

THE
nga SHOW
2026

conference: **feb 1-3, 2026**
exhibits: **feb 2-3, 2026**

mgm grand conference center
las vegas / nevada

THOUGHT LEADERSHIP PACKAGES

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SUPER BREAKFAST – 2 AVAILABLE

- Opportunity for company to welcome and introduce session – 3 minutes. Script to be approved by the NGA Show team.
 - Monday, February 2nd
 - Tuesday, February 3rd
- Branding Opportunities - company logo on:
 - all materials referencing the session including stage screens, signage, website, mobile app, and onsite schedule at-a-glance sign structure.
 - 15 second looping video on registration lobby video screen
- Sponsor to receive three (3) Full Conference Registrations
- Sponsor to receive all leads scanned from the session no later than 30 days post event

FOCUSED SESSION & TOPIC AREA

- Exclusive sponsor of one (1) education topic area; Technology & AI, Business Strategy, Fresh Foods, Merchandising, Operations, Omnichannel Marketing, Personnel Development
- (1) 45-minute session within the topic area
 - Content must be approved by NGA Show team; sponsor to provide title, description, key takeaways, and speaker information by deadlines provided
 - Session should be educational content with no commercial representation
 - Encourage the sponsor's to feature their customers to provide the retailer/wholesaler perspective.
- Branding Opportunities - company logo to be placed on:
 - Website & relevant marketing materials
 - Signage outside of conference room & podium sign
 - Mobile app
 - Onsite conference Schedule-At-a-Glance Sign Structure
 - Static slide displayed between all sessions in the Breakout Education Room
- Sponsor to receive all leads scanned from the sponsored topic area no later than 30 days post event
- Sponsor to receive two (2) Full Conference registrations (one for the speaker)



EDUCATIONAL PANELIST

- Sponsor invited to share their expertise in a panel discussion on a topic area of their choice.
 - NGA Show Team will collaborate with sponsor to determine session topic that is relevant and provides greatest visibility.
 - Panel discussion will take place with-in a 45 minute education session.
- Branding Opportunities - company logo to be placed on:
 - Website & relevant marketing materials
 - Mobile app
- Sponsor to receive all leads scanned from the sponsored session no later than 30 days post event
- Speaker receives one (1) Full Conference registration



SUNDAY FORUM SPONSOR

EXCLUSIVE
(Per Forum)

- Three exclusive opportunities available; Tech Innovation, Financial, and Leadership & Human Resources
- Opportunity to kick-off the forum to welcome attendees – 3 minutes on stage time. Script to be approved by NGA Show team.
- Opportunity to develop and curate content alongside NGA Show team.
- Branding opportunities:
 - Company logo on all materials referencing the session including stage screens, signage, website & mobile app.
 - Onsite schedule at-a-glance sign structure
 - 15 second looping video on registration lobby video screen
- Sponsor to receive three (3) Full Conference Registrations
- All leads scanned in the forum to be distributed within 30 days of event



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\$15,000

EXPO HALL STAGE SPONSOR

EXCLUSIVE

- Exclusive sponsorship stages in the Expo Hall, 2 stages available
- Sponsor to kick off day with first session on the stage– 30 minutes (2 sessions total)
- Branding Opportunities - company logo to be placed on:
 - Website & relevant marketing materials
 - Stage signage (including banner and backdrop)
 - Mobile app
 - Static slide displayed between all sessions in the track
 - Opportunity to have sponsor's promotional material in the back of the stage area. Sponsor is responsible for printing and shipping of all materials. To be placed by Event Management
- Sponsor to receive all leads scanned from the stage no later than 30 days post event



EXPO FLOOR STAGE SESSION

- Sponsor invited to host and create (1) 30-minute session to take place on an Expo Hall stages
 - Session should focus on content, education and case studies.
 - Sponsor to submit session title, description, and speaker contact information by deadline provided.
 - Preference for day & time will be considered alongside availability.
- Branding Opportunities - company logo to be placed on:
 - Website & relevant marketing materials
 - Mobile app
- Sponsor to receive all leads scanned from the sponsored session no later than 30 days post event



BRANDING PACKAGES

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REGISTRATION

Make an impact when every attendee registers for the event & picks up their badge!

