



gather

CALIFORNIA

california grocers association

2026 Sponsorship Prospectus

September 27 – 29, 2026

The Westin Rancho Mirage
Rancho Mirage, CA



What to Expect

Every year, hundreds of professionals representing the broad spectrum of California's grocery industry convene for three days to collaborate, network and develop new approaches to their businesses. Gather California combines these foundational elements with an exciting line-up of speakers that challenges you to think differently and anticipate the changing trends and new directions of the industry in California.

Conference sponsors gain the added benefit of a set number of pre-arranged meetings with selected participating retailers that promises to increase your effectiveness, generate fresh strategies and new business leads.

Break Away from the Typical Trade Show Experience

At Gather California, we have created unique productive opportunities to gain meaningful appointments with some of your top customers.

Would you prefer to have your own, customized meeting room to design the environment that reflects your brand and in-store product displays? No problem! And we will bring the customers to you.

Or, if you are looking for a more exclusive, customized opportunity to promote your company without the normal sponsorship clutter that also includes integrated sampling opportunities, we've got you covered.

Just looking for an opportunity to get your product in front of California retail decision makers? Check out the Networking Lounge opportunity that keeps your products on display for all Gather California attendees to experience.

Not only that, but Gather packs the agenda with multiple networking opportunities and top-caliber educational sessions creating a highly productive, three-day event that will help build your business with California's retail grocers.



Who Attends

Gather California is the most productive, well-attended, annual gathering of the California grocery industry. Gather offers a one-of-a-kind opportunity to connect with executives, senior management, procurement teams, and other professionals from throughout the California grocery industry. From national companies to large regional chains, ethnic specialty supermarkets and quality independent operators, Gather brings together owners, senior-level executives and category buyers representing the broad-spectrum of California's grocery industry.

Whether you represent a new, niche product or an established national brand, this is the gathering of top industry decision-makers that is not to be missed.

2024/2025 Retail Company Attendees:

99 Ranch Market (Tawa Supermarkets)	Foods Etc.	Ralphs Grocery Company
Albertsons/Vons/Pavilions	Gelson's Markets	Safeway Stores
Bristol Farms/Lazy Acre/ New Leaf Market (Good Food Holdings)	Harvest Market	The Save Mart Companies
C&K Markets, Inc.	Mar-Val Food Stores	Smart & Final Stores
Cardenas Markets (Heritage Grocers Group)	Mollie Stone's Market	Sprouts Farmers Market
Cookie Crock Market	Mother's Market & Kitchen	Stater Bros. Markets
Costco Wholesale	North State Grocery, Inc. (Holiday Market/ Sav-Mor Foods)	Super A Foods
Chedraui USA, Inc. (Bodega Latina Corp.)	Northgate Gonzalez Markets	Super King Markets
Dehoff's Key Market	Nugget Markets	Superior Grocers
Food 4 Less/Foods Co.	Nutricion Fundamental	T&T Supermarket
	PAQ, Inc. (Food4Less Stockton/Rancho San Miguel)	United Markets, Inc.
		Youngs Payless Market

Sponsorship Overview

We understand that your time needs to be as productive as possible. Gather California sponsorships provide you with customized, prearranged appointments several weeks prior so that you can plan your customer presentations and be as targeted and effective as possible.

Gather California annually boasts more than 800 individual business meetings that help suppliers and retailers build connections and optimize their time at the conference. Add in constant opportunities to connect with your most important partners all in one location and you have the gold standard of industry conferences.

How the Meeting Scheduling Works

- CGA provides all sponsors with a complete list of participating retailers.
- Sponsors indicate which retailers, in order of preference, they would like to meet with. Retailers receive a list of all participating sponsors and indicate which companies they would like to meet with.
- CGA works to connect mutual requests between retailers and sponsors, and creates personalized schedules for each company.
- Meeting priority is determined by sponsorship level and ranked in order by when CGA receives sponsorship payment and completed contract.
- Final schedules are provided to sponsors after CGA completes the scheduling process and confirms the meetings.
- To ensure that meetings are productive for all involved, certain guidelines will apply.
- Non-suite in-person sponsors will move amongst the retailer review rooms based on their schedule. Individual retailer review rooms will not be assigned for the duration of the show.

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There is no better place to connect with California-based retailers than Gather California. California is one of the most challenging states to operate a business and CGA provides up-to-date understanding that you will not find anywhere else. Their expertise on laws placed or being considered is crucial to success. The relationships that CGA has with California retailers is the best in the nation.

Thomas Huls, Senior Vice President, Sales and Marketing
Twang

Premium Suite Holder

Premium Suite Holders receive private, reserved use of their own business conference suite for hosting 40-minute retailer meetings. Premium Suites offer the ideal setting to create an environment that reflects your individual brand and style. A host of premium recognition benefits are also included in this sponsorship package.

