



September  
25 – 27

Palm Springs  
Convention  
Center

Palm Springs,  
California



# 2016 CGA Strategic Conference

SPONSOR PROSPECTUS

[www.cgastrategicconference.com](http://www.cgastrategicconference.com)



ONE VOICE SINCE 1898

# What to Expect



At a typical trade show, success is defined by collecting a couple dozen meaningful business cards in your fishbowl. Maybe it's a 5-minute conversation with your top customer – that is IF they attend and IF you can coax them away from walking down the middle of the aisle.

How many times have you attempted to justify the return on investment for raffling off the latest techno gizmo only to have your competitor offer that same gizmo (version 2.0 of course)? Tired of standing in your 10 x 10 assigned space among 500 other companies competing for the attention of a handful of customers?

## **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 meetings with some of your top customers.

- Want to showcase your new products in a 10 x 10 display space? Yes, we offer that, but how about pairing this with pre-scheduled, face-to-face meetings with category buyers from California's top grocery retailers?

- Prefer to have your own customized meeting room that allows you to design the space that reflects your brand and product displays? We offer that AND we bring the customers to you.
- Or prefer a more exclusive, customized opportunity to promote your company without clutter and provide integrated sampling opportunities. You've hit the right spot.

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

# Who Attends



The CGA Strategic Conference is the most productive, well-attended, annual gathering of the California grocery industry. Each year, CGA brings together senior-level executives and category buyers representing the broad spectrum of California's grocery industry for this one-of-a-kind, business-building conference.

“The CGA Strategic Conference was executed flawlessly — one of the best formats in the industry to cultivate and build business relationships with new and existing relationships.”

**Robert Albaugh**, *Western Regional Sales Manager,*  
*Tony Chachere Creole Foods.*

## THE FOLLOWING RETAIL COMPANIES PARTICIPATED IN 2015:

Albertsons/Safeway  
Andronico's Community Markets  
Big Saver Foods, Inc.  
Bristol Farms  
Cardenas Markets  
Costco Wholesale  
Draeger's Supermarket  
El Super/Bodega Latina  
Food 4 Less Stockton/  
Rancho San Miguel  
Foods Etc.  
G & G Supermarkets  
Gelson's Markets  
Gongco Foods/Food 4 Less  
Grocery Outlet  
Harvest Markets  
Holiday/Sav-Mor Foods  
Jensen's Finest Foods  
Mar-Val Food Stores  
Mi Pueblo Foods  
Northgate Gonzalez Markets  
Numero Uno Markets  
Raley's  
Ralphs Grocery Company  
Rio Ranch Markets  
Save Mart Supermarkets  
Smart & Final Stores  
Stater Bros. Markets  
Super A Foods  
Super King Markets  
Superior Grocers  
Susanville Supermarket  
Times Supermarkets (HI)  
Twain Harte Market  
United Markets  
Vallarta Supermarkets  
Whole Foods Market  
Young's Payless IGA

# Sponsorship

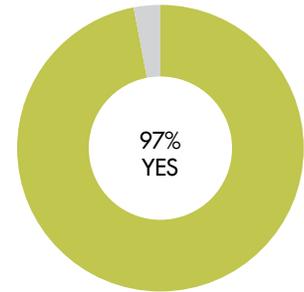


We understand that your time out of the office needs to be productive. How does multiple, pre-scheduled appointments with many of your top partners sound? More than 1,000 pre-scheduled business meetings, engaging displays and various networking events provide a productive and efficient way to build your connections and optimize your time at the conference.

“The CGA Strategic Conference is exceptional in that there are national and regional decision makers from many large CPG companies. The retailer has the opportunity to network with many of these companies and work to strengthen their relationship. This makes the conference so effective and quite unique — the ability to develop many relationships all at one venue.”

**Kurt Erickson, Chief Operating Officer,**  
Vallarta Supermakets

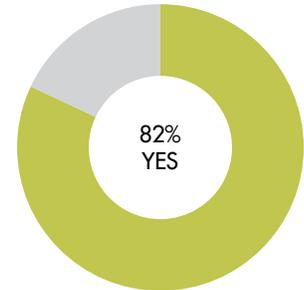
Would you recommend attending the CGA Strategic Conference to a colleague?



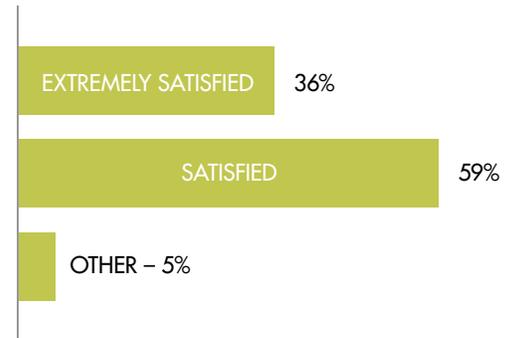
Overall, how would you rate the value of the CGA Strategic Conference in comparison to other food industry conferences?