- Company banner on attendee registration webpage
- Company banner on attendee registration confirmation email
- Logo featured on onsite registration structure throughout the event



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\$25,000

ATTENDEE BAGS

Put your brand in the hands of every attendee as they pick up the official NGA Show tote bag at registration!

- Production costs are responsibility of sponsor, The NGA Show to approve design before printing
- Includes (1) promotional flyer/item to be placed at registration; printed & provided by sponsor



EXCLUSIVE

\$10,000
(+ cost of bags)

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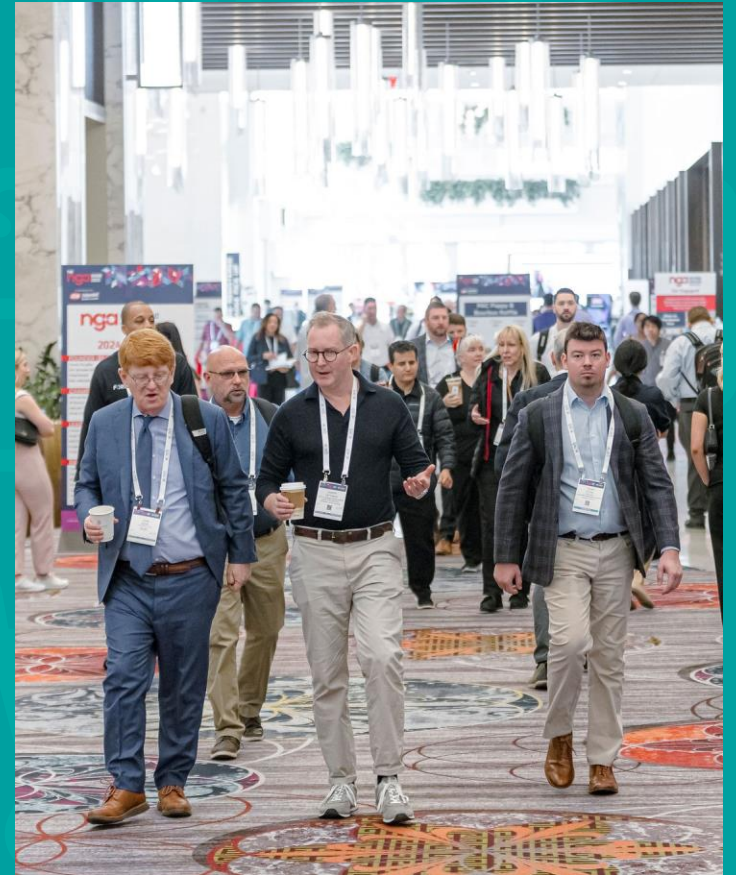
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SHOW BADGE & LANYARDS

Every attendee at The NGA Show will be wearing your brand!

- Badges: The NGA Show will produce show badges with sponsor's logo. Artwork designed by The NGA Show.
- Lanyards: The NGA Show will produce lanyards with sponsor's logo (1-color logo only).

Note, exhibitors & attendees will have different color lanyards, sponsor logo to be included on both



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PRODUCT SHOWCASE

- Showcase your new products right outside of The NGA Main Stage in the Grand Pre Function Foyer.
- Your choice of horizontal or tower showcase
- Branding on (2) window panes located in Grand Pre-Function area
- Floor Decal included with your booth number
- Artwork needed by December 5, 2025

\$11,000



WATER BOTTLES

EXCLUSIVE

This high-impact opportunity to promote sustainability keeps your brand top of mind all day long.

- Sponsor logo featured on reusable 9-12oz water bottles
 - 2 color logo
 - Option for The NGA Show to produce or Customer to provide
 - 6 week lead time for production



\$8,000 / \$20,000

(Customer produce / NGA Show to produce)

AISLE SIGNS

EXCLUSIVE

- As attendees navigate the exhibit hall, they are constantly looking at aisle signs. Feature your brand on one of the most highly viewed signage opportunities at The NGA Show.
- Includes sponsor logo on all aisle signs throughout the exhibit halls.
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SCHEDULE AT A GLANCE