Benefits:

- Private, exclusive, use of a business conference suite*
- Personal suite wifi service with private password
- Pre-scheduled, 40-minute appointments with retailers in business conference suite
- Ability to present television commercial (0:30) during conference General Session
- Company listing on conference mobile app
- Sponsor recognition on homepage of conference website
- Sponsor recognition during conference General Session
- Sponsor recognition on event signage
- Four (4) complimentary conference registrations
- Complete list of participating retailers including full contact information
- On-site promotional opportunities exclusive to suite sponsors

Pricing: \$37,000

*Suite amenities include: Lighting & temperature controls, and sound proof space.

Executive Level

In addition to priority scheduling for 20-minute retailer review meetings, the Executive Level sponsorship includes up to five (5) extended, 40-minute retailer meetings. Elevated sponsor recognition benefits accompany this level of sponsorship.

Benefits:

- Pre-scheduled, 20-minute retailer review meetings are based on retail availability (limit 5, additional meetings at 40-minutes)
- Priority meeting scheduling
- Company listing on conference website
- Company listing on conference mobile app
- Three (3) complimentary registrations
- Complete list of participating retailers including full contact information

Pricing: \$20,000



President Level

President Level sponsors receive second-priority scheduling for 20-minute retailer review meetings without the traditional expenses associated with exhibit display logistics.

Benefits:

- Pre-scheduled, 20-minute retailer review meetings
- Preferred meeting scheduling
- Company listing on conference website
- Company listing on conference mobile app
- Two (2) complimentary registrations
- Complete list of participating retailers including full contact information

Pricing: \$10,000



*A Fresh
Perspective*

Director Level

The Director Level sponsorship includes the ability to showcase store displays and sample products in the main meeting hall.

Benefits:

- 10 x 8 display space**
- On-site sampling rights
- Pre-scheduled, 20-minute retailer review meetings
- Company listing on event website
- Company listing on event mobile app
- Two (2) complimentary registrations
- Complete list of participating retailers including full contact

Pricing: \$7,000 - SOLD

(CGA Members receive a \$500 discount on Director Level sponsorship)

**Please Note: Gather California does not include a traditional exhibit experience. Floor traffic is commonly lighter, and the 10 x 8 booth should be considered more as a display space and not an interactive booth experience..





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The Gather California Conference is such a value. Great opportunity to have meaningful conversations with engaged attendees in an intimate setting. I was able to make several connections at the event this year, and several invitations for additional in person meetings. Nothing beats face to face interactions.”

Lori Brown, Director of Business Development
NuCal Foods

Sunday Opening Reception

Three Available (Not Category Exclusive)

The Opening Night Reception is one of the signature social events at Gather California. Here, attendees gather for an unparalleled opportunity to network with their industry peers in a fun, relaxed environment. Sponsorship is limited to three (3) co-sponsors.

Benefits:

- Pre-scheduled, 20-minute retailer review meetings
- Brand/product integration into sponsored event (if applicable)
- Sampling rights
- Company listing on conference website
- Company listing on conference mobile app
- Two (2) complimentary registrations
- Complete list of participating retailers including full contact information
- Recognition on-site and in advance publicity materials
- Mentioning sponsored event including:
 - Multiple on-site signage opportunities in sponsored area
 - Rotating advertising banner on conference website

Pricing: \$17,500



Tuesday Morning General Session Sponsor

Exclusive Opportunity - One Available

Tuesday's General Session starts the day with an insightful educational speaker. Sponsorship of this event offers your company executive the opportunity to address attendees.

Benefits:

- Pre-scheduled, 20-minute retailer review meetings
- Company listing on conference website
- Company listing on conference mobile app
- Two (2) complimentary registrations
- Complete list of participating retailers including full contact information
- Recognition on-site and in advance publicity materials mentioning sponsored element including:
 - Podium opportunity
 - Reserved seating

Pricing: \$17,500 - SOLD



Tuesday Luncheon Sponsor

Exclusive Opportunity - One Available

Tuesday's conference program is highlighted by the Emerging Brands Pitch Contest presentations. Presenting this high energy program includes the unique opportunity for your company's executive to address the audience.

Benefits:

- Pre-scheduled, 20-minute retailer review meetings
- Company listing on conference website
- Company listing on conference mobile app
- Two (2) complimentary registrations
- Complete list of participating retailers including full contact information
- Recognition on-site and in advance publicity materials mentioning sponsored element including:
 - Podium opportunity

Pricing: \$17,500 - SOLD



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Gather California was a game changer for my snack mix company as a contestant in the Emerging Brands Pitch Competition. The Golden Tickets we received will propel our growth for years to come. But it was the true connections and new friendships I made with the retailers and industry leaders I met that I will value the most!

