



WISCONSIN GROCERS ASSOCIATION

VENDOR OPPORTUNITIES

Membership Support & Promotion Guide

What the WGA has to offer, you can't get anywhere else!

2023 WGA Events

Watch for more details in the WGA President's Letter and Vendor Insider and at WisconsinGrocers.com.



Stay tuned for updates in 2023!



June 19th

WGA Northern Grocery Golf Outing
Stevens Point Country Club, Stevens Point, WI



February 28 (cancelled due to Avian Flu)
WGA Foundation Day in the Field
Milford Hills



July 26th

WGA Southern Grocery Golf Outing
Evergreen Golf Course, Elkhorn WI



June 14, July 12, August 9 & September 20
WGA Foundation Leadership Institute
Watch for locations to be announced.



October 17th & 18th
WGA Innovation EXPO
Hilton Appleton Paper Valley/FCEC

For more information, contact Kris Neilson at the Wisconsin Grocers Association
608.210.3304 | kris@wisconsinagrocers.com

10 West Mifflin Street, #205 | Madison, WI 53703

WisconsinGrocers.com



Stay Connected

April 2023

Brandon Scholz
WGA President
and CEO



WGA Allied Members and Vendor Friends,

The Wisconsin Grocers Association exists to serve its members and your support of the WGA's programs and events is critical element of the WGA's efforts to support retailer grocers and warehouse suppliers!

The WGA strives to provide superior networking and opportunities to connect you with grocers. We help you with our communications, education, benefits, and programs tailored to grocer members. We're working on offering you more in 2023 than we've ever had before!

Keep connected with the retail grocery industry in Wisconsin with a WGA Allied membership. You'll receive industry updates on what is happening in Wisconsin. Frankly, it's something you can't get anywhere else! *As many WGA Allied members say, the commitment to support the WGA underscores the necessity for a strong state trade association to help create solid business relationships between the retail and vendor community.*

The WGA will keep you informed with current events with WGA members in our regular communications like the WGA's President's Letter delivered on Fridays which provides a weekly overview of the industry plus insider information about WGA members. The Weekly Special, bi-weekly Vendor Insider and special member communications are all designed with Allied Members' needs in mind! The quarterly Wisconsin Grocer magazine is a first-class trade magazine featuring retailer and vendor members with locally written articles, member stories and information, and legislative updates.

The WGA is targeting its offerings to give you as much leverage as possible. This information packed brochure has been developed to help you, our vendor partners, plan your 2023 participation. The WGA VP of Events, Kris Neilson, will connect with you and help you work with the WGA promoting your company to showcase your products and services.

Save The Dates

- **June 19th - Northern Grocery Golf Outing**, Stevens Point Country Club, Stevens Point, WI
- **July 26th - Southern Classic Grocery Golf Outing**, Evergreen Golf Course, Elkhorn, WI
- **October 17th & 18th - WGA Innovation Expo**, Hilton Appleton Paper Valley/FCEC

Watch for the following events returning again in 2024!!

- **Grocers in the Capitol Days**
- **A Day in the Field**
- **FreshEx**

The WGA exists to serve its members and allows us to provide services and produce the programs that keep our members strong. This helps grocers, our Allied members and vendor friends!

We value your membership and participation and look forward to working with you!

Sincerely,

Brandon Scholz
WGA President & CEO

"WE HAVE MORE TO OFFER YOU IN 2023 THAN WE'VE EVER HAD BEFORE!"



WGA Board of Directors

Chair

James Hyland / Roundy's Supermarkets, Inc., Milwaukee

Vice-Chair

Bob Jaskolski / T.A. Solberg, Inc., Minocqua

Secretary/Treasurer

Kevin Metcalfe / Metcalfe's Market, Madison

Steve Burkhardt / Skogen's Festival Foods, DePere

Landon Godley / SpartanNash, St. Cloud, MN

Diane Guerrero / Associated Wholesale Grocers, Kenosha

Greg Hansen / Hansen's IGA, Bangor

Michelle Harrington / Albrecht's Delafield Market, Delafield

Steve Loehr / Kwik Trip, La Crosse

Mark Maloney / Russ Davis Wholesale, Hammond

Jeff Maurer / Maurer's Market, Wisconsin Dells

Chris Morton / UNFI, Pleasant Prairie

Mike Olwig / Fox Brothers Piggly Wiggly, Hartland

Beau Oshiro / Piggly Wiggly Midwest, Sheboygan

Rick Roth / Great Lakes Coca-Cola, Plover

Dave Ryman / Certco, Madison

Marissa Smoyer / Lipari Foods, Warren, MI

Matt Swentkofske / Molson Coors, Milwaukee

Dan Williamson / Kemps, Cedarburg



WGA ALLIED MEMBERSHIP

\$899

Receive industry updates on what is happening in the grocery industry in Wisconsin before anyone else does.