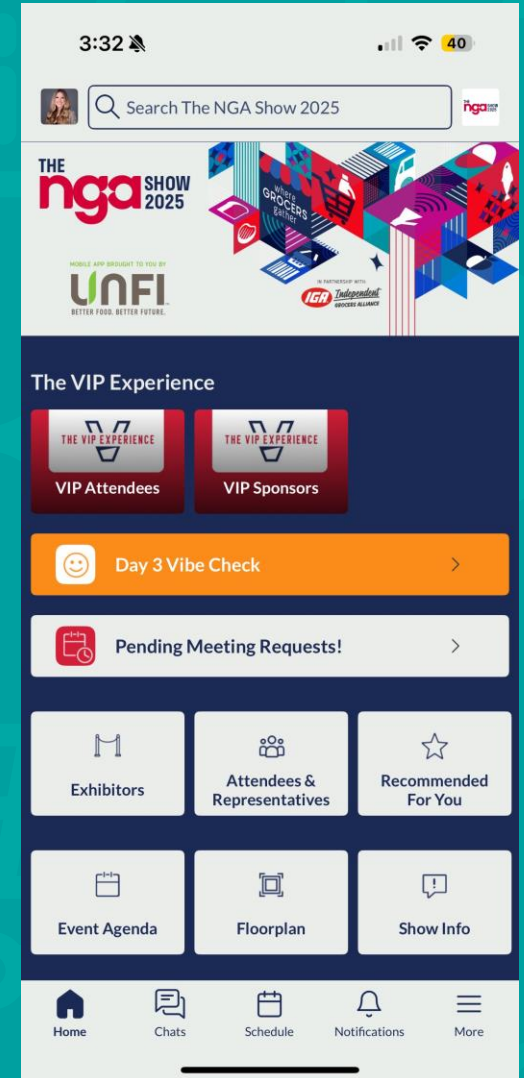
EXCLUSIVE

Keep your brand top of mind when attendees are making their daily plans!

- Sponsor logo include on the schedule at-a-glance unit located in the convention area space
- Inclusion on one (1) sign unit
- Artwork needed by December 5, 2025.

MOBILE APP TITLE SPONSOR

- As the exclusive Title Sponsor, your brand will be the first thing attendees see when they download and sign into the app – along with The NGA Show branding
- Logo to be added to the following areas in the app:
 - Event welcome image, loading page/splash screen, event banner
- Branding Opportunities - company logo to be placed on:
 - Website & relevant marketing materials
 - Onsite signage



EXCLUSIVE

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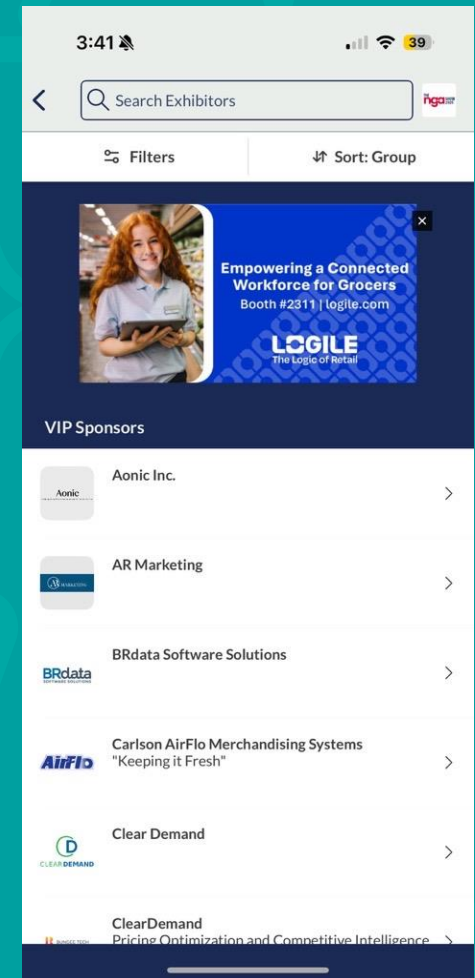
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\$20,000