Mari Fassett, Founder & CEO
MARIMIX Crunch Baked Snackmix

Networking Lounge Sponsor

Exclusive Opportunity - One Available

This area provides an opportunity to present your brand while providing a valuable enhancement to the attendee experience.

Benefits:

- Brand/product integration into a highly visible traffic space
- Company listing on conference website
- Company listing on conference mobile app
- Two (2) complimentary registrations
- Complete list of participating retailers including full contact information
- Recognition on-site and in advance publicity materials mentioning sponsored element including:
 - Multiple on-site signage opportunities in sponsored area

Pricing: \$20,000 - SOLD



Hotel Room Shuttle Sponsorship

Two Available

This is your opportunity to sponsor VIP transportation services that ensures all attendees have a convenient and comfortable ride from conference venues to their hotel rooms. Sponsoring this service highlights your commitment to attendee comfort and safety and reducing stress after a long day of meetings and networking. The service will operate on a scheduled basis to accommodate both morning sessions and evening networking events.

Benefits:

- Branded shuttle signage
- Pre-scheduled, 20-minute retailer review meetings
- Company listing on the conference website
- Company listing on the conference mobile app
- Two (2) complimentary registrations
- Complete list of participating retailers including full contact information
- Recognition on-site and in advance publicity materials mentioning sponsored event

Pricing: \$12,500

Conference Lanyard Sponsor

Exclusive Opportunity - One Available

CGA is pleased to offer this high-profile opportunity with unlimited brand exposure during Gather California. Provided to all conference attendees at registration, this exclusive feature puts your brand around the neck of every attendee at the event—even your competitors!

Benefits:

- Pre-scheduled, 20-minute retailer review meetings
- Company listing on conference website
- Company listing on conference mobile app
- Two (2) complimentary registrations
- Complete list of participating retailers including full contact information
- Company branding on conference badge lanyards (one color print)

Pricing: \$12,000 - SOLD

Conference Hotel Room Key Card Sponsor

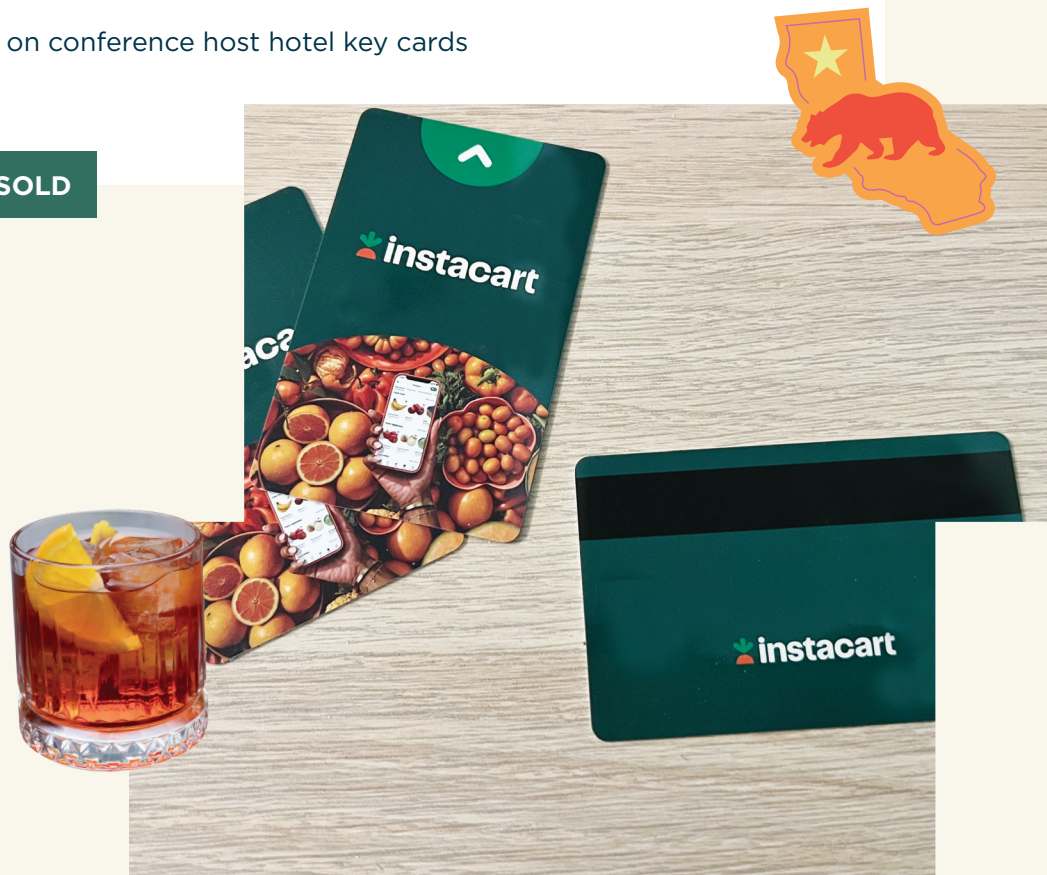
Exclusive Opportunity - One Available

Be the company that is in everyone's wallet with this exclusive sponsorship opportunity. Hotel room key cards are sleek and portable, making it easy for your marketing message to travel beyond the timeframe of the event.