Frankly, it's something that you can't get anywhere else! We'll keep you informed about our industry and what is current with our retailers through regular WGA communications.

WGA Allied Members will receive:

- Use of WGA Allied Member and WGA logo to promote your membership
- Receive all digital and print communications for your key grocery representatives
- Weekly President's Letter (eNewsletter)
- Bi-Weekly Vendor Insider newsletter
- Event Sponsorship and Participation opportunities and available 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!

WGA BUSINESS PARTNER MEMBERSHIP

This program is designed for Allied Member companies that wish to support the WGA by strategically positioning themselves through an annual commitment to WGA events, advertising, and sponsorships and to promote their products and services. A Business Partner program requires an annual commitment of \$10,000 or greater and is customized to bring your business the highest value.

WGA Allied Members will receive:

- All of the benefits as an Allied member, **PLUS...**
- President's Letter and Digital Newsletter Recognition -
- *Wisconsin Grocer* Magazine Business Partner recognition
- Company Profile in one issue of your choosing of *Wisconsin Grocer* Magazine
- Priority Sponsorship Consideration and Placement
- Priority Advertising Consideration and Placement
- Business Partner Logo - Use of the Business Partner logo for you to use to promote yourself as a WGA Business Partner
- Allied Membership Special Rates - Receive \$99 off your annual membership dues



PRINT AND DIGITAL ADVERTISING OPPORTUNITIES

SHOW YOUR SUPPORT OF THE WGA IN FULL COLOR

WISCONSIN GROCER MAGAZINE



Magazine Advertising

The Wisconsin Grocer magazine is published four times per year. Advertise in this full-color award-winning publication. Each issue has the look and feel of a national publication, and includes featured articles and timely topics targeted specifically to WGA members.

Magazine Ad opportunities are UNLIMITED!

DIGITAL eNEWSLETTERS

The WGA offers limited advertising in our eNewsletters, with average open rates between 30-40%!

- Weekly President's Letter
- Bi-weekly Government Affairs Report
- Bi-weekly Vendor Insider
- Weekly Specials

For full details on pricing, availability, and requirements of our advertising opportunities, please contact **Kris Neilson at 608.210.3304** or kris@wisconsin-grocers.com.



EVENT SPONSORSHIP & ADVERTISING CONNECTIONS



A DAY IN THE FIELD RETURNING TO THE FIELD IN 2024!!!

- Lunch Sponsor with 2 hunters
- Field Sponsor with no hunters
- Field Sponsors with 2 hunters
- Field Sponsor with 4 hunters



In early 2023, WGA is hosting multiple Capitol Days to increase participation and visibility before the state legislature. The new format consists of a 1/2 day and includes an issue briefing at the WGA office prior to the Capitol visit. There are ten different days based upon the legislative district of each store.

WGA Capitol Days are a critical tool to help state lawmakers understand the grocery industry and learn about the issues necessary to help you thrive. The event helps set the tone for the entire legislative session.

Learn about the issues and hear from legislative leaders. Build relationships with your elected officials and let legislators know how they can help your business on topics like workforce, taxes, and regulations.

This is your opportunity to advocate for your business, your industry, and your community at the state Capitol in Madison.

- LEGISLATIVE RECEPTION SPONSORSHIP \$2,500**
- ADVOCACY SPONSOR \$1,500**
- GRASS ROOTS SPONSORSHIP \$750**

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NEW!!! WGA AWARDS PROGRAM 2023 Sponsorship Opportunities



GROCCER OF THE YEAR \$2000 / 1 SPONSORSHIP AVAILABLE

- Full page ad with up to 100-word personalized message from sponsoring company.

EXCELLENCE IN OPERATIONS \$1500 / 1 SPONSORSHIP AVAILABLE

- Half page ad with up to 50-word personalized message from sponsoring company.

