-arranged meetings with selected participating retailers that promises to increase your effectiveness, generate fresh strategies and new business leads.

BREAK AWAY FROM THE TYPICAL TRADE SHOW EXPERIENCE

At the CGA Strategic Conference, we have turned the typical trade show experience into a uniquely productive opportunity to gain meaningful appointments with some of your top customers.

- Would you like to showcase your newest products in a traditional 10 x 10 display space? We offer that, but we pair this with pre-scheduled meetings with category buyers from California's top grocery retailers.
- Would you prefer to have your own, customized meeting room to design the environment that reflects your brand and in-store product displays? No problem! And we will bring the customers to you.
- Or, if you are looking for a more exclusive, customized opportunity to promote your company without the normal sponsorship clutter that also includes integrated sampling opportunities, we've got you covered.

Not only that, but CGA packs the agenda with multiple networking opportunities and top-caliber educational sessions creating a highly-productive, three-day event that will help build your business with California's retail grocers.

This is an excellent conference to firm up business relationships and give you the opportunity to make new contacts in a great setting in Palm Springs. CGA staff is very well organized and keeps everything running on time for focused meetings. The speakers are thought provoking, and open eyes and ears to possible new trends in the marketplace. The informational sessions lend to expanded professional development.

LYNN MELILLO
VP, Asset Management
Bristol Farms

who attends

The CGA Strategic Conference is the most productive, well-attended, annual gathering of the California grocery industry. The CGA Strategic Conference offers a one-of-a-kind opportunity to connect with executives, senior management, procurement teams, and other professionals from throughout the California grocery industry. From national companies to large regional chains, ethnic specialty supermarkets and quality independent operators, CGA brings together owners, senior-level executives and category buyers representing the broad-spectrum of California's grocery industry.

Whether you represent a new, niche product or an established national brand, this is the gathering of top industry decision-makers that is not to be missed.

2019/2020 RETAIL COMPANIES ATTENDEES:

99 Cents Only
Albertsons/Vons/Pavilions
Big Saver Foods, Inc.
Bristol Farms
C&K Markets, Inc.
California Fresh Market
Costco Wholesale
El Super (Bodega Latina Corp.)
Food 4 Less/Foods Co.
Foods Etc.
Gelson's Markets
Grocery Outlet
Mar-Val Food Stores
Mollie Stone's Market
North State Grocery, Inc.
Northgate Gonzalez Markets
Nugget Markets
Numero Uno Markets
Nutricion Fundamental
Raley's
Ralphs Grocery Company
Safeway Stores
The Save Mart Companies
Smart & Final Stores
Sprouts Farmers Market
Stater Bros. Markets
Super A Foods
Super King Markets
Superior Grocers
Susanville Supermarket
United Markets, Inc.
Valley Fresh Market
Whole Foods Market
Woodlands Market
Young's Payless IGA

sponsorship overview

We understand that your time needs to be as productive as possible. CGA Strategic Conference sponsorships provide you with customized, pre-arranged appointments several weeks prior so that you can plan your customer presentations and be as targeted and effective as possible.

The CGA Strategic Conference annually boasts more than 1,000 individual business meetings, that help suppliers and retailers build connections and optimize their time at the conference. Add in constant opportunities to connect with your most important partners all in one location and you have the gold standard of industry conferences.

HOW THE MEETING SCHEDULING WORKS

- CGA provides all sponsors with a complete list of participating retailers
- Sponsors indicate which retailers, in order of preference, they would like to meet with
- Meeting priority is determined by sponsorship level and ranked in order by when CGA receives sponsorship payment and completed contract
- Final schedules are provided to sponsors after CGA completes the schedules and confirms the meetings
- To ensure that meetings are productive for all involved, certain guidelines will apply
- Non-suite in-person sponsors will move amongst the Retailer Review rooms based on their schedule. Individual Retailer Review rooms will not be assigned for the duration of the show.

health and safety first

The California Grocers Association is committed to providing all attendees with a safe and worry-free conference experience. Your health and safety is our first and foremost concern and we will be taking the following steps to ensure your protection.

CGA, working with our venue partners, will implement the latest safety protocols including increased sanitization of high-touch surfaces, assuring the availability of hand sanitizers, following approved face covering and physical distancing guidance, monitoring enhanced air ventilation systems, offering contactless transactions, special signage, etc. We will provide appropriate distanced general sessions, expanded meeting room spaces, touchless registration check-in and color-coded conference lanyards to signal attendee's preferred level of social distancing.

As circumstances evolve, and in collaboration with federal, state and local agencies, CGA will continue to monitor its policies and adjust accordingly. We thank you for your cooperation with posted safety protocols and staff direction as required.

premium suite holder

Premium Suite Holders receive private, reserved use of their own business conference suite for hosting 40-minute retailer meetings. Premium Suites offer the ideal setting to create an environment that reflects your individual brand and style. A host of premium recognition benefits are also included in this sponsorship package.

