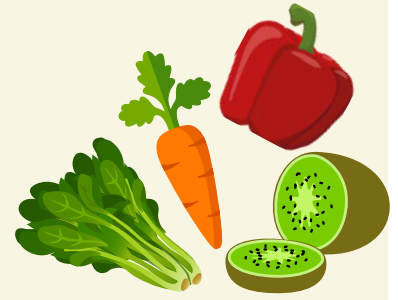




WISCONSIN GROCERS ASSOCIATION



# 2024 Events & Promotions Guide



## 2024 Calendar of Events

<p><b><u>January</u></b></p> <p><b>24th</b> - Grocers in the Capitol Day</p>	<p><b><u>February</u></b></p> <p><b>28th</b> - Grounds for Discussion</p>	<p><b><u>March</u></b></p> <p><b>6th</b> - Day in the Field <b>20th</b> - WGA Board Meeting</p>
<p><b><u>April</u></b></p>	<p><b><u>May</u></b></p> <p><b>8th</b> - WGA Board Meeting</p>	<p><b><u>June</u></b></p> <p><b>12th</b> - Leadership Class <b>17th</b> - Northern Golf Outing</p>
<p><b><u>July</u></b></p> <p><b>10th</b> - Leadership Class <b>24th</b> - Southern Golf Outing</p>	<p><b><u>August</u></b></p> <p><b>6th</b> - WGA Board Meeting <b>20th</b> - Leadership Class</p>	<p><b><u>September</u></b></p> <p><b>12th</b> - Leadership Class</p>
<p><b><u>October</u></b></p> <p><b>15th &amp; 16th</b> - Innovation Expo</p>	<p><b><u>November</u></b></p>	<p><b><u>December</u></b></p> <p><b>6th</b> - WGA Board Meeting</p>

For more information, contact Kendra Pahnke at the Wisconsin Grocers Association  
 608.210.3304 | [kpahnke@wisconsin-grocers.com](mailto:kpahnke@wisconsin-grocers.com)  
 10 West Mifflin Street, Suite 205 | Madison, WI 53703  
[WisconsinGrocers.com](http://WisconsinGrocers.com)



# Advertising Opportunities

## Print & Digital

### Wisconsin Grocer Magazine

The *Wisconsin Grocer Magazine* is published 4 times a year. Each issue has the look and feel of a national publication, and includes featured articles and timely topics targeted specifically to WGA Members. Take your pick of a full page, half page, or quarter page, full color ad.

### Digital eNewsletters

The WGA offers limited advertising & sponsored content in our eNewsletters, each with open rates between 30% - 45%.

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

## Event Sponsorships

The WGA holds multiple events over the year for our members to network and have fun. Showcase your products & services, meet new people, and network with others in the grocery industry!

### Grocers in the Capitol Day

January 24th

The WGA Capitol Day is a critical tool to help state lawmakers understand the grocery industry and learn about the issues necessary to help you thrive. This event helps members build relationships with 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.

Sponsorship Opportunities:

- Legislative Reception Sponsor - \$2,500+
- Advocacy Sponsor - \$1,500
- Grass Roots Sponsor - \$750

Help support the WGA Education Foundation! WGA's Day in the Field takes our members to Milford Hills to compete in a flurry contest, enjoy lunch, and spend the afternoon pheasant hunting with a guide and dog.

Sponsorship Opportunities:

- Lunch Sponsor with 2 hunters
- Field Sponsor
- Field Sponsor with 2 hunters
- Field Sponsor with 4 hunters

### Day in the Field

March 6th

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# Industry Golf Outings

Northern Outing:

June 17th

Southern Outing:

July 27th

Join the WGA for one or both of our golf outings! Spend the day playing the course and networking with colleagues in the industry or set up on a tee and share your product or service with those on the course!

Sponsorship Opportunities:

- **Major Sponsorship - \$2,100**
  - 4 Golf Registrations
  - Naming rights to a challenge of sampling on the course
  - Signage on course
  - Logo recognition in WGA event materials & publications
- **Tee Sponsorship - \$1,600**
  - 2 Golf Registrations
  - Table at tee to interact with golfers
  - Signage on course
  - Logo recognition in WGA event materials & publications
- **Green Sponsorship - \$1,600**
  - 2 Golf Registrations
  - Recognition on hole challenge
  - Signage on course
  - Logo recognition in WGA event materials & publications
- **ADD ON: Drink Sponsorship - \$850**
  - Must be paired with 1 of the 3 sponsorships above
  - Logo on drink tickets golfers receive
  - Signage on course & beverage cart
  - Logo recognition in WGA event materials & publications



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# Innovation Expo

Join us at the WGA Innovation Expo October 15 – 16, 2024! This year the Expo will be held at the Madison Marriott West in Middleton, WI. Sit in on timely seminars, network with others in the industry, and meet with retailers on the tradeshow floor!

## Packages

### Diamond Sponsor – \$10,000 Member

\$11,000 Non-Member

Same as Gold Sponsor PLUS:

- THREE Exhibit Booths
- EIGHT Full Registrations
- Keynote Speaker Sponsor
- Vendor Appreciation Sponsor
- Grocery Summit Sponsor
- Awards Banquet Sponsor

### Gold Sponsor – \$4,500 Member

\$5,500 Non-Member

Same as Silver Sponsor PLUS:

- TWO Exhibit Booths
- SIX Full Registrations
- Full page color ad in Expo issue of *Wisconsin Grocer Magazine*
- Full page ad in Expo program
- Educational Sponsor
- Awards Banquet Sponsor

### Silver Sponsor – \$2,400 Member

\$3,400 Non-Member

Same as Bronze Sponsor PLUS:

- FOUR Full Registrations
- Half page color ad in Expo issue of *Wisconsin Grocer Magazine*
- Half page ad in Expo program

### Bronze Sponsor – \$2,000 Member

\$2,475 Non-Member

- ONE Exhibit Booth
- TWO Full Registrations
- Quarter page color ad, Sponsor Spotlight, & Business card in Expo issue of *Wisconsin Grocer Magazine*
- Quarter Page ad in Expo Program Guide
- Recognition in WGA Event Communications
- Option to add a sample product, brochure, or goodie in Expo registration bag



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## A La Carte

Looking for a booth? Maybe a special sponsorship? Pick and choose your from our A La Carte menu!

### Tradeshow

#### Tradeshow booth – \$1,200 Member / \$1,500 Non-Member

- Includes: 8' X 10' booth space, skirted table, 2 chairs, waste basket, & two full registrations

#### Full Registration – \$199 Member / \$299 Non-Member

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

All Sponsors receive recognition before and after the expo in WGA communications

- Social Media, *Wisconsin Grocer* Magazine, President's Letter, WGA website, & Email Marketing Campaigns

#### Registration Table – 1 Sponsorship Available for Each

- Lanyard Sponsor
- Registration Bag Sponsor

#### Trade Show Bingo Card – \$250 / 25 Sponsorships Available

- Add your logo and booth number to our Bingo card. Participants who fill their bingo card have a chance at winning \$1,000 grand prize or \$250 prize

#### Educational Sponsor – \$1,000 (Members Only)

- Recognitions given prior to each education session and logo displayed on accompanying event signage

### Sponsorships

### Advertising

#### Wisconsin Grocers Magazine – Expo Issue (ads due by August 30th)

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

#### Expo Program Guide Booklet (8.5" x 5.5" – ads due by August 30th)

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

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

- NO full refunds
- 75% refund issued if cancellation occurs before September 13, 2024
- 50% refund issued if cancellation occurs between September 14 & October 3
- No refunds after October 4, 2024

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