MOBILE APP ROTATING BANNER ADS

9 available

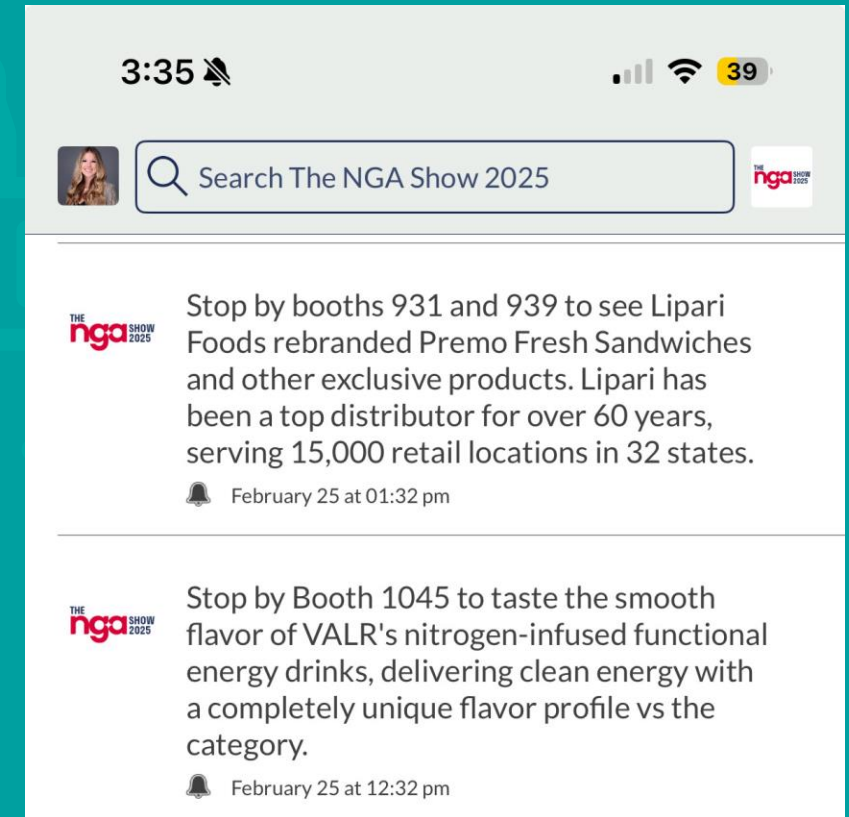
- Create your own graphic to be displayed through the mobile app, linked to your profile or website
- One (1) banner ad to rotate throughout 3 different locations within the app – Profile Lists, Event Agenda, More menu
- Banner ads rotate every 60 seconds, and a new ad will display every time a screen is reloaded
- Banner ad can be linked to company profile or session page within the app, or a tracking link outside of the app



MOBILE APP PUSH NOTIFICATION

8 available

- Sponsor creates one push notification that will be deployed to all mobile app users
 - Time and date determined by The NGA Show
 - Notification has a 200-character limit – no emojis
 - 4 spots available each on Monday & Tuesday, first-come, first-served



MOBILE APP FLOORPLAN BOOTH LOGO

- Logo will be displayed within your booth outline on The NGA Show mobile app floorplan
- Must have a 20x20 booth or larger for this opportunity



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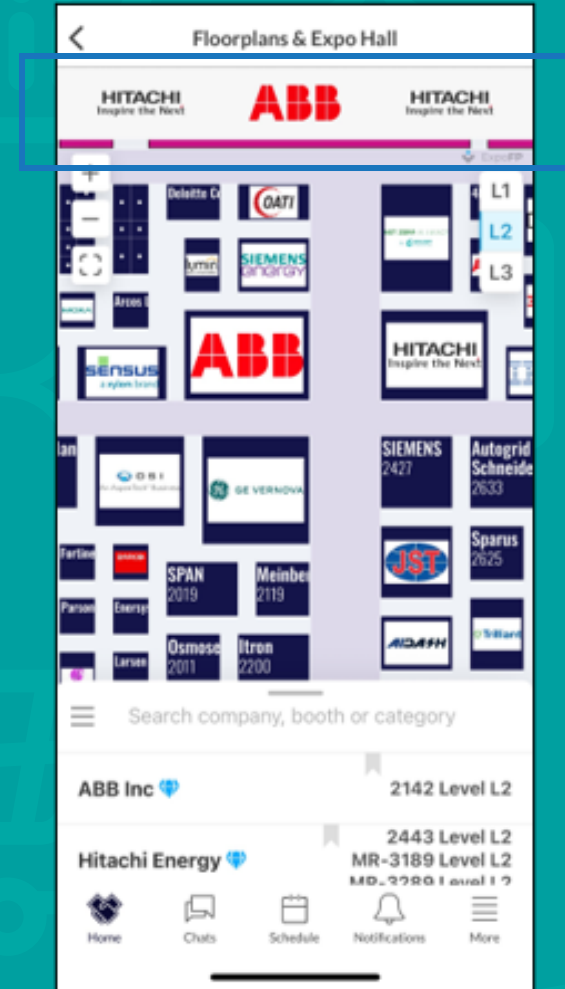
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\$500

