

MGA CONVENTION EXHIBITOR PACKET



Gold is the Goal

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Registration for the 2024 MGA Convention and Trade Show is NOW OPEN! The Convention will take place on October 23rd-25th at, **Camden on the Lake Resort** in Lake of the Ozarks Missouri. Reserve your booth space today, it will be first come, first serve. Make sure and sign up early so you don't miss out!

The MGA Convention is attended by the Missouri based grocery store owners, managers, buyers, other store personnel along with many other great vendors and wholesalers. The goal of the MGA Convention and Trade Show is to allow vendors and retailers to meet and interact with each other while building lasting long-term relationships.

We invite you to join us at the annual BUY MO! Golf tournament. It will be Wednesday, October 23rd at The Cove golf course. After the golf tournament, you are invited to set up your booth and enjoy the relaxing atmosphere of the Party on the Deck. The Deck Party is a great place to enjoy complimentary drinks and refreshments while socializing with other attendees.

Thursday, October 24th will be the day of the Trade Show. During the Trade Show you are encouraged to bring samples of your product and display them at your booth. The Trade Show will be filled with people who own and work for different grocery stores throughout Missouri and the surrounding states. You will get to interact with each of them as they look at, sample, and discuss your products.

Along with the Convention there are many great opportunities to advertise with us in the Convention Guide, that will be given out at the start of the Convention, and the mailed MO Grocer Magazine. If you cannot attend but would like to participate these advertising opportunities are a great way to accomplish that.

Enclosed is the Exhibitor Packet that details the cost of booth space, date, advertising contract and all the other details surrounding the convention.

If you have any questions, please call the MGA office at 417-831-6667.

We look forward to seeing you in October!

Dan Shaul
MGA State Director

MGA CONVENTION 2024



EXHIBITOR PACKET

The enclosed forms in this Exhibitor Packet contain important trade show and general convention information. Take note that the **trade show is one day , Thursday October 24th**. The Party on the Deck will be open during vendor setup on Wednesday, Oct 23rd. If you have any questions, please contact Cory Campbell at 417-831-6667 or mga@missourigrocers.com.

Wednesday, October 23rd

- 9:30 AM** MGA BUY MO! Golf Tournament
- 3:00 PM** Party on the Deck & Vendor Setup in the Hall of Champions
- 6:00 PM** Reception at Lakeside

Thursday, October 24th *Cont.*

- 12:00 PM** Trade Show with Lunch
- 6:30 PM** Cocktail Reception
- 7:00 PM** President's Gala & Awards Dinner

Thursday, October 24th

- 7:30 AM** Education Sessions Breakfast Begins
- 8:30 AM - 11:30 AM** Education Sessions

Friday, October 25th

- 7:00 - 9:00 AM** Grab and Go Breakfast in the hotel lobby

DEADLINES

Booth Application Returned
(Deposit of \$150 per booth required to reserve space)

As soon as possible

Advertising for Missouri Grocer Magazine

Friday, August 2nd, 2024

Hotel Reservation Deadline to Camden on the Lake

Friday, September 20th, 2024

Advertising in the Convention Guide Booklet

Friday, September 20th, 2024

Balance of Payment Due for Booth

Friday, October 4th, 2024

Convention Registration Form Deadline

Friday, October 4th, 2024

EXHIBITOR SCHEDULE

Exhibitor Set Up: Wednesday October 23rd 8:00 am to 5:00 pm

Exhibitor Attendance Requested:

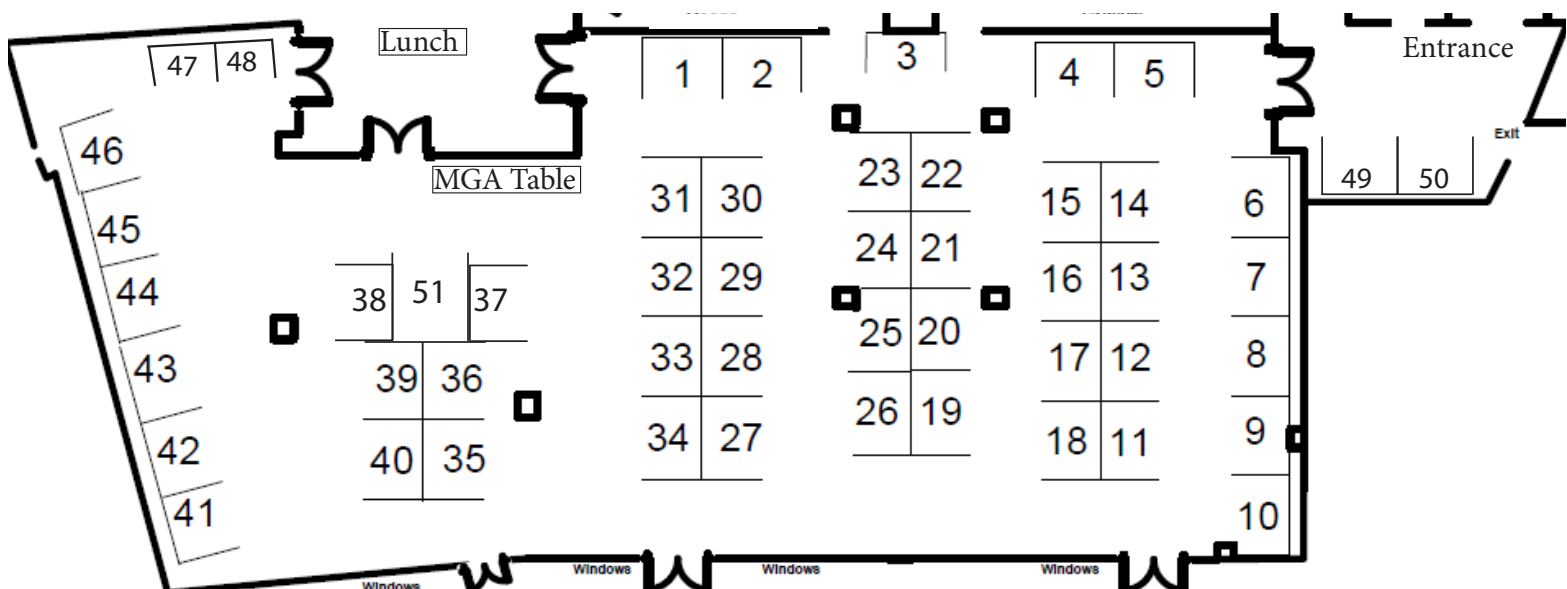
Party on the Deck: Wednesday October 23rd 3:00 pm to 6:00 pm

Trade Show Hours: Thursday October 24th 12:00 pm to 4:00 pm

Exhibitor Move-Out: Thursday October 24th 4:00 pm to 11:00 pm

TRADE SHOW BOOTH LAYOUT

Thursday, October 24th Hall of Champions



Booth Size: 6' X 8'

Equipment: One Identification Sign
1 - 6' Draped & Skirted Table
2 - Chairs

** Electrical hook-up is not included with your booth*

Drape: Black

Aisle Carpet: Exhibit Hall is Carpeted

Space: The show floor is a bit smaller, so please reserve your booth early. It is first come, first served.

Booth Cost:

MGA Member Cost:

Booth only \$800

Booth w/ 2 full registrations \$1,050

NON MGA Member Cost:

Booth only \$1,000

Booth w/ 2 full registrations \$1,250

Deposit:

A \$150 non-refundable deposit is required to hold each space and is due with contract. Balance is due before October 6^h.

EXHIBITOR CONTRACT

2024 Trade Show Date and Time

Thurs, October 24th • 12:00 pm to 4:00 pm

Set Up

Wed, October 23rd • 8:00 am to 5:00 pm

Move-Out

Thurs October 24th • 4:00 pm to 11:00 pm

Liability

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the hotel premises and will indemnify, defend, and hold harmless the Missouri Grocers Association, Page & Brown Convention Services, and the Camden on the Lake, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims. Exhibitors are urged to insure themselves against such risk of loss or liability. Neither the Association, Page & Brown Convention Services, or the Camden on the Lake guarantee exhibitors against loss by theft or otherwise.

Terms

All booths will require a \$150 non-refundable deposit with the contract. Balance will be due by October 4th, 2024. No one will be allowed to exhibit until payment is received for space.
No refunds or cancellations after October 4th, 2024.

Insurance: All goods placed in this show will be at the risk of the owner. MGA will not be responsible for the safety of exhibits against robbery, fire, water or any other causes; in all cases, exhibitors must maintain their own goods.

