Sponsor and Exhibitor Information

FOR ALL SUPERMARKET SUPPLIERS

THE 2011 MGA EXPERIENCE

Shanty Creek Resorts • Bellaire, Michigan • Sept. 11-13

Fantastic Silent Auction

NEW-look selling trade show
NEW sponsor options at every level
NEW cost-effective, convenient location
NEW added value for you and your customers

Golf The Legend

Featured Speakers on Sept. 13

Robert Hemphill
Founder and CEO
WebStop, Inc.

Micah Solomon
Best Selling Author
Exceptional Service, Exceptional Profit

Unmatched Networking • Measurable ROI • Chain & Independent Retailers

Conference Planner

Sunday, Sept. 11

Exhibit Setup	**Noon – 6:00 pm**
Arrival & Check-in	5:00 pm -
Welcome Reception & Silent Auction	6 – 7:30 pm
Banquet	7:30 pm
Hospitality	9:00 pm –

Monday, Sept. 12

Exhibit Setup	**7 – 9:30 am**
Breakfast	7:30 – 8:30 am
MGA Annual Business Meeting	8:30 – 9:30 am
Trade Show Open	**9:30 – 2:30 pm**
Exhibit Removal	**2:30 – 6:00 pm**

Monday, Sept. 12 con't.

Bocce Tournament	3:30 pm
President's Reception	6:30-7:30 pm
Chairman's Dinner	7:30 pm
Hospitality	9:00 –

Tuesday, Sept. 13

Breakfast	7 -8:00 am
General Session	**8 – 10:00 am**
Speakers Robert Hemphill and Micah Solomon	
Golf Outing – MGA Fall Classic	**11:00 start**
Happy Hour	6 – 7:00 pm
Lakeview Barbeque	7:00 pm

The MGA Show: Experience the Difference!

On September 13 Michigan Grocers Association is taking the state/regional food show experience to a whole new level. Retailers asked MGA to give them more reasons to attend the show and a growing number of exhibitors have said, *give us the opportunity to sell something*. The result is a **selling show** that features expanded displays and **in-show seminars** in a number of key categories. Show hours have been expanded to accommodate these activities and as a convenience for retailers that attend the conference on show-day only.

MGA's show fills a unique niche, serving a hybrid audience of both chain and independent supermarkets that represent several different wholesale groups and a statewide geography. With the format changes described above, MGA's show takes on added significance, increasing the educational take-away of the overall conference and occupying a greater 5-hour share of the agenda. The theme of the 2½-day conference will support the show experience with examples of innovation and inspiration throughout, including recognized national speakers on digital marketing for retailers as well as *new* old-fashion customer service in a digital world.

MGA Associate Members $750
Non-members $1,000
Full 8 x 10 booth includes draped back & sides, covered & skirted table(s), and chairs
Minimum $1,000 sponsorship also required.

If your market is Michigan, if your customers include progressive grocers and supermarkets, and especially if you distribute independent of the major wholesalers that host their own selling shows, then you've found a home at the Michigan Grocers show. Display, sample and sell to a top-shelf audience of retailers in the business of selling food. **The MGA Show is right-sized for both exhibitors and our customer audience** – limited to just 1 cost-effective day and only 50 display booths. The show will be a sell-out so make your booth reservation early.

Is this really a selling show? You bet it is. Although the mission of this and every MGA convention is to provide our members the latest information, the newest products, and hottest food business trends, in 2011 MGA is also encouraging show-only special pricing from all of its exhibitors. That translates to an incremental sales opportunity for you and a value-incentive for your customers. Now that's a win-win!

- All limits or minimum purchase requirements, delivery dates, and other important terms must be clearly stated in your offer. All communication and arrangements with any wholesalers/distributors involved are your responsibility.
- Exhibitors offering show specials will be identified to MGA retail members in advance of the show.
- Exhibitors are encouraged, but not required to offer show-only specials. Get creative and see what happens!