Did you establish any new business relationships at this year's conference?



Overall, how satisfied were you with the 2015 CGA Strategic Conference?





## PREMIUM SUITE HOLDER

Meet your customers in your “office” with the Premium Suite Holder sponsorship package. Premium Suite Holders receive private, reserved use of their own Business Conference Suite during the event to host 40-minute retailer meetings. Suites offer the unique opportunity to customize the environment to reflect your individual brand and style. Also included in this package is the ability to host a selected retailer for dinner, recognition with company banner, commercial to be played during General Session, full-page advertisement in conference on-site guide, logo recognition on the conference website homepage, and two complimentary conference registrations.

### **BENEFITS:**

- Private, reserved, use of a 16 x 24 Business Conference Suite for the duration of the conference\*
- Pre-scheduled, 40-minute appointments with retailers in Business Conference Suite
- Ability to host a retailer for dinner during the conference
- Ability to present television commercial (0:30) during Conference General Session
- Ability to place your corporate banner above your Business Conference Suite on the show floor
- Full-page, 4-color advertisement in on-site Conference Guide distributed to all attendees
- Company listing in on-site Conference Guide
- Sponsor recognition on homepage of conference website
- Sponsor recognition during Conference General Session
- Sponsor recognition on event signage
- Two (2) complimentary conference registrations (if participation is secured prior to June 3, 2016)
- Complete list of participating retailers including full contact information

**PRICING:** \$30,000

\*Suite amenities include: Lighting & temperature controls, sound proof space and \$200 show décor credit towards furnishing rentals.

# Sponsor Packages



## EXECUTIVE LEVEL

*Executive level sponsorship benefits include priority position for up to five 40-minute Retailer Review meetings, a full page advertisement in the on-site guide, recognition at the conference General Session, and two complimentary conference registrations.*

### **BENEFITS:**

- Pre-scheduled, 40-minute Retailer Review meetings are based on retail availability (limit 5, additional meetings at 20-minutes)
- Priority meeting scheduling
- Full-page, 4-color advertisement in on-site Conference Guide distributed to all attendees
- Company listing on conference website
- Company listing in on-site Conference Guide
- Two (2) complimentary registrations (if participation is secured prior to June 3, 2016)
- Complete list of participating retailers including full contact information

**PRICING:** \$13,500



## PRESIDENT LEVEL

*President level sponsors receive preferred position for 20-minute Retailer Review meetings as well as a half page advertisement in the on-site directory, recognition in the conference website and on-site guide, and two complimentary conference registrations.*

### **BENEFITS:**

- Pre-scheduled, 20-minute Retailer Review meetings
- Preferred meeting scheduling
- Half-page, 4-color advertisement in on-site Conference Guide distributed to all attendees
- Company listing on conference website
- Company listing in on-site Conference Guide
- Two (2) complimentary registrations (if participation is secured prior to June 3, 2016)
- Complete list of participating retailers including full contact information

**PRICING:** \$6,500



## DIRECTOR LEVEL

*The CGA Strategic Conference Floor is the location for individual business meetings and daily conference meal functions. In addition to a 10' x 10' display space, Director Level sponsors receive the ability to participate in 20-minute Retailer Review Sessions, on-site sampling rights and listings in the conference guide and website, and two complimentary conference registrations.*

### **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 in on-site Conference Guide
- Two (2) complimentary registrations (if participation is secured prior to June 3, 2016)
- Complete list of participating retailers including full contact information

**PRICING:** \$4,500

(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.



### **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

# Additional Sponsorship Opportunities



## 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 at this year's conference.*

#### **BENEFITS:**

- Pre-scheduled, 20-minute Retailer Review meetings
- Company listing on conference website
- Company listing in on-site Conference Guide
- Two (2) complimentary registrations (if participation is secured prior to June 3, 2016)
- 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 SPONSOR

### 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 in on-site Conference Guide
- Two (2) complimentary registrations (if participation is secured prior to June 3, 2016)
- 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



## NETWORKING LOUNGE SPONSOR

### EXCLUSIVE OPPORTUNITY – ONE AVAILABLE

*The place to relax, recharge your mobile phone and check your email, this area provides an exclusive opportunity to present your brand while providing a valuable enhancement to the attendee experience.*

#### **BENEFITS:**

- Pre-scheduled, 20-minute Retailer Review meetings
- Complete naming rights and brand integration into sponsored venue
- High-visibility show floor location
- Company name on banner above Lounge
- Company listing on conference website
- Company listing in on-site Conference Guide
- Two (2) complimentary registrations (if participation is secured prior to June 3, 2016)
- 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:** \$15,000



## AFTER-HOURS SOCIAL SPONSOR

### 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 in on-site Conference Guide
- Two (2) complimentary registrations (if participation is secured prior to June 3, 2016)
- 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:** \$12,500



## 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 in on-site Conference Guide
- Two (2) complimentary registrations  
(if participation is secured prior to June 3, 2016)
- Complete list of participating retailers including full contact information
- Recognition in all registration materials including:
  - Attendee room keys
  - Conference badge lanyard

