

PRESENTED BY THE
WISCONSIN GROCERS ASSOCIATION



*What you'll find
at the Expo...*

Honors & Awards

**Wisconsin's Cake Decorating
Championships**

Grocery Industry Seminars

**Trade Show with over
140 Booths!**

Great Wisconsin Bag Off

AND MUCH MORE!



10 W. Mifflin Street, Suite 205
Madison, WI 53703
(608) 210-3305

*Welcoming Retailers from
Around the Midwest!*



October 17 & 18, 2023

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

*Register
TODAY*

at wisconsingrocers.com/innovationexpo



Explore & Learn

Discover new trends, and
information at timely seminars.



Connect and Network

Meet your grocery friends and make
new connections in the grocery
industry throughout Wisconsin.



Yell and Cheer

Enter your best bagger or choose a
favorite contestant to cheer on at the
Great Wisconsin Bag-Off Championship.



Recognize Award Winners

Congratulate 2023 honorees at the WGA
Awards Banquet including: Grocer of the Year;
Vendor of the Year; Excellence In Operations
Honorees; and Community Service Honorees.



NEW Trade Show Bingo for \$1000 cash!
Plus NEW Trade Show Cash! \$100 winners
announced regularly. You must be present
to win!



*Pallet of Product
Foundation Fundraiser*

Retailers submit sealed bids for pallets of
products to benefit the WGA's Education
and Scholarship Foundation.



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

Welcoming RETAILERS from Around the Midwest!

October 17 & 18, 2023

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



Hotel Reservations: **920-733-8000** (Option #1)
or appletonpapervalley.hilton.com (Group Code: WGA)
by September 17th

Register today at
wisconsin-grocers.com/innovationexpo

Grocery Industry Trade Show

Over 140 grocery industry booths with new and innovative products and services.



WGA Awards

Congratulate the 2023 Grocer of the Year and recipients of the Excellence in Operations and Community Service Awards.

Grocery Education and Roundtables

Keynote speakers will talk on current grocery industry issues.

Industry Networking

Build new relationships and connect with industry friends.



Exciting Grocery Contests

Enter the Great Wisconsin Bag Off Championship and Wisconsin's Cake Decorating Championship to win prize money and store recognition.



Win Prizes!

Your chance to win \$500 in cash prizes with Trade Show Bingo and over \$1000 (\$100 each) with Trade Show Cash. You also can bid high and often to win pallets of product to benefit the WGA's Education and Scholarship Foundation.

*This event is for WGA Members and guests. Cancellations must be made in writing by **October 10, 2023**. When registering for this event, you agree to WGA's Notice of Recording, Filming & Photography. Vendor companies must sponsor to attend.*