

sponsor  
*experience*  
kit



THE  
**nga** SHOW  
2023

where *grocers* gather

*las vegas*  
FEBRUARY 26 - 28 / 2023  
CAESARS FORUM CONVENTION CENTER  
LAS VEGAS, NV

# table of contents

**What is The NGA Show? . . . . . 3**

**Why Sponsor & Exhibit? . . . . . 4**

**Thought Leadership . . . . . 5**

**SOLD** Presenting Sponsorship . . . . . 5

Education Breakout Session Sponsorship . . . . . 5

Education Session Panelist Sponsorship . . . . . 5

Education Track Sponsorship . . . . . 5

Thought Leadership Theater Session (Show Floor) . . . . 5

VIP Experience . . . . . 5

**Branding Packages . . . . . 6**

**SOLD** Registration . . . . . 6

Totes . . . . . 6

**SOLD** Show Badge . . . . . 6

Lanyards . . . . . 6

NGA Partner Logo Program . . . . . 6

Hydration Station . . . . . 6

Aisle Signs . . . . . 6

Mobile App . . . . . 6

Schedule At A Glance Sponsorship . . . . . 6

**Networking Focused Packages . . . . . 7-8**

Closing Celebration Sponsor . . . . . 7

Opening Reception Sponsor . . . . . 7

Relaxation Station . . . . . 7

VIP Experience Lounge Sponsor . . . . . 7

VIP Experience Happy Hour Sponsor . . . . . 7

Charging Station/Co-Working Lounge . . . . . 7

Surprise & Connect Package . . . . . 8

Headshot Studio Sponsorship . . . . . 8

**Exhibit Hall / Meeting Space . . . . . 8**

Standalone Booths . . . . . 8

Enhanced Level Branding Package . . . . . 8

Meeting Space . . . . . 8

Innovation Start-up Package . . . . . 8

**Add-on Options . . . . . 9**

VIP Experience at NGA Show . . . . . 9

Pub Bins . . . . . 9

Thought Leadership Add-On . . . . . 9

Innovation Lab Add-On . . . . . 9

Digital Video Wall Video Branding . . . . . 9

Digital Promotion With Ad Retargeting . . . . . 9

Escalator Digital Branding . . . . . 9

Digital Wall Static Ad Branding . . . . . 9

Welcome Email . . . . . 9

**Insertion Order . . . . . 10**

# what is **THE nga** SHOW

**We've built the only national showcase connecting the entire grocery retail market under one roof.**

It's an experience you can't miss. The NGA Show returns in 2023 in a brand new state of the art venue, Caesars Forum. The NGA Show is the premier gathering of leaders, innovators, and suppliers on the cutting edge of grocery retail.

No other gathering brings together the forces shaping the \$253 billion-dollar independent grocery market. Thousands of the most significant and influential retailers, wholesalers and suppliers will participate in The NGA Show.

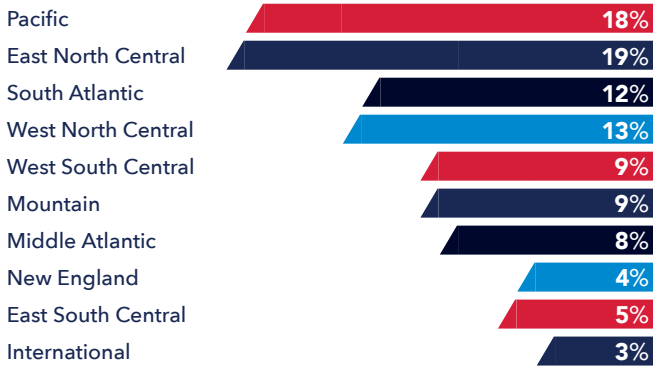


Connect with top level grocery retailers and wholesalers, and engage in meaningful dialogue aimed at providing solutions to their most challenging business issues.