MOBILE APP FLOORPLAN CAROUSEL BANNER AD

5 available

- Sponsor logo to be displayed at the top of the floorplan within The NGA Show mobile app
- Banner ad can be linked to company profile within the app



PREFERRED EXHIBITOR LISTING

8 available

- Enhanced company listing in the online directory
 - Highlighted booth with corner peel on floorplan
 - 2-3 product images with description
 - Press release
 - Choose up to 15 product categories
- Top of exhibitor list on the mobile app

MGM BRANDING OPPORTUNITIES

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HOTEL ROOM KEY CARD



- Put your brand directly into the hands of every attendee.
- As the exclusive Hotel Card Key Sponsor, your custom artwork will be featured on the MGM Grand hotel room keys distributed to all NGA Show attendees at check-in.
- These branded keys will be used throughout the duration of their stay, offering high-visibility exposure every day of the event.
- Artwork needed by December 5, 2025.

REGISTRATION LOBBY VIDEO SCREEN

- Showcase your company on this 4'x3' Video Screen located at Registration
- 15 second static advertisement to be embedded in shared content. No audio capabilities
- Artwork needed by December 5, 2025.



Pool Walkway Window Cling

- Every NGA Show participant staying at the MGM hotel will walk right by your company branding
- Locations to be placed on a first come, first serve basis
- Artwork needed by December 5, 2025.



RESTROOM & STALL CLINGS

- Your opportunity for branding on the restroom mirror and 12”x12”decal artwork on every bathroom door
- 3 Restroom Locations (2 in Marquee and 1 in front of Boulevard)
- Artwork needed by December 5, 2025.



\$22,000 – Exclusive

\$8,000 – 1 restroom location

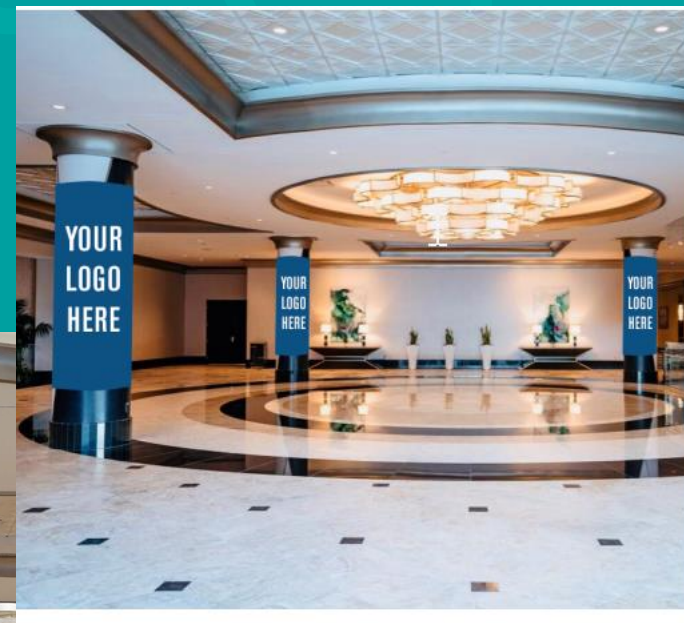
CHARGING STATION

- Includes branding on built-in charging stations located throughout the MGM convention area. Total of (2) stations downstairs in Grand Lobby area.
- Artwork needed by December 5, 2025.