Exhibitor _____ E-mail _____

Address _____ Cell Phone _____

City • State • Zip _____ Fax _____

Booth sign to read _____

Booth # First Choice _____ # Second Choice _____ # Third Choice _____

___ **\$1,050 MGA Member Rate** includes booth and two full registrations. (For additional registrations see pages 6 & 7)

___ **\$1,250 NON MGA Member Rate** includes booth and two full registrations.

The two registrants: Name _____ City • State _____

Name _____ City • State _____

___ **\$800 MGA Member Rate** includes booth only.

___ **\$1,000 NON MGA Member Rate** includes booth only.

Name of exhibitor _____ City • State _____

Booth Add-Ons:

- \$80 - Electrical (*includes extension cord and power strip, must request before setup*)
- \$50 - Wired Internet (*Ethernet cable, Very limited quantity, first come basis*) *FREE WiFi Available*
- \$30 each - High Back Bar Stool Chair (*must be ordered beforehand, not available on-site*) QTY: _____
- \$25 each - High Top Table Rounds, available upon request *Very limited availability* QTY: _____
- \$25 each - Additional 6ft tables QTY: _____

Grand Total: \$ _____

Payment: \$150.00 Deposit Check enclosed for payment of \$ _____

Please bill my company for \$ _____

Please charge my credit card for \$ _____ *We accept all major credit cards*

Name appearing on card _____ Card number _____

CVV # _____ Expiration date _____ Signature _____

If billing information is different than mailing address:

Address _____ City • State • Zip _____

We, the undersigned, contract for exhibit space shown in the diagram which we have designated above. It is also understood that the \$150 non-refundable deposit is required and the balance will be paid in full before October 4th, 2024. The exhibitor agrees to abide by all exhibit terms, conditions, and regulations set forth in this contract. You will be contacted via cell phone for updates and reminders.

Name _____ Signature _____ Date _____

Mail to: Missouri Grocers Association, 315 N. Ken Ave., Springfield, MO 65802
Fax: 417-831-3907, Email: mga@missourigrocers.com



HOTEL INFO

HOTEL RATES

Studio Suite w/ King or Double	\$145.00 per room, per day plus tax & resort fee
Grand Suite w/ King or Double	\$145.00 per room, per day plus tax & resort fee

RESERVATIONS

To make a reservation, please call the resort at (573) 365 5620

- Don't forget to inform the hotel that you are with the Missouri Grocers Association
- **This convention rate is available one day before and after the convention**

**Please contact Cory Campbell at the MGA office by phone at 417-831-6667 or by email at mga@missourigrocers.com with any questions regarding hotel reservations.*

HOTEL POLICY

Reservations MUST be made no later than Friday September 20th, 2024 to guarantee accommodations at the convention rate.

However, reservations will be accepted and confirmed up to the opening day of the convention providing accommodations are still available.

Cancellation Policy:

All cancellations must be made at least FOUR (4) days prior to arrival date.

Hotel Address:

Camden on the Lake Resort
2359 Bittersweet Road
Lake Ozark, MO 65049

ADDITIONAL INFORMATION

Booth Space: Exhibitor booths will consist of one booth 6'x8', one 6' table with cover, two chairs, and identification sign.

Exhibitor Passes: Name badges will be issued for the use of the exhibitors and employees working at convention exhibits. A NAME BADGE WILL BE REQUIRED TO ENTER THE EXHIBIT AREA.

Exhibitor Add-Ons: These items are available and can be supplied upon request, but must be confirmed beforehand. Any requests made the same day may be denied.

Decoration: This year's theme is **Gold is the Goal**. We encourage you to get in on the fun and decorate your booth in olympic wear to support team USA.

SIGN UP EARLY SO YOU DON'T MISS OUT!