**If you are a stakeholder with any organization serving the grocery industry landscape, your brand belongs at The NGA Show.**

# THE **nga**SHOW *at-a-glance*

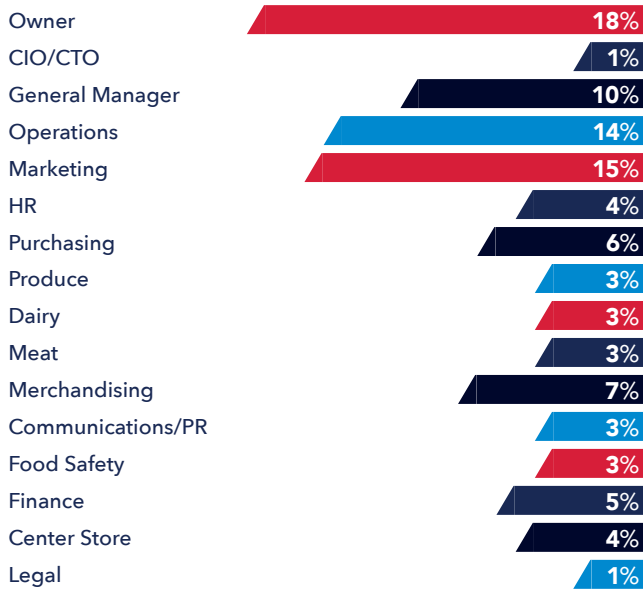
## *attendance by* US GEOGRAPHIC REGION



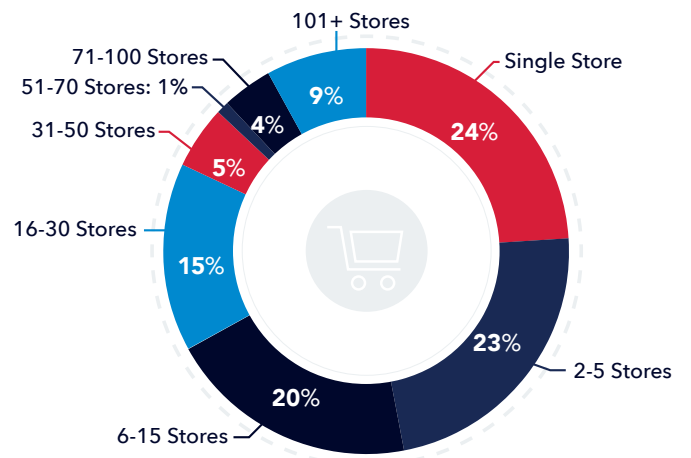
## *attendance by* BUSINESS TYPE



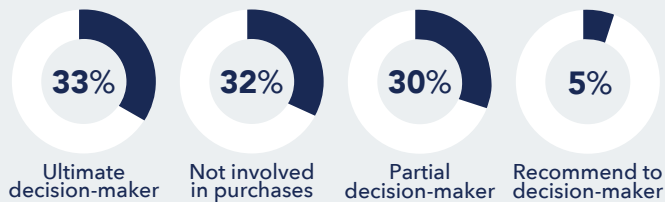
## *attendance by* POSITION



## *retailer attendance by* NUMBER OF STORES



## *attendee* BUYING AUTHORITY



## *attendee* SPEND ON SHOW FLOOR

# Thought Leadership

SOLD

EXCLUSIVE

## PRESENTING SPONSORSHIP: \$100,000

- ⊗ Keynote sponsor
- ⊗ Keynote introduction
- ⊗ Company Logo on all materials referencing Keynote:
  - Stage Screens
  - Website
  - Signage
  - Show App
- ⊗ Private meet & greet with Keynote Speaker for up to 15 key clients and/or prospects
- ⊗ Thank You Signage Onsite (full sponsors listed)
- ⊗ 60 second looping video on Caesars Forum main video wall

