MRGA

MIDWEST RETAIL & GROCERY ALLIANCE

2027 OPPORTUNITIES GUIDE



STRENGTHENING THE RETAIL & GROCERY INDUSTRY

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VENDOR PACKAGES

2027 Opportunities Guide — Convention & Trade Show

Two ways to show up at the 2027 MRGA Convention & Trade Show — as an exhibitor or as a visibility partner. Bundling saves 13–17% versus booking each piece separately.

WITH EXHIBITOR BOOTH

Trade Show Starter

Booth w/ 2 registrations	$1,100
Connect Sponsor (1 yr.)	$1,200
Convention Guide half-page ad	$200
Grocers Day Corporate Sponsor (MO + KS)	$1,000
Golf Hole Sponsor	$300

À la carte: $3,800

$3,230 SAVE 15%

Member price

Non-member **$3,530**

Trade Show Plus

Booth w/ 2 registrations	$1,100
Silver Convention Sponsor (min.)	$3,000
Convention Magazine half-page ad	$500
Grocers Day Corporate Sponsor (MO + KS)	$1,000
Golf Hole Sponsor	$300

À la carte: $5,900

$5,135 SAVE 13%

Member price

Non-member **$5,245**

Trade Show Premier

Booth w/ 2 registrations	$1,100
Gold Convention Sponsor (min.)	$8,000
MRGA FOCUS, 3 issues	$3,000
Magazine full-page ad	$800
Grocers Day Supporting Sponsor (MO + KS)	$7,000
Golf Hole Sponsor	$300

À la carte: $20,200

$17,170 SAVE 15%

Member price

Non-member **$17,980**

NO BOOTH — VISIBILITY ONLY

Brand Builder

Connect Title Sponsor (3 mo.)	$2,400
MRGA FOCUS, 1 issue	$1,200
Convention Magazine half-page ad	$500
Grocers Day Corporate Sponsor (MO + KS)	$1,000
Golf Hole Sponsor	$300

À la carte: $5,400

$4,535 SAVE 16%

Member price

Non-member **$5,395**

Industry Voice

Silver Convention Sponsor (min.)	$3,000
MRGA FOCUS, 3 issues	$3,000
Convention Magazine half-page ad	$500
Grocers Day Supporting Sponsor (MO + KS)	$7,000
Golf Hole Sponsor	$300

À la carte: $13,800

$11,870 SAVE 14%

Member price

Non-member **$12,625**

Want a custom mix? Package components can be swapped for equivalent value — let's build one around your goals.

EJ Fleischmann · EJ@wearemrga.org

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RETAILER PACKAGES

Built for MRGA Retail Members

Sponsorship, newsletter visibility and Convention access — bundled for retail members at every level of involvement.

Retailer Engaged

Retail Convention Sponsor	**$2,500**
Connect Sponsor (1 yr.)	**$1,200**
2 Full Convention Registrations	**$500**
Grocers Day Retail Sponsor (MO + KS)	**$500**

À la carte: $4,700

$3,995 SAVE 15%

Member price

Non-member **$4,250**

Retailer Champion

Supporting Convention Sponsor	**$2,500**
4 Full Convention Registrations	**$1,000**
Grocers Day Corporate Sponsor (MO + KS)	**$1,000**
Connect Sponsor (1 yr.)	**$1,200**

À la carte: $5,700

$4,905 SAVE 14%

Member price

Non-member **$5,165**

Retailer Leadership

Silver Convention Sponsor (min.)	**$3,000**
6 Full Convention Registrations	**$1,500**
Grocers Day Corporate Sponsor (MO + KS)	**$1,000**
Connect Title Sponsor (3 mo.)	**$2,400**

À la carte: $7,900

$6,795 SAVE 14%

Member price

Non-member **$7,310**

PREFER À LA CARTE?

Retail Convention Sponsor

$2,500

Grocers Day at the Capitol — per state (MO / KS)

Title **$5,000** Supporting **$3,500** Corporate **$500** Retail **$250**

Sold separately for Missouri and Kansas — discount available for sponsors supporting both states.

Not sure which package fits your store? We'll help you find the right mix.

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GENERAL ADVERTISEMENTS

Digital, Print & Newsletter

Stay visible between conventions — digital, print and newsletter placements for every budget.

MRGA FOCUS

Bi-monthly digital publication emailed to all MRGA members — full-page color ad, article and logo placement each issue.

	MEMBER	NON-MEM.
1 issue	$1,200	$1,500
3 issues	$3,000	$3,750

MRGA Connect

Weekly newsletter reaching 2,000+ MRGA members every Friday.

	MEMBER	NON-MEM.
Title Sponsor (4 avail.) — 3 mo.	$2,400	$3,000
Button Sponsor (8 avail.) — 1 yr.	$1,200	$1,500

Convention Magazine

The MRGA Grocer, mailing June 15, 2027 — now featuring Convention promotion and a Grocers' Day at the Capitol recap.

	MEMBER	NON-MEM.
Full Page (color)	$800	$1,000
Half Page (color)	$500	$625

Convention Guide

The on-site guide distributed to attendees at the 2027 MRGA Convention.

	MEMBER	NON-MEM.
Full Page	$350	$440
Half Page	$200	$250

Ask about pairing FOCUS, Connect and print ads into a custom visibility package.

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SPONSORSHIP OPPORTUNITIES

Convention & Grocers Day at the Capitol

Two ways to put your name in front of the industry — at the MRGA Convention & Trade Show, and at the Capitol.

MRGA Convention & Trade Show — General Sponsorship

TIER	PRICE	RECOGNITION
Platinum Sponsor	$15,000+	Social media posts, Convention communications and all Convention signage
Gold Sponsor	$8,000–$14,999	Social media posts, Convention communications and certain Convention events
Silver Sponsor	$3,000–$7,999	Social media posts and Convention communications
Retail Sponsor	$2,500	Social media posts, Convention communications and throughout the Convention
Supporting Sponsor	$1,000–$2,000	Convention communications

Grocers Day at the Capitol

Sold separately for Missouri and Kansas — a discount is available to sponsors who support both states.

TIER	PRICE	RECOGNITION
Title Sponsor	$5,000	Top sponsor for the Legislative Dinner and Grocers Day at the Capitol
Supporting Sponsor	$3,500	Recognized as a leading sponsor for the Legislative Dinner and Grocers Day at the Capitol
Corporate Sponsor	$500	Recognized as supporting sponsor for Grocers Day at the Capitol
Retail Sponsor	$250	Recognized at the Legislative Dinner and as supporting sponsor for Grocers Day at the Capitol

Sponsor levels can be paired with advertising or bundled into a custom package.

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GOLF & EVENT SPONSORSHIPS

Convention & Trade Show

Put your brand at the center of the Convention's signature events — and on the course.

Convention Event Sponsorships

EVENT	PRICE
Convention Registration	$3,500
Welcome Party	$5,000
Breakfast	$5,000
Wine & Cheese Reception	$3,000
Trade Show Lunch	$3,500
Tuesday Happy Hour	$500
Party on the Patio	$3,500
Education Sessions	$5,000
President's Gala	$2,500
Grab & Go Breakfast	$1,000

Golf Tournament

SPONSORSHIP	PRICE
Title Sponsor	$10,000
Koozie Sponsor	$3,000
Golf Ball Sponsor	$3,000
Beverage Cart Sponsor (2 avail.)	$1,500
Hole Sponsor	$300

Event and golf sponsorships pair well with any Vendor or Retailer package.

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