BUY MO! OPEN



Wednesday, October 24th 9:30 AM

The Cove Golf Course

at Lodge of the Four Seasons

PRESENTED BY SHAZAM & MGA

FULL TEAM: \$600 | HOLE SPONSOR: \$300 | BOTH: \$800

Golf Sponsorships Available:

Koozie Sponsor - \$3,000 Golf Ball Sponsor - \$3,000

Beverage Cart Sponsor - 2 @ \$1,000

Lunch Sponsor - \$1,500

Tent Sponsor- \$700

CONTACT INFORMATION

Contact Name:		Company:	
Address:	City:	State:	Zip:
Cell Phone:	Email:		

GOLFER REGISTRATION (FULL TEAM \$600 - PER PERSON \$150)

First/Last Name	Company	Rate per person \$150	Mulligans per person 2 for \$10
1.			
2.			
3.			
4.			

PAYMENT INFORMATION (REFUNDS WILL NOT BE ISSUED AFTER FRIDAY, OCTOBER 4th, 2024)

Golf Team (\$600) Hole Sponsor (\$300) Both (\$800) Other Sponsors \$_____ Per Person(s)#_____

Please bill me for _____ Check enclosed for _____ Please charge my credit card *We accept all major credit cards

Name on card:	Billing address:	
Billing zip code:	Security code:	Exp. date:
Card number:	Signature:	

Submit Registration Form & Payment to: Missouri Grocers Association | 315 N. Ken Avenue, Springfield, MO 65802
Email: mga@missourigrocers.com | **Fax:** 417-831-3907

ADDITIONAL REGISTRATIONS

2024 MGA Convention

Contact Name _____
 Store/Company _____
 Address _____
 City/ State/ Zip _____
 Cell Phone _____ Fax _____
 Email _____

<p style="text-align: center;">FULL REGISTRATION \$225</p> <p>Party on the Deck Reception at Lakeside Breakfast Education Sessions Trade Show Cocktail Reception President's Gala Dinner Grand Prize Entry Friday Grab & Go Breakfast</p>	<p style="text-align: center;">WEDNESDAY REGISTRATION \$75</p> <p>Party on the Deck Reception at Lakeside</p>	<p style="text-align: center;">THURSDAY REGISTRATION \$180</p> <p>Breakfast Education Sessions Trade Show Cocktail Reception President's Gala Dinner Friday Grab & Go Breakfast</p>	<p style="text-align: center;">PRESIDENT'S GALA \$100</p> <p>Cocktail Reception Dinner and Awards Friday Grab & Go Breakfast</p>
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Please print all information exactly as it should appear on name badge	Full Reg. \$225	Wednesday Reg. \$75	Business Sessions Only (No Charge)	Thursday Reg. \$180	President's Gala \$100	Trade Show Only \$100
First Name / Last Name/ City/ State/ Cell Phone						

Please bill me for \$ _____
 Check enclosed for \$ _____

Please charge my credit card **We accept all major credit cards**

Name on Card _____

Card # _____

Exp. Date _____ CVV# (3 or 4 digits on back) _____

Signature _____

If billing information is different than mailing address (listed above)

Address _____

City _____

State/ Zip _____

Receipt Email _____

Make checks payable to the MGA and mail, email or fax with completed registration form to:

Missouri Grocers Association
 315 N. Ken Avenue
 Springfield, MO 65802
 (E) mga@missourigrocers.com
 (P) 417.831.6667
 (F) 417.831.3907

LAST DAY FOR PRE-REGISTRATION is Friday, October 4th, 2024. After that date, registrations will be processed at the MGA registration desk at the hotel. No refunds or cancellations made after Friday, October 4th, 2024 substitutions only.

ADDITIONAL EXHIBITOR ADMISSION NAME BADGES

MGA will prepare admission badges in advance for those exhibitors who will be working in the exhibit hall. Badges may be picked up at the registration desk where they will be filed under the company name. ALL PERSONNEL WILL NEED A NAME BADGE TO ENTER THE EXHIBIT HALL.

Do Not List Name If It Is Listed On The Registration Form

PLEASE PRINT OR TYPE ONLY

NAME (FIRST & LAST)

COMPANY NAME

CITY & STATE

NAME (FIRST & LAST)	COMPANY NAME	CITY & STATE

Contact Name _____

Company _____

Address _____

City/State/Zip _____

Cell Phone _____ E-mail _____

Please return form to the MGA no later than Friday, October 4th, 2024.

Email: mga@missourigrocers.com

Fax: 417-831-3907

The Missouri Grocers Association

315 N. Ken Ave

Springfield, MO 65802

ADVERTISE WITH MGA

HAVE YOUR AD SEEN BY THOUSANDS OF SUBSCRIBERS AND EVERYONE AT THE CONVENTION!