## EDUCATION BREAKOUT SESSION SPONSORSHIP: \$7,500

- ⊗ Logo on signage (larger placement)
- ⊗ Sponsor will co-develop in conjunction with The NGA Show Program Development Team, a 60-minute session (time slot subject to The NGA Show team's discretion)
- ⊗ Company Logo on all materials referencing Education Session:
  - Stage Screens
  - Website
  - Signage
  - Show App
- ⊗ Video wall placement - rotating
- ⊗ Social Media
- ⊗ Search function (your logo will pop up)

NOT EXCLUSIVE

## EDUCATION SESSION PANELIST SPONSORSHIP: \$5,000

### Introductions of all sessions within given panelist education session

- ⊗ Logo on signage (larger placement)
- ⊗ Sponsor will be invited to share their expertise in a panel discussion on a topic related to their core business. NGA Program Development Team will collaborate with sponsor to determine session topic that is most relevant and provides greatest visibility.
- ⊗ Company Logo on all materials referencing panelist education session:
  - Stage Screens
  - Website
  - Signage
  - Show App
- ⊗ Video wall placement - rotating
- ⊗ Social Media
- ⊗ Search function (your logo will pop up)

## EDUCATION TRACK SPONSORSHIP: \$7,500

### A spot on a panel inclusion:

- ⊗ Logo on signage (larger placement)
- ⊗ Sponsor will be invited to share their expertise in a panel discussion on a topic related to their core business. NGA Program Development Team will collaborate with sponsor to determine session topic that is most relevant and provides greatest visibility.
- ⊗ Company Logo on all materials referencing panelist education session:
  - Stage Screens
  - Website
  - Signage
  - Show App
- ⊗ Video wall placement - rotating
- ⊗ Social Media
- ⊗ Search function (your logo will pop up)

## THOUGHT LEADERSHIP THEATER SESSION (SHOW FLOOR): \$5,000

- ⊗ To take place in the Thought Leadership Theater on the Show Floor
- ⊗ Your company to host and create one of the Thought Leadership Theater segments - 30 min.
  - Dedicated seating for 50 w/standing room on the expo floor
  - Will include: Stage, Podium, AV Equipment, & Microphone
- ⊗ Session with 100-word description and logo featured in online agenda and event app
- ⊗ Company Logo on all materials referencing Thought Leadership Session:
  - Stage Screens
  - Website
  - Signage
  - Show App

## VIP EXPERIENCE: \$2,500

### Upgrade to our exclusive VIP Experience program, an innovative appointment setting service matching you with high level retailers and wholesalers looking to source the products and services you offer!

- ⊗ Request and receive meetings with Decision Makers and build your schedule - no limit on the number of meetings!
- ⊗ Enhanced virtual showroom in the VIP Experience platform with up to 4 product listings.
- ⊗ Access to the VIP Experience Lounge during the show hours & Sunday with the option to feature your company in the exclusive VIP Experience Product Showcase.
- ⊗ Invitation to the VIP Experience Reception to further network with VIP Experience Decision Makers.

# branding packages

SOLD

\*EXCLUSIVE\*

## REGISTRATION: \$25,000

Make a HUGE impression on every attendee with this very visual and exciting registration experience! Your brand will be the first thing attendees see when they arrive and will be on display during the entire event, not just when people come to pick up their badge.

- ☑ Company Logo incorporated in large registration presence onsite
- ☑ Company Logo on website registration page and in registration confirmation email

\*EXCLUSIVE\*

## TOTES: \$15,000

Put your brand in the hands of every attendee as they pick up the official NGA Show tote bags at registration, which holds valuable event information and cool swag.

- ☑ The NGA Show will produce and provide totes to attendees
  - **Option 1:** The NGA Show to design, Sponsor to approve
  - **Option 2:** Sponsor to design, The NGA Show to approve - one color logo only\*
  - One promotional flyer/item insert in tote-bags (provided by sponsor)
  - Listed as Tote bag sponsor in show app and on-site signage

SOLD

\*EXCLUSIVE\*

## SHOW BADGE: \$30,000

Every attendee at The NGA Show will be looking at your brand while they're looking at badges. Don't miss out on this exclusive opportunity.