Benefits:

- Pre-scheduled, 20-minute retailer review meetings
- Company listing on conference website
- Company listing on conference mobile app
- Two (2) complimentary registrations
- Complete list of participating retailers including full contact information
- Company branding on conference host hotel key cards

Pricing: **\$12,000 - SOLD**



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I am so amazed by the CGA team and the Illuminator team! This conference is unlike any other. It is truly three days of well-orchestrated events - including meals prepped from the bounty of food, drinks, and snacks provided by the many manufacturers to the one-on-one meetings meticulously timed to be respectful to all involved, to the many networking opportunities to see old friends, and make new ones. This conference is the best kept secret in the industry.

Cathy Barsotti, VP, Sales & Marketing
Barsotti Family Juice Company



WiFi Sponsor

Exclusive Opportunity - One Available

Fast, free WiFi is a highly valued and prized service by attendees and exhibitors alike. This sponsorship offers a unique opportunity to get your product/brand in front of all attendees at the event.

Benefits:

- Pre-scheduled, 20-minute retailer review meetings
- Custom splash page: Your company message will be the first seen by attendees when connecting to the network.
- Company name on signage at conference registration
- Company listing on conference website
- Company listing on conference mobile app
- Two (2) complimentary registrations
- Complete list of participating retailers including full contact information
- Recognition in advance publicity materials mentioning sponsored element

Pricing: \$10,000 - SOLD



Conference App Sponsor

Exclusive Opportunity - One Available

This sponsorship offers a unique opportunity to get your brand in front of all attendees at the event right in their own pocket

Attendees utilize the app to view the event schedule, learn about the speakers and educational sessions, help navigate with an interactive map, view the list of all attendees, and can refer back to the app after the event is over. Make your brand front and center of it all with this exclusive sponsorship.

Benefits:

- Pre-scheduled, 20-minute retailer review meetings
- Preferred meeting scheduling
- Company recognition in all advance publicity materials
- Company name on signage at conference registration
- Company name on mobile app home screen and sole banner advertisement opportunity throughout the app
- Company listing on conference website
- Company listing on conference mobile app
- Two (2) complimentary registrations
- Complete list of participating retailers including full contact information

Pricing: \$8,500 - SOLD

Charging Stations Sponsor

Exclusive Opportunity - One Available

Looking for something unique and attention-getting to attract conference attendees to your branding? Sponsorship of the charging stations offers your company brand recognition to attendees without the cost of a traditional display booth.

Benefits:

- Recognition in advance publicity materials mentioning sponsored element
- Branded charging stations located on the show floor near meeting rooms
- Company listing on conference website
- Company listing on conference mobile app
- Two (2) complimentary registrations
- Complete list of participating retailers including full contact information

Pricing: \$6,000 - SOLD

A Fresh
Perspective



California Grocer Magazine Door Drop Sponsor

Exclusive Opportunity - One Available

Gain a competitive advantage with a customized bag delivered directly to retail attendees at The Westin Mission Hills. Retailers will enjoy a *California Grocer* magazine delivered to their door in a bag sponsored by your company which can be used during and long after the show.

Benefits:

- Company listing on conference website
- Company listing on conference mobile app
- One (1) complimentary registrations
- Hotel room door delivery to all retailer attendees
- Delivery will include a copy of the California Grocer magazine in your company's personalized bag.
- Hotel delivery fees included in price.
- Complete list of participating retailers including full contact information

Pricing: \$4,000 - SOLD

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The Gather Conference is one of the best events of the year.

The networking opportunities, business focus, and fun across retailers and brands is at the highest level. I always walk away with countless new connections and a full heart of excitement and appreciation to be a part of this industry.

Christy Rogers, Regional Sales Manager West Warmies



A Fresh
Perspective

Reserve Your Space Today

Book Now!

Don't miss this opportunity to meet with California's top grocery industry decision-makers. Whether you represent a new, niche product or an established national supplier, Gather California provides a highly productive opportunity to build your business in California's huge grocery segment. Last year's sponsorships sold out early so contact CGA now to secure your spot for this year's conference.

Conference Dates and Location

Sunday, September 27, 2026
Monday, September 28, 2026
Tuesday, September 29, 2026

The Westin Rancho Mirage Resort
7177 Dinah Shore Dr,
Rancho Mirage, CA 92270

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