**PRICING:** \$8,500



## OPENING GENERAL SESSION

### 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 the attendees and welcome them to the 2016 conference.*

#### **BENEFITS:**

- Pre-scheduled, 20-minute Retailer Review meetings
- Company listing on conference website
- Company listing in on-site Conference Guide
- Two (2) complimentary registrations  
(if participation is secured prior to June 3, 2016)
- 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

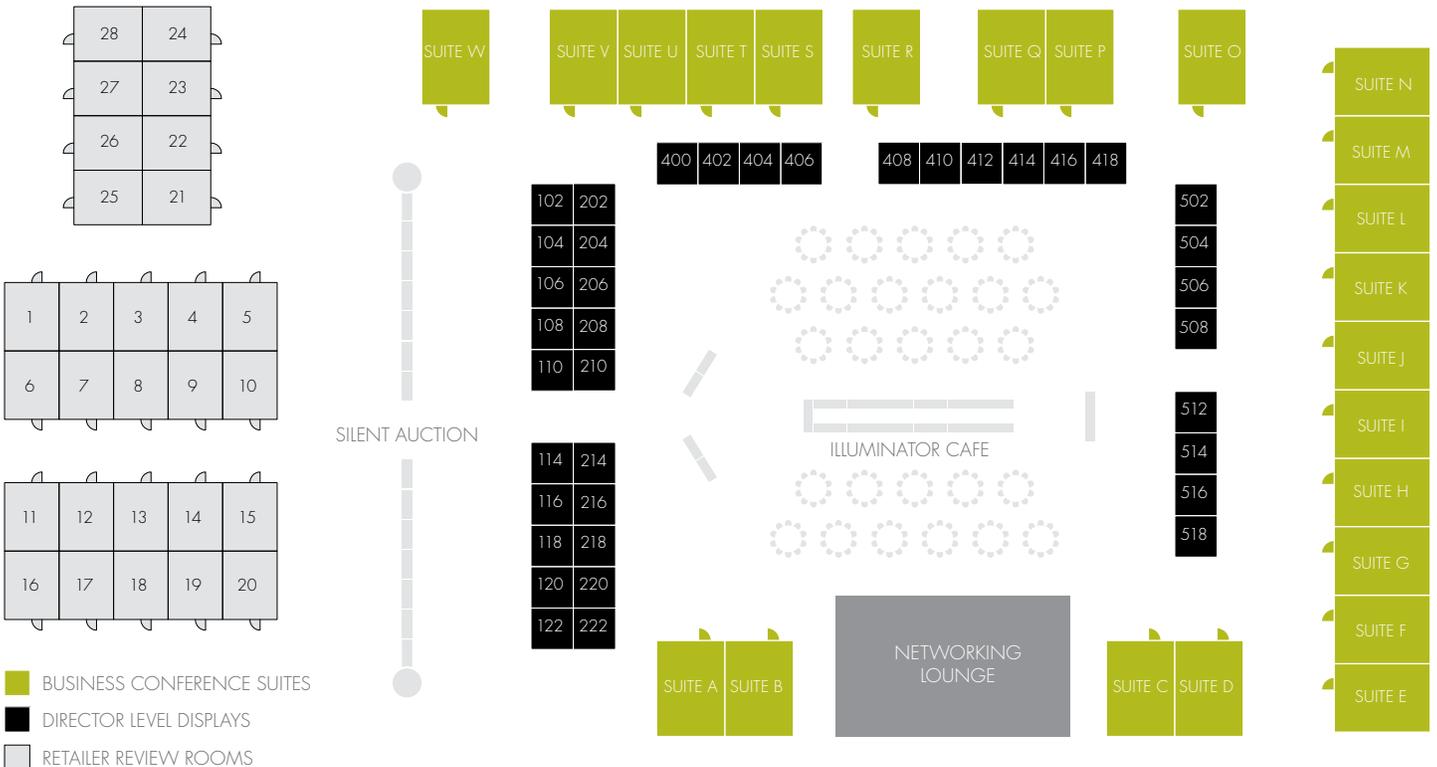
# Fresh Focus

Capitalizing on consumer trends towards fresh, healthy and locally grown products, CGA Strategic Conference offers a unique opportunity for California based agricultural companies to have pre-arranged meetings with produce buyers from California's largest grocery retailers.

“CA GROWN was a first time suite sponsor and we had meeting success well beyond our wildest expectations. Grocers shared stories about their customers growing interest in locally grown products and we are certain that this conference will be the beginning of long lasting relationships including retail promotions and more in the years ahead!”

Steven Burns, Consultant,  
CA GROWN

## Floorplan



# 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 25, 2016	4:00 PM – 10:00 PM
Monday, September 26, 2016	7:00 AM – 7:30 PM
Tuesday, September 27, 2016	8:00 AM – 5:00 PM

## CONTACT

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