



Executive Conference & Public Policy Summit



2024 PARTNERSHIP PROSPECTUS



WASHINGTON D.C.



OCTOBER 26-30, 2024



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 2024 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

2023 ATTENDEES

Doc's Food Stores

Redners Markets

Dorothy Lane Market

Rodhe's Market, Inc

Fresh Encounter, Inc.

Rouses Markets

Goode's Cash Saver

Rudy's Markets Inc.

Hired Mans Grocery & Grill

Save A Lot

Houchens Food Group

T.A. Solberg Co., Inc

Hugo's Family Marketplace

Todos Inc.

Mitchell Grocery Company

Weis Markets

Niemann Foods

Woodman's Food Markets

Nutricion Fundamental, Inc.

Yoke's Foods

UNFI

Wakefern Food Corp./ShopRite



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

LUNCHEON SPONSOR 1 OF 2 SOLD

\$20,000 – Exclusive or Co-sponsored

- Host the Welcome Luncheon or Keynote Luncheon (or both) which includes podium remarks, preferred seating
- Sponsor's 60-second video/commercial shown on the main stage
- Branding and marketing opportunities throughout the event and in all pre and post event mentions
- Collateral distribution available
- **Premier Level Partner Benefits & Branding**

BOARD OF DIRECTORS RECEPTION & DINNER SOLD

\$15,000 - Exclusive

- Exclusive access to members of the NGA Board of Directors for networking with top leadership
- A speaking opportunity during the reception
- Branding and marketing opportunities throughout the event and in all pre and post event mentions
- Collateral distribution available
- **Premier Level Partner Benefits & Branding**

NGA EXECUTIVE COMMITTEE DINNER (COMMITTEE MEMBERS ONLY) SOLD

\$15,000 - Exclusive

- Exclusive dinner Monday night with the NGA Executive Committee
- A speaking opportunity during the dinner
- Branding and marketing opportunities throughout the event and in all pre and post event mentions
- Collateral distribution available
- **Premier Level Partner Benefits & Branding**

BOARD OF DIRECTORS & CHAIRMAN'S RECEPTION SOLD

\$15,000 – Exclusive or co-sponsored

- Members of the Board, along with other retailer and wholesaler CEOs, and invited guests will gather for a reception
- Four (4) sponsor company executives to join the senior-most leaders for a high-end networking event
- A speaking opportunity during the reception
- Branding and marketing opportunities throughout the event and in all pre and post event mentions
- Collateral distribution available
- **Premier Level Partner Benefits & Branding**



REGISTRATION AREA *SOLD*

\$15,000 – Exclusive or Co-sponsored

- Visibility around-the-clock during the conference in a high traffic area
- Partner(s) logo will be featured on the “Step & Repeat” banner for attendee photo opportunities
- Sponsor(s) zip banner allowed in the Registration Area
- Signage in the Registration Area
- Sponsory video to play on a repeat loop in the Registration Area
- Table in Registration Area to feature sponsor products & materials
- Branding and marketing opportunities throughout the event and in all pre and post event mentions
- **Premier Level Partner Benefits & Branding**

NETWORKING BREAKFAST *1 OF 2 SOLD*

\$15,000 – Exclusive or Co-sponsored

- Help kickoff either Tuesday or Wednesday (or both) with a hot breakfast while peers and customers network
- Sponsor’s 60-second video/commercial shown on the main screen
- Branding and marketing opportunities throughout the event and in all pre and post event mentions
- Collateral distribution available
- **Presenting Level Partner Benefits & Branding**

GENERAL SESSION *SOLD*

\$10,000 – Multiple Slots Available

- Get one of the General Sessions started by welcoming the audience with brief remarks and introducing the speakers
- Attach your brand to one of the forward-thinking educational sessions focused on an array of industry topics
- Branding and marketing opportunities throughout the event and in all pre and post event mentions
- Collateral distribution available
- **Presenting Level Partner Benefits & Branding**

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



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
- Customer Connections are open only to suppliers to ensure that retailers can comfortably discuss their businesses
- Sponsors have the opportunity to introduce one of the sessions and help moderate a Q&A discussion following the presentation
- Branding and marketing opportunities throughout the event and in all pre and post event mentions
- Collateral distribution available
- **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 the exclusive sponsor's logo
- Branding and marketing opportunities throughout the event and in all pre and post event mentions
- Collateral distribution available during the Conference
- **Presenting Level Partner Benefits & Branding**

B2B LOUNGE SOLD

\$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
- Sponsor(s) have the opportunity to receive premier visibility in the Lounge and influence the “look” of the lounge plus branding and marketing throughout
- Collateral distribution available
- **Presenting Level Partner Benefits & Branding**

SPONSORED ATTENDEE GIFTS

\$10,000 – Multiple Slots Available

- Each conference attendee will receive one (1) elegant leather portfolio in their registration bag embossed with the exclusive sponsor's logo
- **Presenting Level Partner Benefits & Branding**

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



HOTEL ROOM DOOR TAGS *SOLD*

\$5,000 – Exclusive

- Each conference attendee (and other hotel guests) staying at the host hotel 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
- **Support Level Partner Benefits & Branding**

BRANDED HOTEL ROOM KEY (FAIRMONT GEORGETOWN HOTEL)

\$8,000 – Exclusive

- Sponsor the custom hotel room keys for all attendees staying at the Fairmont Georgetown Hotel, featuring your brand's logo.
- Branding and marketing opportunities throughout the event and in all pre and post-event mentions.
- **Support Level Partner Benefits & Branding**

BRANDED CHARGING STATION

\$5,000 – Exclusive

- Sponsor a high-visibility charging station strategically placed in key areas of the event for maximum attendee engagement.
- Branding and marketing opportunities throughout the event and in all pre and post-event mentions.
- **Support Level Partner Benefits & Branding**

BRANDED POCKET CONFERENCE AGENDA

\$5,000 – Exclusive

- Sponsor the pocket-sized conference agendas distributed to all attendees, featuring your logo on the cover.
- Branding and marketing opportunities throughout the event and in all pre and post-event mentions.
- **Support Level Partner Benefits & Branding**

B2B PARTICIPATION

\$5,000 – Limited Slots Available

- Associate Members will receive an opportunity to meet one-on-one with select retail attendees in the B2B Lounge during scheduled times
- **Support Level Partner Benefits & Branding**

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



2024 PARTNERSHIP LEVEL BENEFITS

	PREMIER LEVEL	PRESENTING LEVEL	SUPPORTING LEVEL
Number of Complimentary Conference Passes ¹	5	3	2
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.

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