



Executive Conference & Public Policy Summit



2023 PARTNERSHIP PROSPECTUS



WASHINGTON D.C.



OCTOBER 22-25, 2023



The NGA Executive Conference and Public Policy Summit is the premier event for c-suite executives and their leadership teams to gain a competitive advantage in the marketplace through in-depth forecasts on the future of the industry, outlooks of emerging economic and business trends, and opportunities to strengthen relationships with trading partners throughout the supply chain.

The event is uniquely designed for the independent grocery industry to provide the insights and information to efficiently and effectively serve their communities. The NGA Executive Conference & Public Policy Summit provides a forum for retailers, wholesalers, CPG manufacturers, and service and solution providers to share best practices, foster stronger relationships, and collaborate for growth.

No other event within the independent sector showcases the talented leaders, innovation, and impactful solutions to the important challenges and opportunities facing our industry than the NGA Executive Conference & Public Policy Summit.

We offer a limited number of partnership opportunities to industry suppliers and partners for the event. These opportunities allow organizations to enhance business relationships with current customers and attract potential new clients by building brand awareness, demonstrating capabilities, showcasing thought leadership, and highlighting their commitment to the independent retailer.

Sign up today as a conference partner to connect your company with the leading event for top executives in the independent grocery industry.

The 2023 NGA Executive Conference & Public Policy Summit; where the best minds in the industry meet.

**To lock in your partnership opportunity today,
please contact Anita Nuñez Cepollaro at ancepollaro@nationalgrocers.org**

2022 ATTENDEES

Affiliated Foods, Inc.
Janssen's Market LLC
Allegiance Retail Services, LLC
Kaune's Neighborhood Market
Alliance Retail Group
KeHE Distributors, LLC
Arteaga's Food Center
MDI
Associated Food Stores, Inc.
Mitchell Grocery Corp.
Associated Grocers, Inc.
North State Grocery, Inc.
Associated Supermarket Group, LLC
Nugget Market, Inc.
Associated Wholesale Grocers, Inc.

Nutricon Fundamental, Inc.
Brackett's Market, Inc.
Redner's Markets, Inc.
C&S Wholesale Grocers, Inc.
Roberts Company, Inc.
Certco, Inc.
Save A Lot
Coborn's Inc.
Sendik's Food Market
Columbiana Foods
Shop 'N Save
Cub Foods
Stepherson, Inc
Fareway Stores, Inc.
Strack & Van Til

Fresh Encounter, Inc.
Todos, Inc.
G&C Foods
Trig's
GES Inc
UNFI
Harps Food Stores
URM Stores, INC
Harvest Market
Wakefern Food Corp.
Houchens Food Group
Weis Markets Inc
Hugo's Family Marketplace
Woodman's Food Markets Inc
IGA, Inc.



Contact NGA's Anita Nuñez Cepollaro at ancepollaro@nationalgrocers.org for more details.

BOARD OF DIRECTORS RECEPTION & DINNER - SOLD

- Exclusive access to members of the NGA Board of Directors for networking with top leadership
- **Premier Level Partner** Benefits & Branding

NGA EXECUTIVE COMMITTEE DINNER (COMMITTEE MEMBERS ONLY) - SOLD

- Exclusive dinner Monday night with the NGA Executive Committee
- **Premier Level Partner** Benefits & Branding

BOARD OF DIRECTORS & CHAIRMAN'S RECEPTION

\$30,000 – Exclusive or co-sponsored

- Members of the Board, along with other retailer and wholesaler CEOs, and invited guests will gather for a reception Tuesday night.
- Have four executives join the senior-most leaders from the customers in attendance for a relaxing networking event.
- **Premier Level Partner** Benefits & Branding

LUNCHEON SPONSOR

\$25,000 – Multiple Slots Available

- Host the Monday's Welcome Luncheon or Tuesday's Keynote Luncheon (or both) which includes podium remarks, preferred seating, branding and collateral distribution.
- **Premier Level Partner** Benefits & Branding

WELCOME NETWORKING RECEPTION

\$20,000 – Exclusive or Co-sponsored

- Hors d'oeuvres and beverages sponsored by this partner(s) offering a relaxed and fun atmosphere for networking and building excitement to the Conference
- The partner(s) receive branding and marketing throughout the event and in all pre and post event mentions
- **Premier Level Partner** Benefits & Branding

REGISTRATION AREA

\$15,000 – Exclusive or Co-sponsored for \$7,500 each

- Visibility around-the-clock during the event in the high traffic area of Registration where attendees sign-up, network meet and reunite.
- Partner(s) logo will be featured on the "Step & Repeat" banner for attendee photo opportunities
- Partner(s) zip banner allowed in the Registration Area
- Signage recognition in the Registration Area
- Partner(s) video to play on a repeat loop in the Registration Area
- Table in Registration Area to feature Sponsor products & materials
- Hotel Columns in the Registration Area to be wrapped with Sponsor Branding
- **Premier Level Partner** Benefits & Branding



NETWORKING BREAKFAST

\$15,000 – Multiple Slots Available

- Help kickoff either Tuesday or Wednesday (or both) with a hot breakfast while peers and customers network. Partners are offered signage & branding, collateral distribution plus a 60-second video on the screen.
- **Presenting Level Partner Benefits & Branding**