- ☑ The NGA Show will produce show badges with sponsor's logo (1-color logo only) Artwork Designed by The NGA Show
- ☑ Listed as Show Badge sponsor in the show app and on-site signage

\*EXCLUSIVE\*

## LANYARDS: \$15,000

Your brand will stand out with this exclusive opportunity. Every single person attending The NGA Show will be wearing your logo, even competitors!

- ☑ NGA Show will produce lanyards with sponsor's logo (1-color logo only)
- ☑ Lanyards will be used for all show badges
- ☑ Listed as Lanyard sponsor in show app and on-site signage

NEW!

LIMIT 5

## NGA PARTNER LOGO PROGRAM: \$7,500

- ☑ 10 weeks out - prospect email logo placement
- ☑ Pre-reg emails

\*EXCLUSIVE\*

## HYDRATION STATION: \$10,000

Keep the attendees hydrated during a long day of networking in Las Vegas while also reducing single-use plastics. Prominently display your logo on the official NGA Show 2023 water bottles, that attendees will use to fill up during the show.

- ☑ Sponsor logo on water bottles available to attendees (1-color logo)
- ☑ Listed as Water Bottle sponsor on show app and on-site signage

\*EXCLUSIVE\*

## AISLE SIGNS: \$20,000

As attendees navigate the exhibit hall, they are constantly looking at the aisle signs. Feature your brand on one of most highly viewed signage at The NGA Show!

- ☑ Company Logo on all Aisle Signs that hang over the aisles in the Exhibit Hall

## MOBILE APP: \$20,000

Keep your brand in everyone's hands before, during, and after The NGA Show by sponsoring the Show App. Be the first brand they see when signing in and on all Show App emails leading up to The NGA Show.

- ☑ The NGA Show will produce and provide Show App for all attendees
- ☑ Sponsor logo will be featured in app and onsite signage specific to Show App
- ☑ In-App Store branding (Android/iOS)
- ☑ Sponsor to be featured in multiple pre-show emails to promote the Show App

LIMIT 2

## SCHEDULE AT A GLANCE SPONSORSHIP : \$7,500

Help attendees stay up to date with the show schedule. This will ensure that they stay informed and are headed in the right direction.

- ☑ Company logo highlighted on the schedule at a glance units located prominently throughout Caesars Forum (Sponsor to provide logo based on The NGA Show supplied specifications)
- ☑ 2 units throughout the Convention Center

# networking focused packages

LIMITED TO 4 SPONSORS

## CLOSING CELEBRATION SPONSOR: \$20,000

**Bring Mardis Gras to The NGA Show with a party under the High Roller!**

- ⊗ NGA Show to produce Mardis Gras Closing Party outside of Caesars Forum under the High Roller.
  - Naming rights of Mardis Gras Party (e.g. "Company Name" Mardis Gras Closing Party or Mardis Gras Closing Party Presented by "Company Name")
  - Company branding (logo or name as official sponsor) on promotion of Mardis Gras Closing Party
  - Sponsor may reserve one pod on the High Roller for VIP guests
- ⊗ Sponsor to choose of the following options" to "Sponsor to choose one of the following options:
  - 10' x 20' space designed by Sponsor.
  - 10' x 20' space designed by NGA Show with prominent branding for sponsor. Design based on sponsor's objectives. NGA Show and sponsor to have one input call and one round of feedback.

LIMITED TO 2 SPONSORS

## OPENING RECEPTION SPONSOR: \$15,000

**Major branding at The NGA Show Opening Reception, immediately following the Opening Keynote.**

- ⊗ Sponsor branded table for VIP guests.
- ⊗ Sponsor branded special drink
- ⊗ Branding on all materials referencing Opening Reception - Show App, Signage and Invitations.

