

PRESENTED by the WISCONSIN GROCERS ASSOCIATION



October 17 & 18, 2023

Hilton Appleton Paper Valley and Fox Cities Convention Center, Appleton, WI

Register today at wisconsin-grocers.com/innovationexpo

Please include your contact information:

Name

Company

Mailing Address

City State Zip

Phone Email

Hilton Reservations: 920-733-8000

Hotel Accommodations Hilton Appleton Paper Valley 333 W College Avenue Appleton, Wisconsin

Return to:



WISCONSIN GROCERS ASSOCIATION

10 W. Mifflin Street, Suite 205 Madison, WI 53703 kris@wisconsin-grocers.com

Select Your SPONSORSHIP

To customize a package for your marketing goals and budget, please contact Kris Neilson at 608-210-3304 or kris@wisconsin-grocers.com.

Sponsorship LEVELS

- Share product samples and showcase your services. Build your industry network. Meet friends and make new connections.



Recognize the 2023 HONOREES at the Awards Banquet, including Grocer of the Year, Excellence in Operations honorees, Community Service honorees and Vendor of the Year.

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

\$6,500 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 1/2 page full color advertisement in the Expo Issue of Wisconsin Grocer Magazine Upgrade to 1/2 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! 1/4 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 1/4 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 SCHEDULE

*New in 2023!*

- **Wisconsin Women in Grocery Network Forum** - Welcoming Women from the Wisconsin Grocery industry (*details forthcoming*)
- **Innovation Stations** - Express lanes of information in 20 minutes or less during the Trade Show!
- **Cart Corrals** - Designated areas on the trade show floor to conduct business, organize your goodies, and relax.

## Tuesday, October 17, 2023

Noon	Wisconsin Women in Grocery Network Forum
1 pm	TBD
2 pm	TBD
3 pm	TBD
5-7 pm	Vendor Appreciation Happy Hour



## Wednesday, October 18, 2023

8:30 am	TBD
9:30 am	TBD
10:45 am	WGA Grocery Industry Summit/ Annual WGA Membership Meeting

**Noon-4 pm Wisconsin Grocery Industry Trade Show**

4-5 pm	Great Wisconsin Bag-Off Championship
5 pm	Awards Banquet Reception
6:30 pm	WGA Awards Banquet

Seminars & speakers subject to change.



For more information, contact  
Kris Neilson: 608.210.3304 or  
kris@wisconsin-grocers.com



**Expo Floorplan**  
To see a floorplan of the Expo  
Tradeshow, please visit  
[wisconsin-grocers.com/  
innovationexpo/](http://wisconsin-grocers.com/innovationexpo/)

# Welcoming Retailers from Around the Midwest!

Showcase your products and services to  
independent grocers from across the state.

For a list of RETAILERS who have visited the Innovation  
EXPO in the past few years, please visit our website at  
[wisconsin-grocers.com/innovationexpo/](http://wisconsin-grocers.com/innovationexpo/)

## Expo Expansions

Add value and EXPOSURE to your sponsorship. Contact  
Kris at 608.210.3304 or kris@wisconsin-grocers.com.

- **Trade Show Booth: \$1,200 member/\$1,500 non-member**  
8'x10' booth space with skirted table and two chairs. This also includes 2 full Expo registrations.
- **Full Registrations:**  
Includes all events and activities at the Grocers Innovation Expo.  
Each registration \$199 member / \$299 non-member.
- **Trade Show Bingo Card: \$250**  
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 and a \$250 additional prize. 30 sponsorships available.
- **Trade Show Cash... \$100 (unlimited)**  
The WGA will draw several winners during the tradeshow and bring them to your booth to receive their prize!
- **Awards Program: \$500\***  
Add your logo to the Award Announcements prior to the Expo and during the awards presentation. 2 sponsorships available.
- **Signage: \$1,000**  
Add your logo to the corner of WGA Expo recognition signs! 3 sponsorships available.
- **Registration: \$1,000**  
Your logo with high visibility to all Expo attendees! Options to donate lanyards or goody bags. 1 sponsorship available.
- **Educational Sponsorship: \$1,000 (members only)**  
Include your company name/logo announced prior to each educational session and keynote speaker. Unlimited sponsorships.
- **Innovation Stations: \$1,000**  
Express Lanes of information in 20 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. 1 sponsorship available per station.
- **Innovation Station Innovator: \$250**  
Care to share your expertise or creative solutions with our attendees? "Express" yourself at one of our Innovation Stations.  
15 time slots available.
- **Women's Network Forum: \$1,000**  
Stay tuned for more information.  
1 sponsorship available.
- **Program Guide Advertising:**  
Add your advertising in the event program.  
Program Guide size: 5.5"W x 8.5"T.  
• Full page \$700 (4.5"W x 8"T)  
• Half-page \$500 (4.5"W x 3.75"T)  
• Quarter-page \$350 (2.25"W x 3.75"T)
- **WGA Expo Magazine Issue Advertising:**  
Advertise in the Wisconsin Grocers Magazine.  
Magazine size: 8.5"W x 11"T.  
• Full page \$1,200 (8.5"W x 11"T with bleed)  
• Half-page \$800 (7.5"W x 5.0"T)  
• Quarter-page \$675 (3.75"W x 5.0"T)