BENEFITS:

- Private, exclusive, use of a business conference suite*
- Personal suite wifi service with private password
- Pre-scheduled, 40-minute appointments with retailers in business conference suite with hybrid option
- Ability to present television commercial (0:30) during conference General Session
- Ability to place your corporate banner above your business conference suite
- Company listing on conference mobile app
- Sponsor recognition on homepage of conference website
- Sponsor recognition during conference General Session
- Sponsor recognition on event signage
- Two (2) complimentary conference registrations
- Complete list of participating retailers including full contact information
- Optional discounted presentation package with Freeman Audio Visual can be added to your sponsorship contract and consists of a 42" LCD monitor with stand, USB web cam, external microphone, and tech support for $1,500.

PRICING: $31,500

*Suite amenities include: Lighting & temperature controls, and sound proof space.

executive level

In addition to priority scheduling for 20-minute retailer review meetings, the Executive Level sponsorship includes up to five (5) extended, 40-minute retailer meetings. Elevated sponsor recognition benefits accompany this level of sponsorship.

BENEFITS:

- Pre-scheduled, 40-minute retailer review meetings are based on retail availability (limit 5, additional meetings at 20-minutes)
- Priority meeting scheduling
- Company listing on conference website
- Company listing on conference mobile app
- Two (2) complimentary registrations
- Complete list of participating retailers including full contact information

PRICING: $15,000

president level

The economically-priced President Level sponsors receive second-priority scheduling for 20-minute retailer review meetings without the traditional expenses associated with exhibit display logistics.

BENEFITS:

- Pre-scheduled, 20-minute retailer review meetings
- Preferred meeting scheduling
- Company listing on conference website
- Company listing on conference mobile app
- Two (2) complimentary registrations
- Complete list of participating retailers including full contact information

PRICING: $7,000

director level

The Director Level sponsorship includes the ability to showcase store displays and sample products in the main exhibit hall. CGA Strategic Conference exhibit hall generates additional exposure for your company as it is also the location for conference business meetings and daily meal functions.

BENEFITS:

- 10 x 10 show floor display space**
- On-site sampling rights
- Pre-scheduled, 20-minute retailer review meetings
- Company listing on conference website
- Company listing on conference mobile app
- Two (2) complimentary registrations
- Complete list of participating retailers including full contact information

PRICING: $5,000

(CGA Members receive a $500 discount on Director Level sponsorship)

**Please Note: The CGA Strategic Conference is not a traditional exhibit experience. Floor traffic is commonly lighter although the conference does host several meal functions on the show floor.

keynote luncheon sponsor

EXCLUSIVE OPPORTUNITY – ONE AVAILABLE

Tuesday's conference program is highlighted by a special keynote luncheon presentation by an accomplished industry leader. Presenting this high-profile program includes the unique opportunity for your company's executive to address the audience.

BENEFITS:

- Pre-scheduled, 20-minute retailer review meetings
- Company listing on conference website
- Company listing on conference mobile app
- Two (2) complimentary registrations
- Complete list of participating retailers including full contact information
- Recognition on-site and in advance publicity materials mentioning sponsored event including:
    - Podium opportunity
    - Reserved table

PRICING: $21,500

opening reception

TWO AVAILABLE (NOT CATEGORY EXCLUSIVE)

The Opening Night Reception is one of the signature social events at the CGA Strategic Conference. Here attendees gather for an unparalleled opportunity to network with their industry peers in a fun, relaxed environment. Sponsorship is limited to two co-sponsors.

BENEFITS:

- Pre-scheduled, 20-minute retailer review meetings
- Brand/product integration into sponsored event (if applicable)
- Sampling rights
- Company listing on conference website
- Company listing on conference mobile app
- Two (2) complimentary registrations
- Complete list of participating retailers including full contact information
- Recognition on-site and in advance publicity materials mentioning sponsored event including:
    - Multiple on-site signage opportunities in sponsored area
    - Rotating advertising banner on conference website

PRICING: $15,000

wifi sponsor

EXCLUSIVE OPPORTUNITY – ONE AVAILABLE

Fast, free WiFi is a highly valued and prized service by attendees and exhibitors alike. This sponsorship offers a unique opportunity to get your product/brand in front of all attendees at the event.

BENEFITS:

- Pre-scheduled, 20-minute retailer review meetings
- Custom splash page: Your company message will be the first seen by attendees when connecting to the network.
- Company name on signage at conference registration
- Company listing on conference website
- Company listing on conference mobile app
- Two (2) complimentary registrations
- Complete list of participating retailers including full contact information
- Recognition in advance publicity materials mentioning sponsored element

PRICING: $12,000

conference registration sponsor

EXCLUSIVE OPPORTUNITY – ONE AVAILABLE

CGA is pleased to offer this high-profile, exclusive opportunity to promote brand awareness through conference registration materials. Sponsor will be recognized through branded presence on registration materials including each attendee name badge lanyard, attendee room keys and conference marketing materials.