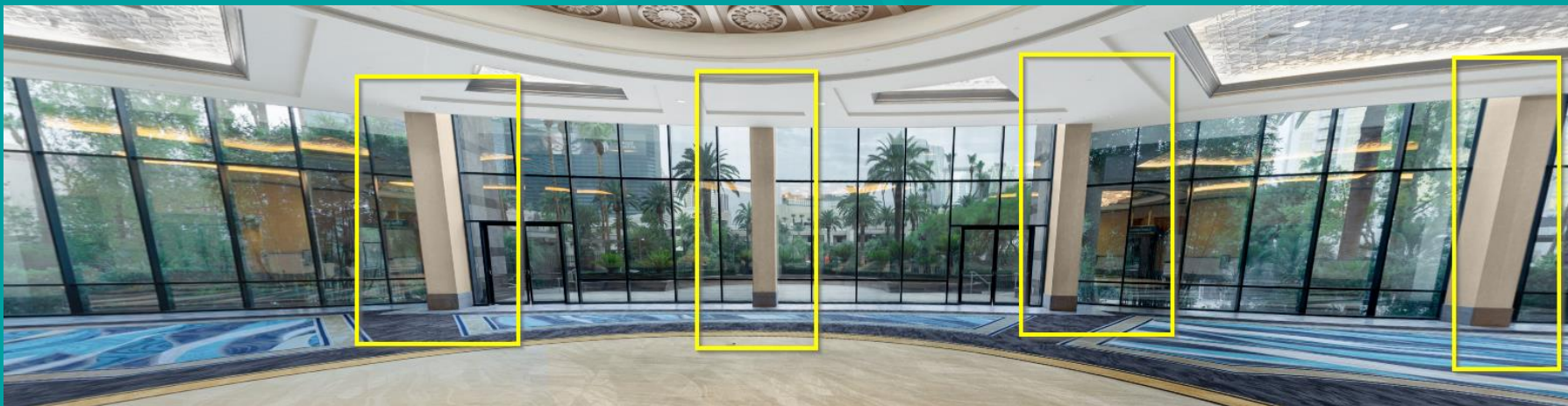
COLUMN WRAPS MAIN LOBBY

- 3 Available
- Includes branding on one of the columns as you walk into the main Conference Center Lobby from the Hotel
- Artwork needed by December 5, 2025.



COLUMN WRAPS GRAND FOYER

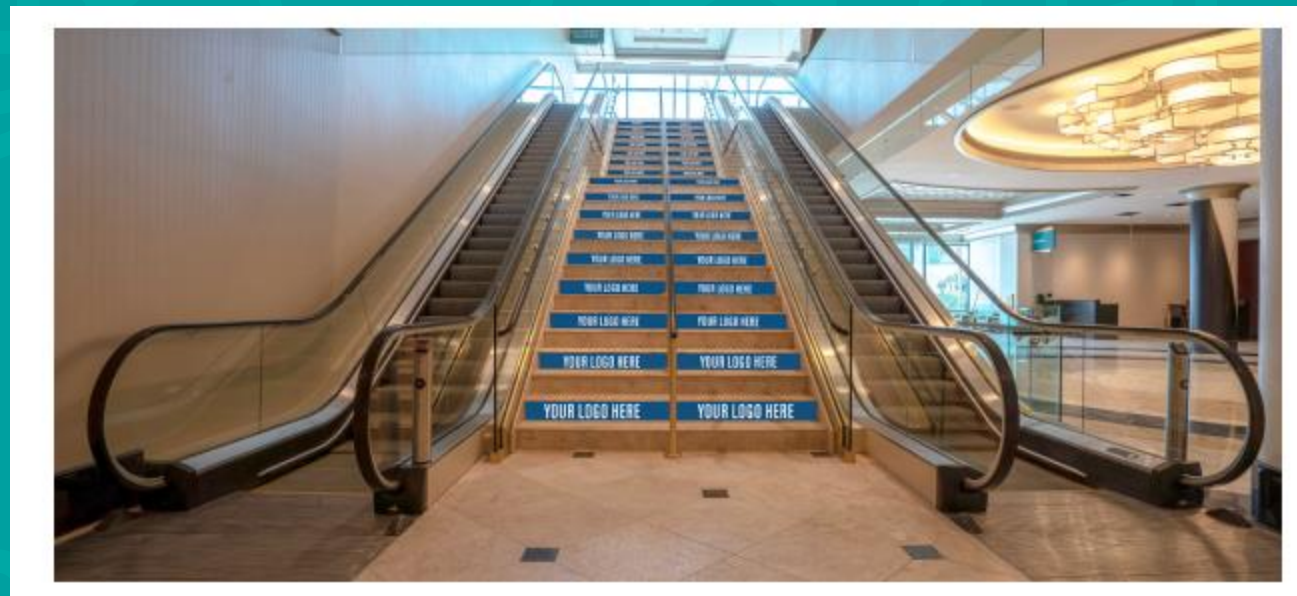
- 5 Available
- Includes branding on one of the 5 columns located along the windows in the Grand Foyer where the Education Sessions take place.
- Artwork needed by December 5, 2025.