GENERAL SESSION

\$10,000 – Multiple Slots Available

- Get one of the General Sessions started by welcoming the audience, delivering brief remarks, and introducing the speakers.
- Attach your brand to one of the forward-thinking educational sessions focusing on an array of topics such as the future of Fresh, Food Safety and much more
- **Presenting Level Partner Benefits & Branding**

NGA CUSTOMER CONNECTION

\$10,000 – Three Slots Available

- The NGA Customer Connection sessions are a unique opportunity for retailers to share their stories, dig into their growth strategies, and highlight how suppliers can partner with them.
- These sessions will be open only to attendees from suppliers to ensure the retailers can comfortably discuss their businesses.
- As sponsor, you will have the opportunity to introduce one of the sessions and help moderate a Q&A discussion following the presentation.
- **Presenting Level Partner Benefits & Branding**

SPONSORED ATTENDEE GIFTS

\$10,000 – Exclusive

- Each conference attendee will receive one (1) elegant leather portfolio in their registration bag embossed with an exclusive partner's logo
- Sponsorship must be confirmed by October 6, 2023
- **Presenting Level Partner Benefits & Branding**

B2B LOUNGE

\$10,000 – Multiple Slots Available

- The B2B Lounge will foster a casual atmosphere to discuss business opportunities and make one-on-one connections throughout the conference.
- Partners have the opportunity to receive premier visibility in the Lounge plus branding and marketing throughout.
- **Presenting Level Partner Benefits & Branding**

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REGISTRATION BAGS

\$10,000 - *Exclusive*

- Conference attendees will receive a high quality registration bag to include the exclusive partner's logo.
- Opportunity to place one product/promotional item in each bag.
- Sponsorship must be confirmed by October 6, 2023
- **Presenting Level Partner Benefits & Branding**

HOTEL ROOM KEY CARDS

\$8,000 – *Exclusive*

- Each conference attendee staying at the Grand Hyatt Washington will view the exclusive partner's company logo every time they visit their room.
- The hotel key card partner will have the opportunity to design the key cards within the hotel's specifications.
- **Supporting Level Partner Benefits & Branding**

REFRESHMENT BREAKS

\$7,500 – Multiple Slots Available

- Help attendees enjoy 30-minute networking sessions as the sponsor of the refreshment breaks throughout the event.
- Partners will have the opportunity to feature your products and/or materials during the refreshment breaks.
- **Supporting Level Partner Benefits & Branding**

LANYARDS

\$6,500 - *Exclusive*

- Conference attendees will market & advertise the exclusive Partner's brand throughout the Conference.
- Partner's logo will be exclusively featured on the conference lanyards that will be distributed to all conference attendees.
- **Supporting Level Partner Benefits & Branding**

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DAILY EVENT EMAIL

\$5,000 - Three Slots Available (\$12,500 for all 3 slots)

- The special partnership opportunity provides a recap of the day's activities and highlights what is on tap for the next day.
- At the end of each conference day, an email will be sent to all attendees with the following day's schedule of events.
- Your company will be recognized each time an attendee utilizes the daily event email to navigate their day.
- **Supporting Level Partner Benefits & Branding**

HOTEL ROOM DOOR TAGS

\$5,000 - Exclusive

- Each conference attendee (and other hotel guests) staying at the Grand Hyatt will view your company's logo when passing through the halls.
- The partner will have the opportunity to design the door tag and brand it as their own.
- **Supporting Level Partner Benefits & Branding**

PARTICIPATING EVENT PARTNER *(Registration for all NGA Associate Members)*

\$1,300

- All NGA Associate Members register under this level which demonstrates support for the independent grocery industry and its executives.
- Each Participating Event Partner will have the opportunity to register additional attendees at a special rate and receive recognition on the conference website, in on-site materials, and on conference signage.
- **Participating Level Partner Benefits & Branding**

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2023 PARTNERSHIP LEVEL BENEFITS

	PREMIER LEVEL	PRESENTING LEVEL	SUPPORTING LEVEL	PARTICIPATING LEVEL All Associate Members Apply
Number of Complimentary Conference Passes ¹	5	3	2	1
Number of Executives Invited to Board of Directors/VIP Reception ³	3	2	1	--
Recognition on Conference Website, On-site Materials, and Event Signage	✓	✓	✓	✓
Product or Promotional Material Placement in Registration Bags ⁴	✓	✓	✓	--
Access to Conference Attendee List Post-Event	✓	✓	--	--
Ability to Air 60-Second Commercial or Message During the Event ⁵	✓	--	--	--
Exclusive access to the B2B Lounge to conduct meet-ups throughout the Conference	✓	✓	✓	--
Opportunity to have a 1/2 page ad featured in the Independent Grocer Magazine	✓	--	--	--

1: Complimentary conference passes are non-transferable; additional conference passes can be purchased at special sponsor-only discounted rate.

2: Partners must provide name of executive(s) attending the reception to NGA by October 6, 2023.

3: Product and materials must be approved by NGA. Product and materials must arrive at NGA offices by October 6, 2023. If product or materials arrive late, an additional fee may apply or may result in product or material from not being included

4: Video is produced by the partner. Video must be approved by NGA and provided to NGA by October 6, 2023.

5: All Partner Sponsorships should be confirmed by October 11, 2023 for marketing purposes.

6: Partners are asked to send no more than one (1) email message per quarter to the Attendee List out of respect for NGA members.

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