Michigan Marketplace The place for all things MICHIGAN is this show-within-a-show: locally grown, produced and manufactured products of all types that showcase the best of what our state has to offer in the global food economy. **Small companies and startups can purchase a 6-ft. display table for only $475.00** without the required sponsorship, and if you qualify there may be financial assistance from the Michigan Office of Agriculture Development. Contact the agency's **Joanne Jansz** for qualification details at (517) 373-2469 or email JanszJ@michigan.gov. It's MGA's way of helping match quality Michigan products with the retailers and consumers that want them.

Sponsorship

The very best way to show your support for the Association and Michigan's leading grocers is to become a sponsor of 113th Annual MGA Conference. All MGA members benefit from your sponsorship because the Conference is an important non-dues source of support, helping keep membership dues affordable for you and your customers. Your company is invited and encouraged to join this high-profile group of supporters.

There's a new look to MGA's sponsorship program for 2011. Along with four (4) traditional **Sustaining Sponsorship** levels MGA has added two new sponsor categories that give your company "ownership" of a specific activity, function, or amenity. **Presenting Sponsorships** provide the greatest visibility for your support and earn your company high-profile, VIP status at the conference. These opportunities include the best-attended, most popular conference events. **Host Sponsorships** are more economical options that still provide the exposure and recognition that your support deserves.

Presenting Sponsors These are the opportunities that allow your company to really stand out in the crowd. Each and every Presenting Sponsorship includes the **exclusive opportunity** to open or close your event with remarks by a company representative or a brief company presentation (e.g. PowerPoint), reserved seating where applicable **and** recognition as a DIAMOND SPONSOR with complimentary conference registration for up to six (6) individuals or couples. Two companies may also partner to co-sponsor one of the following opportunities with benefits shared between them.

Sunday Dinner	$10,000	Golf Outing	$ 7,500
Chairman's Dinner	$10,000	Tuesday Happy Hour	$ 6,000
Silent Auction	$10,000	Keynote Speaker	$ 5,000
President's Reception	$ 8,000	Monday Breakfast	$ 5,000
Welcome Reception	$ 7,500	Tuesday Breakfast	$ 5,000

Host Sponsors Valuable sponsor options that link your company to the MGA conference and support your customers in a meaningful way. Each opportunity includes the number of complimentary conference registrations that correspond to the Diamond, Platinum, Gold, and Silver levels listed below. Other ideas? Please share them with MGA.

Email Banner: Logo on conference email marketing to Michigan and regional retailers $ 4,000
Web Page Banner: Logo on MGA home page or click-through conference registration page $ 2,000
Entertainment: After-dinner or late-night music or comedy $2,500+
Hospitality Sponsor: Brand privileges for social functions incl. receptions and dinners $ 3,000
Name Badges: Logo on all conference name badges $ 2,000
Badge Lanyards: Company name or logo on convenient lanyards worn to secure name badge $ 2,000
Registration Packets: Logo on pre-con mailing of important take-with materials $ 2,000

Bocce Tournament $ 3,000	Golf Balls $ 750
Golf Outing Lunch $ 2,000	Golf Hole Sponsor $ 500
Golf Towels $ 1,500	Other:_____

Always FREE registration for your spouse or significant other!

Sustaining Sponsors Recognized supporters that provide the important financial base needed for a quality, affordable conference with valuable sponsor benefits, including trade show eligibility at every level.

DIAMOND $4,000
Includes conference registration for **6** company representatives and spouses

PLATINUM $3,000
Includes conference registration for **4** company representatives and spouses

GOLD $2,000
Includes conference registration for **2** company representatives and spouses

SILVER $1,250
Includes conference registration for **1** company representative and spouse

BRONZE $1,000
Conference registration(s) must be purchased separately

Silent Auction!

The silent auction is one of the most anticipated and lively events at every MGA conference. Consequently, Title Sponsorship of the auction is a high-value distinction for the sponsor, but just as important are high-value donations to sell at the auction. Suppliers and retailers alike support the auction with a variety of popular items, including: vacation trips, getaways, golf and spa packages, restaurant certificates, gourmet baskets, wine & liquor gifts, sporting goods, memorabilia, event tickets…in short, any *thing* or *experience* that people value, they will bid on and that benefits the auction. Donations may be designated in support of Michigan Grocers Foundation, a 501 (c)(3) charitable organization for favorable tax treatment. Plan your special donation for 2011.