

September 29 – October 1, 2024

Palm Springs
Convention Center

Palm Springs, California



2024 CGA Strategic Conference

SPONSOR PROSPECTUS

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 was our first time attending the CGA Strategic Conference, and it was incredibly impressive. I think it may be one of the best kept secrets in the industry – and I’m a little nervous about even saying it here. But it’s so well organized, and extremely effective. There were multiple opportunities for networking, and the set up the one-on-one meetings was like no other, providing for very productive encounters. The CGA team was wonderful. It was an amazing conference, and we’re looking forward to attending again next year! ”

CATHY BARSOTTI
VP, Sales & Marketing
Barsotti Family Juice Company

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.

2022/2023 RETAIL COMPANY ATTENDEES:

99 Cents Only	Nugget Markets
Albertsons/Vons/Pavilions	Numero Uno Markets
Bodega Latina Corp	Nutricion Fundamental
Bristol Farms/Lazy Acre/ New Leaf Market (Good Food Holdings)	PAQ, Inc. (Food4Less Stockton/ Rancho San Miguel)
C&K Markets, Inc.	Raley's
Cardenas Markets (Heritage Grocers Group)	Ralphs Grocery Company
Costco Wholesale	Safeway Stores
Chedraui USA, Inc. (Bodega Latina Corp.)	The Save Mart Companies
Food 4 Less/Foods Co.	Smart & Final Stores
Foods Etc.	Sprouts Farmers Market
Gelson's Markets	Stater Bros. Markets
Mar-Val Food Stores	Super A Foods
Mollie Stone's Market	Super King Markets
North State Grocery, Inc.	Superior Grocers
Northgate Gonzalez Markets	Susanville Supermarket
	United Markets, Inc.
	Vallarta Supermarkets
	Youngs Payless Market



“

CGA is a very productive conference. Terrific interaction with our business partners. The Illuminators marked the event extra enjoyable. Work that doesn't feel like work... See you there next year.

”

KARL SCHROEDER
President - Northern California Division
Albertsons Companies

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. Retailers receive a list of all participating sponsors and indicate which companies they would like to meet with.
- CGA works to connect mutual requests between retailers and sponsors, and creates personalized schedules for each company.
- 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.



“ *The CGA Conference was fantastic! As a sponsor, we had the opportunity to have prescheduled meetings with the top executives of the companies we have targeted. The list of attendees was extensive which allowed us to meet many additional people that allow us to expand our network in the grocery industry. The conference ran flawlessly! We will be back next year!* ”

STEPHEN DIETZ
VP, Development
Food Donation Connection

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 all steps necessary to ensure your protection.

As we proceed through 2024, CGA will continue to navigate Covid ensuring any and all protocols are taken. CGA will also align with federal, state, and local agencies.



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
- 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 setup, tear down tech support for \$2,500.

PRICING: \$33,500

*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: \$17,000



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: \$8,500



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: \$5,750

(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: \$17,500



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 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: \$17,500



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: \$17,000



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: \$12,500



conference app sponsor

EXCLUSIVE OPPORTUNITY – ONE AVAILABLE

This sponsorship offers a unique opportunity to get your brand in front of all attendees at the event right in their own pocket. Attendees utilize the app to view the event schedule, learn about the speakers and educational sessions, help navigate with an interactive map, view the list of all attendees, and can refer back to the app after the event is over. Make your brand front and center of it all with this exclusive sponsorship.

BENEFITS:

- Pre-scheduled, 20-minute retailer review meetings
- Preferred meeting scheduling
- Company recognition in all advance publicity materials
- Company name on signage at conference registration
- Company name on mobile app home screen and sole banner advertisement opportunity throughout the app
- 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: \$10,000



conference lanyard sponsor

EXCLUSIVE OPPORTUNITY – ONE AVAILABLE

CGA is pleased to offer this high-profile opportunity with unlimited brand exposure during Conference. Provided to all conference attendees at registration, this exclusive feature puts your brand around the neck of every attendee at the event - even your competitors!