COMMUNITY SERVICE \$1,000 / 1 SPONSORSHIP AVAILABLE

- Quarter page ad with up to 50-word personalized message from sponsoring company.

For full details of what this NEW program sponsorship includes, please contact Kris Neilson, VP of Events, kris@wisconsin-grocers.com, 608.210.3304.

WGA GROCERY INDUSTRY GOLF OUTINGS



June 19, 2023
Northern Grocery Industry
GOLF OUTING

Stevens Point Country Club, Stevens Point, WI



June 26, 2023
Southern Classic Grocery Industry
GOLF OUTING

Evergreen Golf Course, Elkhorn, WI

Enjoy a fun and relaxing day networking with Wisconsin grocery industry colleagues and friends!

MAJOR SPONSORSHIP \$2,100

Choose a Major Sponsorship for maximum exposure at the outing.

Major Sponsorship includes:

- Two golf registrations
- Naming rights to a challenge or sampling on the course
- Signage on the course and program plus verbal recognition
- Recognition for your support in event program
- Logo included in full page sponsor ad in the Summer and Expo issue of Wisconsin Grocer Magazine.

TEE SPONSORSHIP \$1,600

Personally promote your company's products and services on the golf course.

Tee Sponsorship includes:

- A table and two chairs on the course during the outing to interact with golfers all day long!
- Two golf registrations
- Signage on the course and program plus verbal recognition
- Recognition for your support in event program
- Logo included in full page sponsor ad in the Summer and Expo issue of Wisconsin Grocer Magazine.

GREEN SPONSORSHIP \$1,600

Show your company's support by sponsoring a hole challenge on the course.

Each hole will be assigned a challenge such as longest drive, closest to the pin, etc. Winners will receive cash prize giveaways. Green Sponsorship also includes:

- Two golf registrations
- Signage on the course and program plus verbal recognition
- Recognition for your support in event program
- Logo included in full page sponsor ad in the Summer and Expo issue of Wisconsin Grocer Magazine.

DRINK SPONSORSHIP \$850

Show your support with your logo on Drink Tickets. (No golf.) Each golfer receives two drink tickets to be used at the beverage cart on the course or the bar during the 19th Hole reception. Sponsorship also includes signage on the course, program, and verbal recognition. Vendor companies must sponsor to participate.



EXPO SPONSORSHIP



October 17-18, 2023

Innovation EXPO

Hilton Appleton Paper Valley/FCEC

WGA Business Partner Members and Sponsoring Exhibitors receive priority selection on booth placement in the exhibit hall on a first come, first served basis. Our package deals reflect a significant savings off list prices!

DIAMOND SPONSOR / \$10,000 MEMBER

\$11,000 NON-MEMBER

MEMBER VALUE: \$12,000+

Shine your full support of WGA with sponsorship throughout the entire two-day Expo experience for all to see!

Same as Gold Sponsor PLUS the following enhancements:

- Upgrade to THREE exhibit booths
- Upgrade to EIGHT full registrations
- Keynote Speaker Sponsor
- Tuesday Vendor Appreciation Reception Sponsor
- Wednesday Grocery Industry Summit Sponsor
- Banquet Sponsor



GOLD SPONSOR / \$5,500 MEMBER

\$4,500 NON-MEMBER*

MEMBER VALUE: \$6,400+

Same as Silver Sponsor PLUS the following enhancements:

- Upgrade to TWO exhibit booths
- Upgrade to SIX full registrations
- Upgrade to FULL page full color ad in the Expo Issue of *Wisconsin Grocer Magazine*
- Upgrade to FULL page ad in Expo Program Guide distributed to all attendees
- Educational Sponsorship

SILVER SPONSOR / \$2,400 MEMBER

\$3,400 NON-MEMBER

MEMBER VALUE: \$2,950+

Same as Bronze Sponsor PLUS the following enhancements:

- Upgrade to FOUR full registrations
- Upgrade to ½ page full color advertisement in the Expo Issue of *Wisconsin Grocer Magazine*
- Upgrade to ½ page ad in Expo Program Guide distributed to all attendees



BRONZE SPONSOR / \$2,000 MEMBER

\$3,000 NON-MEMBER

MEMBER VALUE: \$2,475+

- ONE exhibit booth includes skirted table, two chairs, waste basket
- TWO full registrations include access to the complete Expo experience!
- ¼ page full color advertisement in the Expo Issue of *Wisconsin Grocer Magazine*
- Sponsor spotlight in Expo Issue of *Wisconsin Grocer Magazine*
- Business Card included in Expo Issue of *Wisconsin Grocer Magazine*
- ¼ page ad in Expo Program Guide distributed to all attendees
- Recognition in WGA event communications
- Option to add a sample product, brochure, or goodie in Expo registration bag

EXPO / A LA CARTE



**WISCONSIN
GROCERS
ASSOCIATION**

EXHIBITION

REGISTER YOUR BOOTH BEFORE SEPTEMBER 15, 2023 AND SAVE \$200!