MAGAZINE INSERTION DEADLINE

August 2nd, 2024

MAGAZINE AD RATES

Missouri Grocer Magazine

AD Size	Black & White	Color
Full Page	\$350.00	\$700.00
Half Page	\$275.00	\$400.00
Quarter Page	\$185.00	\$310.00

AD Mechanical Requirements

Preferred format is PDF. However, we accept files from Photoshop and Acrobat. All photos and images should be a minimum resolution of 300 dpi at 100 percent. All color should be designed in CMYK. Please embed all fonts and graphics. All ads and bleeds should be at least 1/8-inch from the trim.

CONVENTION GUIDE DEADLINE

September 20th, 2024

CONVENTION GUIDE RATES

Convention Guide

AD Size	Color
5 x 2 in. ("Quarter Page")	\$125.00
5 x 4 in. ("Half Page")	\$200.00
5 x 8 in. ("Full Page")	\$350.00

The Convention Guide will be distributed only during the Convention to each attendee. It will feature your ad along with the Convention Schedule, Event Information, Trade Show Hours, Booth Layouts and Vendor information. This is a great way to advertise specifically to everyone attending the convention.

To reserve ad space in the MO Grocer magazine, fill out the form below, and mail to 315 N. Ken Avenue, Springfield MO 65802, email to mga@missourigrocers.com, fax to 417-831-3907. If you have any questions, call Cory Campbell at 417-831-6667.

COMPANY PURCHASING AD

Company _____
 Contact _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____
 Email _____

ADVERTISEMENT AGENCY

Company _____
 Contact _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____
 Email _____

MAGAZINE AD SIZE

Circle One

Full Half Quarter

MAGAZINE COLOR/B&W

Circle One

Color B & W

CONVENTION GUIDE SIZE

Circle One

Quarter Half Full

COST

\$ _____

Missouri Grocers Association is hereby authorized to publish advertising of the specifications noted above in the MO Grocer Magazine or in the Convention Guide for the 2024 advertising year. I agree to have ad artwork to the editor of said publication no later than **August 2nd, 2024** (Magazine) and **September 20th, 2024** (Convention Guide). If artwork deadlines are not met, the latest ad copy on file will be repeated. The below named individual/organization agrees to pay posted ad rates for the ad size indicated. Failure to do so will result in forfeiture of the advertising contract. The editor reserves the right to refuse copy deemed inappropriate or offensive in nature. Advertisers and/or advertising agencies assume full liability for all advertising content that they supply.

Signature _____ Date _____

SILENT AUCTION

The Silent Auction is a great opportunity to showcase your product or service and show how much you value the grocery industry.

We're looking for some unique items to be donated, for example: your company's premiums, special logo items, or even a memorable gift you purchased especially for this event. Use your imagination!

Donations will be displayed on Wednesday, Oct. 23rd during the Reception at Lakeside.

Winners will be announced on-site.

Value must be at least **\$25**.

YOUR DONATION WILL GO TOWARDS THE MISSOURI GROCERS EDUCATION FOUNDATION, WHICH WILL ASSIST IN ENSURING A STRONGER GROCERY INDUSTRY IN MISSOURI.

Some of the Items Donated in Past Years

- **Jackets / Sweatshirts**
 - **Duffel Bags**
 - **Coolers**
- **Gift Baskets**
 - **Sports Tickets**
 - **Golf Bags**
- **Gift Certificates**
 - **LOGO Items**
 - **Golf Clubs**

YES! I WANT TO HELP BY DONATING THE FOLLOWING ITEM(S):

ITEM	Value
	\$
	\$
	\$
	\$

Name _____

Company _____ Phone _____

Email _____

Address _____ City _____ State _____ Zip _____

I will mail my donation to the MGA office
by **Tuesday, October 15th**

I will drop my donation off at the MGA office
by **Tuesday, October 15th**

I will turn my donation into the registration desk at Camden by Noon on **Wed, October 24th**

Mail to: Silent Auction c/o Missouri Grocers Education Foundation, 315 N. Ken Ave, Springfield, MO 65802

Fax to 417-831-3907 or Email to mga@missourigrocers.com.

For questions or additional information, please call the MGA office at 417-831-6667.

