



2014 CGA Strategic Conference Sponsor Prospectus

Palm Springs Convention Center
Palm Springs, California
September 21 – 23, 2014

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? 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.



“All three days were very well coordinated and informative. I know that our Company valued our experience and we have taken a lot of information back with us to increase our chances for future success!”

Brad Askeland,
VP, Holiday Markets, North State Grocery, Inc.

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 FOLLOWING RETAIL COMPANIES PARTICIPATED IN 2013:

Albertsons, Inc.	Holiday/Sav-Mor Foods	Save Mart Supermarkets
Big Saver Foods, Inc.	Jensen's Finest Foods	Smart & Final Stores
Bristol Farms	Mar-Val Food Stores	Stater Bros. Markets
Cardenas Markets	Northgate Gonzalez Markets	Super A Foods
Costco Wholesale	Numero Uno Markets	Super King Markets
El Super/Bodega Latina	Nutricion Fundamental	Superior Grocers
Food 4 Less/Foods Co.	Raley's	Times Supermarkets
Food 4 Less Stockton/ Rancho San Miguel	Ralphs Grocery Company	Vallarta Supermarkets
Gelson's Markets	Rio Ranch Markets	Whole Foods Market
Gongco Foods/Food 4 Less	Safeway Inc.	99 Cents Only Stores



“The CGA Strategic Conference is one of the finest resources to better understand the direction of the industry, as well as strengthen relationships between retailer and vendor. The disciplines in place allow for a fast paced, very informative conference, which provides great opportunities for both new business, as well as honing existing programs.”

Kurt Erickson, Chief Operating Officer,
Vallarta Supermakets

Sponsorship

CGA understands 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 800 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.

PREMIUM SUITE HOLDER

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 2, 2014)
- Complete list of participating retailers including full contact information

PRICING: \$29,000

EXECUTIVE LEVEL

BENEFITS:

- Pre-scheduled, 40-minute Retailer Review meetings (limit 6, 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 2, 2014)
- Complete list of participating retailers including full contact information

PRICING: \$12,500

*Suite amenities include: Lighting & temperature controls, sound proof space and \$400 show décor credit towards furnishing rentals.

**For more information on the meeting scheduling process see "How the Meeting Scheduling Works" on back cover.



“The CGA Strategic Conference offers a professional yet comfortable setting to interact with colleagues, competitors, and vendors to exchange ideas and further explore business opportunities in a ‘top to top’ forum. The connections and decisions that are made in the 3 days of the conference would take many months to accomplish across the desk.”

Deborah Romero, Exec. Dir.,
Deli/Dairy/Frozen Food, Superior Grocers

PRESIDENT LEVEL

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 2, 2014)
- Complete list of participating retailers including full contact information

PRICING: \$6,000

DIRECTOR LEVEL

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 2, 2014)
- Complete list of participating retailers including full contact information

PRICING: \$4,000

(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.

Additional Sponsorship Opportunities

CONFERENCE NETWORKING LOUNGE SPONSOR — \$15,000

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 listing on conference website
- Company listing in on-site Conference Guide
- Two (2) complimentary registrations (if participation is secured prior to June 2, 2014)
- Complete list of participating retailers including full contact information
- Recognition in on-site and advance publicity materials mentioning sponsored element including:
 - Multiple on-site signage opportunities in sponsored area
 - Rotating advertising banner on conference website

OPENING RECEPTION SPONSOR — \$15,000

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 2, 2014)
- Complete list of participating retailers including full contact information
- Recognition in onsite and advance publicity materials mentioning sponsored event including:
 - Multiple on-site signage opportunities in sponsored area
 - Rotating advertising banner on conference website

AFTER-HOURS SOCIAL SPONSOR — \$15,000

EXCLUSIVE OPPORTUNITY – ONE AVAILABLE

The quality of the CGA Strategic Conference's 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 brand-new networking event. The after-hours social event will follow 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 2, 2014)
- Complete list of participating retailers including full contact information
- Recognition in on-site and advance publicity materials mentioning sponsored element including:
 - Multiple on-site signage opportunities in sponsored area
 - Rotating advertising banner on conference website

KEYNOTE LUNCHEON SPONSOR — \$20,000

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 2, 2014)
- Complete list of participating retailers including full contact information
- Recognition in onsite and advance publicity materials mentioning sponsored event including:
 - Podium Opportunity
 - Reserved Table

CONFERENCE REGISTRATION SPONSOR — \$8,500

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 2, 2014)
- Complete list of participating retailers including full contact information
- Recognition in all registration materials including:
 - Attendee room keys
 - Conference badge lanyard

Reserve your Space Today

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 level of sponsorship and ranked in order by when CGA receives sponsorship payment and completed contract
- After CGA completes the schedules and confirms the meetings, final schedules are provided to sponsors
- To ensure that meetings are productive for all involved, certain guidelines will apply

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 21, 2014	4:00 PM – 10:00 PM
Monday, September 22, 2014	7:00 AM – 7:30 PM
Tuesday, September 23, 2014	8:00 AM – 5:00 PM

CONTACT

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