TRADE SHOW BOOTH / \$1,200 MEMBER

\$1,500 NON-MEMBER

- Includes: 8' x 10' booth space, skirted table, 2 chairs, wastebasket and TWO full event registrations.

FULL REGISTRATIONS / \$199 MEMBER

\$299 NON-MEMBER

- Access to the full Innovation Expo event experience!
(Two registrations are included with a booth purchase)

SPONSORSHIPS

All Sponsors receive recognition before and after the EXPO in WGA communications:

- Social media, Wisconsin Grocer Magazine, Weekly President's e-Newsletter, WGA Website, Email marketing campaigns

REGISTRATION TABLE / 1 SPONSORSHIP AVAILABLE EACH

- Lanyard Sponsor
- Registration Goodie Bags

TRADE SHOW BINGO CARD – \$250 / 30 SPONSORSHIPS AVAILABLE

- Add your logo and booth number to the bingo card. Participants who fill their bingo card are entered into a drawing for a \$1,000 GRAND PRIZE or a \$250 additional prize.

EDUCATIONAL SPONSOR \$1,000 (MEMBERS ONLY)

UNLIMITED SPONSORSHIPS AVAILABLE

- Recognition given prior to each educational session and logo displayed on accompanying event signage.

NEW IN 2023!

INNOVATION STATIONS \$1,000 / 1 SPONSORSHIP AVAILABLE PER STATION

- Express Lanes of information in 15 minutes or less! An informal setting where great ideas are shared and questions are encouraged right on the trade show floor.
- For 2023, we will have 2 stations.

WGA CART CORRAL

- In 2023, WGA will provide an area on (or near) the trade show floor for attendees to sit and relax, chat with vendors, complete with tables and chairs.

WOMEN'S NETWORK FORUM \$1,000 / 1 SPONSORSHIP AVAILABLE

- Stay tuned for more information.

ADVERTISING

WISCONSIN GROCER MAGAZINE – EXPO ISSUE (Ads due by September 1, 2023)

- Full page \$1,200
- Half page: \$800
- Quarter page: \$675
- Professional Business Card: \$300

EXPO PROGRAM GUIDE BOOKLET (8" x 5.5" – Ads due by September 15, 2023)

- Full page: \$700
- Half page: \$500
- Quarter page: \$300

REFUND POLICY

The WGA does not issue refunds for event advertising, sponsorships, or participation. *The following refund policy applies to TRADE SHOW BOOTHS only:*

- NO Full Refunds
- 75% refund issued if cancellation occurs through September 15, 2023
- 50% refund issued if cancellation occurs between September 16 and October 10, 2023
- No refunds after October 10, 2023

What the WGA has to offer, you can't get anywhere else!



Yes! I want to support the WGA and the Wisconsin Grocery Industry!

Please contact me and connect me with Wisconsin Grocers through:

- Allied Membership
- Business Partner Membership
- Digital Advertising (eNewsletters)
- Wisconsin Grocer Magazine Advertising
- A Day in the Field (returning in 2024)
- Other: _____
- Grocers in the Capitol Day (2024 sponsorship)
- Grocer Golf Outings
 - Northern – June 19 - Stevens Point Country Club, Stevens Point
 - Southern Classic – July 26 – Evergreen Golf Course, Elkhorn
- Innovation Expo – October 17 & 18 – Hilton Appleton Paper Valley/FCEC



Name _____ Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Are you a current WGA Allied Member? YES NO



**WISCONSIN
GROCCERS
ASSOCIATION**

Contact me below or return form to:

Wisconsin Grocers Association | 10 West Mifflin Street, Suite 205 | Madison, WI 53703

Attention: Kris Neilson

For more information, go to wisconsin-grocers.com
or contact **Kris Neilson** at 608.210.3304 or kris@wisconsin-grocers.com.