

Welcome!

The Wisconsin Grocers Association is entrusted to represent the grocery industry and to ensure that retail grocery members are fortified by a strong vendor community in every part of Wisconsin.



In 2023, Allied members will have the opportunity to connect with retailers through a variety of channels including trade show exhibition, event sponsorships, and WGA media recognition of your dedication to the industry. Additionally, we provide both print and digital advertising opportunities to stay fresh and connected throughout the year. Allied members receive member-only communications and the latest, most relevant, and impactful news impacting Wisconsin Grocers.

Allied Membership opens access to opportunities you can't find anywhere else.

HERE ARE SOME OF THE BENEFITS YOU RECEIVE:

Being a member of the Wisconsin Grocers Association's will connect you to independent grocery retailers, supermarket managers, warehouse executives, brokers, distributors, manufacturers and more.

WGA President's Letter

Our weekly e-newsletter sharing member news and industry trends.



WGA Government Affairs Report and Action Alerts

Timely grocery industry-specific emails and e-news on legislative issues.



WGA Events

A showcase for your products and services while networking with grocery retailers from throughout Wisconsin.

WGA Vendor Insider

NEW in 2023!!! A bi-weekly newsletter keeping you up to date on event happenings, action items, and opportunities to connect with retailers.



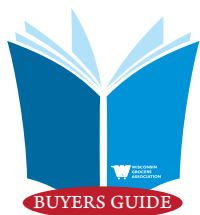
WisconsinGrocers.com

Our new website has a fresh new look! Stay tuned as we continue to build on it.



Wisconsin Grocer magazine

The award-winning Wisconsin Grocer magazine with locally written articles and the look and feel of a national magazine.



WGA Buyers Guide

Your company's listing in the WGA bi-annual Buyers Guide, in the Wisconsin Grocer magazine. (Next release: 2024)



WGA Foundation Programs

Employee development programs including the Leadership Institute. Fundraising opportunities such as the Pallet of Product at the Grocers Innovation Expo.



"I am excited to be with the WGA! Let's connect so I can learn more about you and your business!"

Kris Neilson, Vice President of Events

Contact Kris Neilson, VP of Events at 608.210.3304 or kris@wisconsinagrocers.com to include the WGA in your 2023 marketing plans.

Your support of the WGA continues to keep you connected with the grocery industry in Wisconsin.



WISCONSIN GROCERS ASSOCIATION



ALLIED MEMBERSHIP APPLICATION



WHAT THE WGA HAS TO OFFER,
YOU CAN'T GET ANYWHERE ELSE!

REQUIRED INFORMATION:

Store or Company Name _____ Location _____ County _____

Mailing Address _____

Store Owner _____

Phone _____ Email* _____

Principal Supplier _____

Store Director / Manager _____ Address _____

City _____ State _____ Zip Code _____

Email* _____

Please list any other person in your store or company who should receive publications and correspondence from the WGA.

Name _____ Title _____

Address _____ City _____ State _____ Zip Code _____

Phone _____ Email* _____

Name _____ Title _____

Address _____ City _____ State _____ Zip Code _____

Phone _____ Email* _____

2023 Allied Trade Membership: \$899

WGA Allied Members will receive:

- Use of WGA Allied Member and WGA logo to promote your membership
- Receive all communications for your key grocery representatives
- Weekly President's Letter (e-newsletter)
- Bi-Weekly WGA Vendor Insider newsletter
- Event Sponsorship and Participation options throughout the year•
- A hot link from WisconsinGrocers.com to your website
- Advertising options to reach your audience with more frequency: *Wisconsin Grocer* magazine and weekly digital newsletters.
- And many more benefits!

Please complete this Membership Application and return with dues payment to:



Wisconsin Grocers Association
10 West Mifflin Street, Suite 205
Madison, WI 53703
Attention: Kris Neilson
kris@wisconsin-grocers.com

*The WGA will not reproduce, distribute, sell or otherwise circulate any business information or e-mail addresses outside of the WGA membership. Email is the preferred communication to our members for Legislative Alerts, WGA President's Letters and all event information.