STAIRS CLINGS

EXCLUSIVE

- Brand the Stairs outside of Registration Area that lead up to the Private Meeting Rooms
- Artwork needed by December 5, 2025.



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\$15,000

MAIN ENTRANCE DOOR CLINGS

- 2 window panels per door – 4 opportunities available
- Opportunity to brand the doors that lead back inside from Marquis and Terrace Ballrooms
- *Please note:* The 4 panels above the doors will feature NGA Show branding.
- Artwork needed by December 5, 2025.



NETWORKING FOCUSED PACKAGES

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BREAKFAST ROUNDTABLES



- Exclusive sponsor of the Breakfast Roundtable experience
- Table discussions will be moderated by The NGA Show Planning Committee members.
 - Topics may include; Electronic shelf labels, in-store tech/automation, loyalty/personalized marketing, AI in retail, merchandising fresh foods, local foods, recruitment/retention, succession planning, traceability, e-commerce, retail media
- (1) Representative from sponsor company can sit at a table of their choosing
- Branding Opportunities - company logo to be placed on:
 - Website & relevant marketing materials
 - Mobile app
 - Onsite conference at-a-glance sign structure
 - Roundtable signage, including table topic signs
- Sponsor to receive all leads scanned from the roundtable track no later than 30 days post event



SUNDAY LUNCH SPONSOR

EXCLUSIVE

- Opportunity for company to welcome and introduce the new Sunday Lunch – 3 minutes. Script to be approved by the NGA Show team.
 - Sunday, February 1st – 12:00 – 1:00 pm
- Branding Opportunities - company logo on:
 - all materials referencing the lunch including stage screens, signage, website, mobile app, and onsite schedule at-a-glance sign structure.
- 15 second looping video on registration lobby video screen
- Sponsor to receive three (3) Full Conference Registrations

OPENING RECEPTION

- Kick off another year of The NGA Show as the exclusive sponsor of the Opening Reception
- The NGA Show team will work with sponsor on high-impact branding opportunities throughout the party
- Sponsor may reserve VIP area for customers
- Branding Opportunities - company logo to be placed on:
 - Website & relevant marketing materials
 - Mobile app
 - Onsite conference at-a-glance sign structure



CLOSING CELEBRATION

- Celebrate another year of The NGA Show as the exclusive sponsor of the Closing Celebration
- The NGA Show team will work with sponsor on high-impact branding opportunities throughout the party
- Sponsor may reserve VIP area for customers
- Branding Opportunities - company logo to be placed on:
 - Website & relevant marketing materials
 - Mobile app
 - Onsite conference at-a-glance sign structure
- 5 full conference passes provided to sponsor



SOLD

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\$50,000

HAPPY HOUR - 6 available

- Increase booth traffic by hosting a one-hour happy hour during exhibit hall hours
- Beer & wine bar located inside or adjacent to sponsor's exhibit booth with bartender
 - The NGA Show to facilitate set up via convention center catering
 - Custom beverage offerings available upon request at additional cost
- Branding Opportunities - company logo to be placed on:
 - Website & relevant marketing materials
 - Mobile app

COFFEE BREAK

Conference Coffee Break (exclusive per time slot)

Opportunity to Sponsorship of (1) Coffee Break time slot for Conference Area, each conference coffee break is exclusive. Sponsor will have branded napkins, coffee sleeves and signage.

- Conference Area, Grand Pre Function:
 - Sunday, February 1st – 9:45 am
 - Sunday, February 1st – 4:15 pm (SOLD)
 - Monday, February 2nd – 9:00 am
 - Monday, February 2nd – 10:00 am

\$7,500

Exhibit Floor Coffee Break (multiple available)

Opportunity to sponsor both exhibitor floor location Coffee Breaks. Sponsor will have signage located around the coffee station. Multiple available.