BENEFITS:

- Pre-scheduled, 20-minute retailer review meetings
- Company listing on conference website
- Company listing on conference mobile app
- Two (2) complimentary registrations
- Complete list of participating retailers including full contact information
- Recognition in all registration materials including:
    - Attendee room keys
    - Conference badge lanyard

PRICING: $10,000 — **SOLD**

opening general session sponsor

EXCLUSIVE OPPORTUNITY – ONE AVAILABLE

The conference begins here at the Opening General Session with an insightful educational speaker. Sponsorship of this event offers your company executive the opportunity to address attendees and welcome them to the 2021 conference.

BENEFITS:

- Pre-scheduled, 20-minute retailer review meetings
- Company listing on conference website
- Company listing on conference mobile app
- Two (2) complimentary registrations
- Complete list of participating retailers including full contact information
- Recognition on-site and in advance publicity materials mentioning sponsored element including:
    - Podium opportunity
    - Reserved seating

PRICING: $7,500

after-hours social

EXCLUSIVE OPPORTUNITY – ONE AVAILABLE

The quality of the networking opportunities consistently rank as one of the most beneficial attributes of the conference. What better way to connect with attendees than featuring your company at this popular networking event. The After-Hours Social Event follows Sunday's Opening Night Reception in an inviting and casual atmosphere by the pool.

BENEFITS:

- Pre-scheduled, 20-minute retailer review meetings
- Complete naming rights and brand integration into sponsored element
- Sampling rights
- Company listing on conference website
- Company listing on conference mobile app
- Two (2) complimentary registrations
- Complete list of participating retailers including full contact information
- Recognition on-site and in advance publicity materials mentioning sponsored element including:
    - Multiple on-site signage opportunities in sponsored area
    - Rotating advertising banner on conference website

PRICING: $7,500 — **SOLD**

enterprise risk protection executive summit beverage station sponsor

EXCLUSIVE OPPORTUNITY – ONE AVAILABLE

Embedded within the Strategic Conference, our ERP Executive Summit gathers the top professionals in loss prevention, safety, risk management and store operations. Sponsors receive branding exposure to targeted audience for both days of the ERP Summit without the traditional expenses associated with exhibit display logistics.

BENEFITS:

- Pre-scheduled, 20-minute retailer review meetings
- Preferred meeting scheduling
- Logo signage at the beverage station inside the ERP Summit on both days
- Company listing on conference website
- Company listing on conference mobile app
- Two (2) complimentary registrations
- Complete list of participating retailers including full contact information

PRICING: $6,000

enterprise risk protection executive summit power session sponsor

LIMITED OPPORTUNITY – TWO AVAILABLE (ONE PER DAY)

Embedded within the Strategic Conference, our ERP Executive Summit gathers the top professionals in loss prevention, safety, risk management and store operations. Sponsorship of this event offers your company the opportunity to connect with your target attendees of the ERP Summit without the traditional expenses associated with exhibit display logistics.

BENEFITS:

- Recognition on-site on sponsored day including:
  - Podium opportunity
  - Reserved seating
- Inclusion in advance publicity materials mentioning sponsored element
- Logo signage at the ERP Summit
- Company listing on conference website
- Company listing on conference mobile app
- Two (2) complimentary registrations
- Complete list of participating retailers including full contact information

PRICING: $5,000

charging station sponsor

EXCLUSIVE OPPORTUNITY – TWO AVAILABLE

Looking for something unique and attention-getting to attract Strategic Conference attendees to your branding? Sponsorship of the charging stations offers your company brand recognition to attendees without the cost of a traditional display booth.

BENEFITS:

- Recognition in advance publicity materials mentioning sponsored element
- Branded charging stations located on the show floor near meeting rooms
- Company listing on conference website
- Company listing on conference mobile app
- Two (2) complimentary registrations
- Complete list of participating retailers including full contact information

PRICING: $5,000

reserve your space today

BOOK NOW!

Don't miss this opportunity to meet with California's top grocery industry decision-makers. Whether you represent a new, niche product or an established national supplier, the CGA Strategic Conference provides a highly productive opportunity to build your business in California's huge grocery segment. Last year´s sponsorships sold out early so contact CGA now to secure your spot for this year´s conference.

CONFERENCE DATES AND HOURS

Sunday, September 26, 2021	4:00 PM – 10:00 PM
Monday, September 27, 2021	7:00 AM – 7:30 PM
Tuesday, September 28, 2021	8:00 AM – 5:00 PM

CONTACT

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