LIMITED TO 2 SPONSORS

## RELAXATION STATION: \$10,000

**Long days in Las Vegas can be taxing on the body and sometimes a mini-massage is just what attendees need to re-charge. Make sure they thank your brand for making that happen!**

- ⊗ Traffic Generator: NGA Show to place a Relaxation Station with 2 massage chairs in 10' x 10' or 10' x 20' Exhibit Booth.
- ⊗ Company branding (logo or name as official sponsor) on Chill Lounge signage, event app and Lounge promotion.

LIMITED AVAILABILITY

## VIP EXPERIENCE LOUNGE SPONSOR: TBD

**This package is for brands that have an experiential activation that will blow key decision makers away. Connect with VIP Experience decision makers by creating an impactful pop-up activation in a prominent buyer location on the show floor.**

- ⊗ Dedicated space in a high traffic location for Sponsor Installation (cost of installation not included. Activation subject to NGA Show approval).
  - Sample ideas: photo booth, virtual reality demo experience, interview-style lounge, gamification, food sampling

LIMITED AVAILABILITY

## VIP EXPERIENCE HAPPY HOUR SPONSOR: \$7,500

**This sponsorship is for those looking to connect with the highest level decision makers at The NGA Show with an exclusive Happy Hour for one hour prior to the Mardis Gras Party.**

- ⊗ Dedicated space in the VIP Experience Lounge on the Show Floor
- ⊗ Happy Hour TBD on Tuesday, February 28
- ⊗ Sponsor signage in the Happy Hour/VIP Experience Lounge area
- ⊗ Sponsor may provide handout or giveaway to all VIP Experience decision makers in attendance

2 AVAILABLE

## CHARGING STATION/CO-WORKING LOUNGE: \$15,000

**Help NGA Show attendees maximize their productivity on-site by sponsoring a co-working space where they can stay connected to their stores, catch up on emails and ensure their teams are in the loop on the latest developments from The NGA Show. Be recognized as a leader in enabling productivity.**

- ⊗ NGA Show will build a custom Working Lounge with seating, workspace and electronics charging stations
- ⊗ Major sponsor branding throughout Working Lounge
- ⊗ Sponsor will own dedicated meeting space within Working Lounge
- ⊗ Lounge placement determined by NGA Show for high-traffic and visibility
  - Sponsor may select Co-Working Lounge location in conference area or on show floor

# networking focused packages

## LIMITED AVAILABILITY

### **SURPRISE & CONNECT PACKAGE: \$10,000**

Stand out from the crowd (before, during, OR after the event) by offering your top clients and/or prospects a thoughtfully chosen and timed VIP Perk they will remember.

#### Package Options:

- ⊗ "Get You to the Show" Package: \$20 Uber Fare for 100 of your top prospects
- ⊗ "Keep You Caffeinated" Package: \$20 Starbucks Credit for 100 of your top prospects
- ⊗ "Keep You Fed" Package: \$20 Grubhub Credit for 100 of your top prospects
- ⊗ OR ... Create your own with anything on Amazon!
  - \* Custom pricing

#### Package Includes:

- ⊗ Send digitally claimable VIP perks in a drip campaign to 100 prospects. Sponsor to select prospects based on companies and titles of interest.
- ⊗ Pricing of each package inclusive of All VIP perks for 100 prospects (except Create Your Own where custom pricing applies). Option to add more prospects at additional cost.

## EXCLUSIVE

### **HEADSHOT STUDIO SPONSORSHIP: \$15,000**

Offer the executives attending The NGA Show the opportunity to have their headshots professionally taken to update their LinkedIn and websites. We have seen lines around the booth when a brand sponsors this activation. Capture the leads of everyone getting their headshots taken so you can send follow up messaging with their photos. 10x10 space will be used for the studio - next to booth (comp. 100 sqft).