Exhibit Floor: Monday, February 2nd – 1:30 pm / Tuesday, February 3rd 1:30 pm –

- Marquee Courtyard
- Boulevard Pre Function

\$3,000

EXHIBIT HALL & MEETING SPACE

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STANDALONE BOOTHS



	10 x 10	10 x 20	20 x 20	20 x 30	20 x 40
MEMBER	\$4,600	\$9,200	\$18,400	\$27,600	\$36,800
NON-MEMBER	\$5,300	\$10,600	\$21,200	\$31,800	\$42,400
BADGES INCLUDED	3	5	6	8	10

PRIVATE MEETING ROOM

- EXHIBITORS

- Daily rentals (\$2,000 for the day)
- Two-day rental (\$3,500 total)
- Company logo included outside room
- Table & chairs provided
- Choose the room setup that best suits your meeting needs
- A/V & Food & Beverage costs are responsibility of sponsor

- NON-EXHIBITORS

- Two-day rental only (\$7,500)
- Company logo included outside room
- Choose the room setup that best suits your meeting needs
- Table & chairs provided
- A/V & Food & Beverage costs are responsibility of sponsor
- 2 full conference passes



FRESH PiTCHES

Fresh Pitches is the NEW connections program for 2026!
These are high-impact introductions with just enough time
to pitch and connect – speed networking style.

Sponsors rotate through five 5-minute introductions with retailers during two scheduled blocks at the show, with short breaks and a networking social afterward. Retailers commit to one block, and sponsors use software to request preferred introductions, receiving their final schedule about a week before the event.



Fresh Pitches Top Shelf Sponsor

- \$15,000

- Sponsor to make up to 15 buyer selections within the platform prior to the show
- Sponsor may provide a welcome to buyers at the start of each session – 5 minutes max
- Opportunity to join the networking social following Fresh Pitches, allowing you to connect and mingle with other buyers beyond your introductions
- Sponsor to be branding on Fresh Pitches activation space – co-branded with The NGA Show & Fresh Pitches
- Company logo on marketing related to Fresh Pitches
- Option for marketing items to be placed within meeting space – must be approved by show management
- Company logo on sponsorship recognition marketing



Fresh Pitches Sponsor

- Exhibitor \$2500 /
- Non-Exhibitor \$7500

- Sponsor to make up to 5 buyer selections within the platform prior to the show
- Opportunity to join the networking social following Fresh Pitches, allowing you to connect and mingle with other buyers beyond your introductions
- Company logo on marketing related to Fresh Pitches
- Company logo on sponsorship recognition marketing

**Non-Exhibitors receive 1 badge*

ADD-ON OPTIONS

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DIGITAL RETARGETING ADS

Audience extension ads are a smart, low-effort way to extend your NGA Show presence far beyond the exhibit floor and build awareness with the right people!

- Our audience becomes your audience. Get exclusive direct access to The NGA Show website visitors and retarget them with your brand's ads. Retargeting will showcase your brand, anywhere they visit online.
- Package includes 100,000 ad impressions
- Sponsor must supply creative and tracking URL

ATTENDEE EMAIL BLASTS

- Target The NGA Show attendees with an HTML e-blast promoting your presence at the show or new products
- The NGA Show will deploy on your behalf to pre-registered attendees on agreed upon date
 - Date options include pre- and post-show availability
 - Sponsor will supply HTML and subject line. Materials must be submitted to The NGA Show 10 days prior to email deployment
 - E-blasts are not available for 5 calendar days before or after the show

NEW EXHIBITOR PACKAGE

- Listing as a New Exhibitor on the website
- New Exhibitor floor decal at your booth
- Inclusion in marketing to attendees where applicable
- New Exhibitor ribbon available for show badge





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SPONSORSHIP TIERS

(The following benefits are included based on your sponsorship spend)



	Presenting	Platinum	Gold	Silver
Quantity	Exclusive	Multiple	Multiple	Multiple
Spend Level	\$100,000	\$40,000 - \$99,999	\$30,000 - \$39,999	\$20,000 - \$29,999
Branding				
Website home page (rotation)	X	X	X	X
Website sponsor page	X	X	X	X
Included on shared Keynote Slide	X	X	X	X
Included on shared Onsite Signage	X	X	X	X
Advertising				
Registration Lobby Video Screen	X	X		
Preferred Exhibitor Listing (online only, mobile app not applicable)	X	X		
Value Add				
Pre-Event Attendee List (Company, Job Title, City State delivered one week before show)	X	X	X	