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
- Company branding on conference badge lanyards (one color print)

PRICING: \$10,000 — SOLD



conference hotel room key card sponsor

EXCLUSIVE OPPORTUNITY – ONE AVAILABLE

Be the company that is in everyone's wallet with this exclusive sponsorship opportunity. Hotel room key cards are sleek and portable, making it easy for your marketing message to travel beyond the timeframe of the event.

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
- Company branding on conference host hotel key cards

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 2024 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: \$10,000



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: \$8,000 — SOLD



show floor photo booth sponsor

EXCLUSIVE OPPORTUNITY – ONE AVAILABLE

Make attendees smile and boost brand awareness with this exclusive photo studio sponsorship. Participants can get a new professional studio grade headshot or grab a group photo with their coworkers all with your company's logo front and center. Set in a prime location on the show floor, your brand will not be missed with this new sponsorship opportunity.

BENEFITS:

- Recognition in advance publicity materials mentioning sponsored element
- Custom signage and branded materials for space
- Company branded print and digital photo sharing
- 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: \$8,000



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: \$5,250



California Grocer magazine door drop sponsor

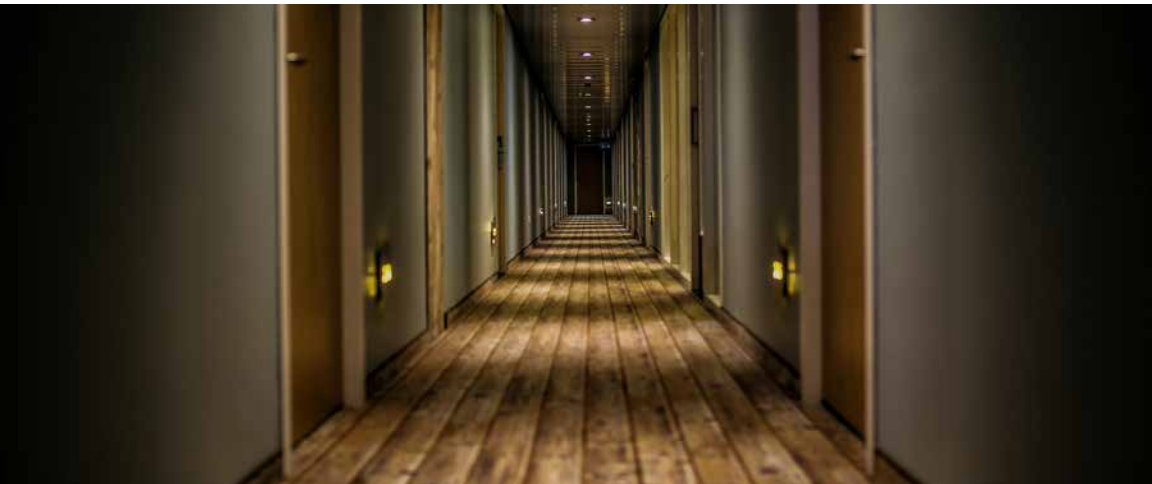
EXCLUSIVE OPPORTUNITY – ONE AVAILABLE

Gain a competitive advantage with a customized bag delivered directly to retail attendees at both the Renaissance and Hilton Hotels. Retailers will enjoy a *California Grocer* magazine delivered to their door in a bag sponsored by your company which can be used during and long after the show.

BENEFITS:

- Company listing on conference website
- Company listing on conference mobile app
- One (1) complimentary registrations
- Hotel room door delivery to all retailer attendees at both hotel properties.
- Delivery will include a copy of the California Grocer magazine in your company's personalized bag.
- Hotel delivery fees included in price.
- Discount available for company providing their own bags.
- Complete list of participating retailers including full contact information

PRICING: \$2,500



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 29, 2024 4:00 PM – 10:00 PM
Monday, September 30, 2024 7:00 AM – 7:30 PM
Tuesday, October 1, 2024 8:00 AM – 5:00 PM

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