



2012 CGA Strategic Conference Sponsor Prospectus

Palm Springs Convention Center
Palm Springs, California
September 30 – October 2, 2012

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.



“The CGA Conference provides a good opportunity to meet with key vendors – decision makers we do not see during regular meetings at our office”

*Rick Fry, President & COO,
Cardenas Markets*

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 2011:

Albertsons, Inc./SUPERVALU Inc.
Bestway/Gardena Supermarkets
Big Saver Foods, Inc.
Bristol Farms
Cardenas Markets
Costco Wholesale
Draeger's Supermarkets, Inc.
El Super/Bodega Latina
Food 4 Less/Foods Co.
Food 4 Less/Gongco

Food 4 Less Stockton/
Rancho San Miguel
Gelson's Markets
Holiday/Sav-Mor Foods
Jax Markets
K.V. Mart Co.
Mar-Val Food Stores
Northgate Gonzalez Markets
Nutricion Fundamental
Raley's
Ralphs Grocery Co.

Rio Ranch Markets
Safeway Inc.
Save Mart Supermarkets
Smart & Final Stores
Stater Bros. Markets
Super A Foods
Superior Grocers
Times Supermarkets
Vallarta Supermarkets
Whole Foods Market
99 Cents Only Stores



“There is absolutely no better show to seek out new business and see current customers. CGA does a great job pairing retailers and suppliers to facilitate business relationships. If only other shows could do half this well, trade shows might make a comeback.”

*Darrell Costello, Grocery Sales Manager,
Roplast Industries Inc.*

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 700 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 1, 2012)
- Complete list of participating retailers including full contact information

PRICING: \$29,000

EXECUTIVE LEVEL

BENEFITS:

- Pre-scheduled, 40-minute Retailer Review meetings
- 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 1, 2012)
- 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.



“Excellent conference with the ability to reach many customers in a short period of time. Great opportunity for introducing new products and technologies.”

Bob Badgley, *Managing Partner,*
Health Touch Solutions, Inc.

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 1, 2012)
- 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 1, 2012)
- Complete list of participating retailers including full contact information

PRICING: \$4,000 Premium, \$3,500 Standard

(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

NEW! CONFERENCE 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 listing on conference website
- Company listing in on-site Conference Guide
- Two (2) complimentary registrations (if participation is secured prior to June 1, 2012)
- 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

PRICING: \$15,000

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 1, 2012)
- 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

PRICING: \$15,000

NEW! AFTER-HOURS SOCIAL SPONSOR

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 1, 2012)
- 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

PRICING: \$15,000

NEW! 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 1, 2012)
- Complete list of participating retailers including full contact information
- Recognition in onsite and advance publicity materials mentioning sponsored event including:
 - Podium Opportunity
 - Reserved Table

PRICING: \$10,000

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 1, 2012)
- Complete list of participating retailers including full contact information
- Recognition in all registration materials including:
 - Attendee room keys
 - Conference badge lanyard

PRICING: \$8,000

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 application
- 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 30, 2012	4:00 PM – 10:00 PM
Monday, October 1, 2012	7:00 AM – 7:00 PM
Tuesday, October 2, 2012	8:00 AM – 5:00 PM

CONTACT

Beth Wright, bwright@cagrocers.com

California Grocers Association

1215 K Street, Suite 700
Sacramento, California 95814
(916) 448-3545
www.cgastrategicconference.com

"I find the CGA Strategic Conference to be a very productive format. It allows us to see key decision-makers from a variety of customers in a short period of time."

Mark Thorngren, Director,
Industry & Customer Development, Unilever