- ⊗ 20' x 20' footprint which will be shared with the headshot photography studio
- ⊗ Branding:
  - Company logo on headshot studio signage
  - Headshot photographer to wear sponsor's branded t-shirt
  - Sponsors may coordinate with NGA Show to design kiosks or back walls of space
- ⊗ Booth placement determined by NGA Show for high-traffic and visibility

# exhibit hall / meeting space

## **STANDALONE BOOTHS**

### **10' X 20'**

- ⊗ Member: \$9,350
- ⊗ Non-Member: \$10,250

### **20' X 20'**

- ⊗ Member: \$18,700
- ⊗ Non-Member: \$20,500

## **ENHANCED LEVEL BRANDING PACKAGE: \$6,500**

- ⊗ Videos and Picture upload ability on A-Z, 500 character limit (larger description): \$1,000
- ⊗ Thought Leadership Add On: **DISCOUNTED TO \$4,000!**
- ⊗ VIP Elite Add on: **DISCOUNTED TO \$1,500!**

## **MEETING SPACE**

### **Exhibitors**

- ⊗ Daily rentals (\$2,000 for the day)
  - Two Days (\$3,000 total)
- ⊗ Company Logo included on Signage
- ⊗ Table & Chairs

### **Non-Exhibitors**

- ⊗ Two Day Rental only \$7,500 total

## **INNOVATION START-UP PACKAGE: \$5,000**

- ⊗ Start-up requirements:
  - Fewer than 30 staff and less than 3 years in market
  - 30 Minute Time Slot -Innovation Lab (product demonstration sessions)
  - One start-up kiosk



# add-on options

## VIP EXPERIENCE AT NGA SHOW: \$2,000

VIP Experience is a customized meeting experience that allows your company to connect one-on-one with hand selected, high level retailers and wholesalers looking to source the products and services you offer.

## PUB BINS: \$4,000

Option for any Exhibitor to purchase and include publications, flyers, materials, etc.

## THOUGHT LEADERSHIP ADD-ON: \$5,000

## INNOVATION LAB ADD-ON: \$2,000

⊗ 30 Minute Time Slot - Innovation Lab (product demonstration sessions)

## DIGITAL VIDEO WALL VIDEO BRANDING: \$10,000

- ⊗ Sizzle Reel video placement in high traffic locations throughout Caesars Forum (30-90 seconds)
- ⊗ Sponsor's video will rotate as part of loop.

## DIGITAL PROMOTION WITH AD RETARGETING: \$10,000

- ⊗ Package includes 30,000 ad impressions
- ⊗ Logo inclusion in print pieces promoting the show
- ⊗ Logo inclusion in all email promotions leading up to the show
- ⊗ Logo inclusion on social media posts 10 weeks out from the show
  - 3 Dedicated social posts

## ESCALATOR DIGITAL BRANDING: \$10,000

- ⊗ 3 Days of showcasing your brand while riding the escalator up to the show floor
- ⊗ First entry view-point
- ⊗ Static Ad placement

## DIGITAL WALL STATIC AD BRANDING: \$5,000

- ⊗ 1 custom Ad placement with your Company Logo on digital signs placed in high traffic locations throughout Caesars Forum. (Sponsor to design ad based on NGA Show supplied design specifications.)
- ⊗ Sponsor's ad placement will rotate as part of loop. Your ad will show 30+ times per day Sunday, Monday, Tuesday

\*EXCLUSIVE\*

## WELCOME EMAIL: \$12,500

**Make sure attendees see your brand before, during & after The NGA Show as we welcome and thank attendees!**

- ⊗ Sponsor Logo included on Welcome and Thank You email sent to all attendees the week prior and the week after The NGA Show (Non-Exclusive)
- ⊗ One promotional insert in NGA Show tote bag (sponsor to provide item/flyer)

**THOUGHT LEADERSHIP**

- PRESENTING SPONSORSHIP ..... \$100,000 **SOLD!**
- EDUCATION BREAKOUT  
SESSION SPONSORSHIP ..... \$7,500
- EDUCATION SESSION PANELIST SPONSORSHIP ... \$5,000
- EDUCATION TRACK SPONSORSHIP ..... \$7,500
- THOUGHT LEADERSHIP THEATER  
SESSION (SHOW FLOOR) ..... \$5,000
- VIP EXPERIENCE ..... \$2,500

**BRANDING PACKAGES**

- REGISTRATION ..... \$25,000 **SOLD!**
- TOTES ..... \$15,000
- SHOW BADGE ..... \$30,000 **SOLD!**
- LANYARDS ..... \$15,000
- NGA PARTNER LOGO PROGRAM ..... \$7,500
- HYDRATION STATION ..... \$10,000
- AISLE SIGNS ..... \$20,000
- MOBILE APP ..... \$20,000
- SCHEDULE AT A GLANCE SPONSORSHIP ..... \$7,500

**NETWORKING FOCUSED PACKAGES**

- CLOSING CELEBRATION SPONSOR ..... \$20,000
- OPENING RECEPTION SPONSOR: \$15,000
- RELAXATION STATION \$10,000
- VIP EXPERIENCE LOUNGE SPONSOR..... CALL TODAY!
- VIP EXPERIENCE HAPPY HOUR SPONSOR..... \$7,500
- CHARGING STATION/CO-WORKING LOUNGE.... \$15,000
- SURPRISE & CONNECT PACKAGE ..... \$10,000
- HEADSHOT STUDIO SPONSORSHIP ..... \$15,000

**EXHIBIT HALL STANDALONE BOOTHS**

- MEMBER
  - 10' X 20' ..... \$9,350
  - 20' X 20' ..... \$18,700
- NON-MEMBER
  - 10' X 20' ..... \$10,250
  - 20' X 20' ..... \$20,500
- ENHANCED LEVEL BRANDING PACKAGE ..... \$6,500
  - VIDEOS AND PICTURE  
UPLOAD ABILITY ON A-Z..... \$1,000
  - THOUGHT LEADERSHIP ADD ON ..... \$5,000 \$4,000
  - MATCH! ELITE ADD ON ..... \$2,000 \$1,500

**DISCOUNTED PRICES!**

**MEETING SPACE**

- EXHIBITORS
  - DAILY RENTALS ..... \$2,000 PER DAY
  - TWO DAYS ..... \$3,000 TOTAL
- NON-EXHIBITORS
  - TWO DAY RENTAL ..... \$7,500
  - INNOVATION START-UP PACKAGE..... \$5,000

**ADD-ON OPTIONS**

- VIP EXPERIENCE AT NGA SHOW ..... \$2,000
- PUB BINS ..... \$4,000
- THOUGHT LEADERSHIP ADD-ON ..... \$5,000
- INNOVATION LAB ADD-ON ..... \$2,000
- DIGITAL VIDEO WALL VIDEO BRANDING ..... \$10,000
- DIGITAL PROMOTION WITH AD RETARGETING... \$10,000
- ESCALATOR DIGITAL BRANDING ..... \$10,000
- WELCOME EMAIL ..... \$12,500

**TOTAL:** \_\_\_\_\_

Yes, I would like to reserve the Advertisement(s) and/or Sponsorship(s) checked above. Please accept this as my insertion order.

Company: \_\_\_\_\_ Booth #: \_\_\_\_\_  
 Company Billing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Name: \_\_\_\_\_ Tel: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\*Sponsorship fee only. Costs of production, materials and labor additional. Costs of catering may apply to some items. Terms: Payment is due in accordance with the payment schedule on page one of the Application & License Agreement for the Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with the initial invoice. With an authorized signature the form serves as your official insertion order. All media opportunities are non-cancelable and non-refundable. Management has the right to offer new products or positions throughout the show cycle that may not be listed above. Above prices are valid for current exhibitors. Checks should be made payable to Independent Grocers Show Management and mailed to Collyer Ferguson, 1690 Roberts Blvd., NW, Suite 111, Kennesaw, GA 30144.