

# CCMA 2023

JUNE 8-10, 2023  
SACRAMENTO, CA

## Sponsorship & Exhibiting Opportunities



Hosted By:



Center for Cooperatives  
UNIVERSITY OF WISCONSIN-MADISON



## What is CCMA?

CCMA is the largest gathering of U.S. food cooperative leaders in the country.

The conference is a vehicle for information exchange between food cooperators with a focus on new solutions and strategies for providing affordable and healthy foods to their communities, grocery industry trends, and practical case studies.

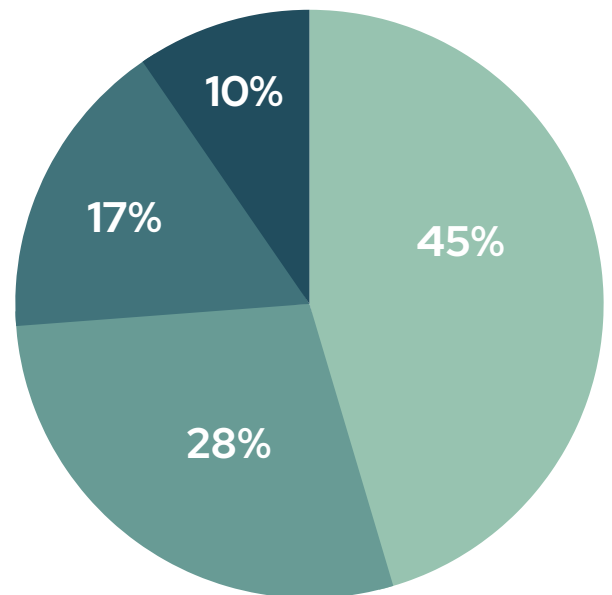
Food co-op general and department managers, board directors, consultants, and staff members gather to take part in three days of learning, networking, and fun. Attendees are typically well-informed, curious decision-makers who are willing to interact with new ideas and fresh perspectives and appreciate engagement with sponsors they believe can enhance the cooperative movement.

Sponsorship of CCMA is like getting a two for one: support for food cooperatives and your business!

## CCMA Audience by the Numbers

### Attendee Roles

- Co-op directors
- Co-op general managers, CEOs, CFOs, and department managers
- Co-op support professionals such as consultants, attorneys, and accountants.
- Co-op staff



**350+**

**Expected in-person  
attendees**

**75-85**

**Co-ops  
represented**

## CCMA Format

We are pleased to offer virtual options for remote attendees of CCMA 2023.

Virtual attendees will be able to experience the highlights of CCMA 2023 including livestream of the general sessions, the CCMA Awards Luncheon, and targeted breakout sessions (5).

Through a powerful digital platform, WHOVA, attendees will be able to explore live and on-demand content, interact in live streamed Q&A discussions and engage virtually.

Most notably, the WHOVA platform will allow CCMA sponsors and exhibitors to showcase their products and services to grocery co-op decision-makers across the country whether they attend CCMA in person or virtually.



## Dates

Thursday, June 8 -  
Saturday, June 10, 2023



## Location

Sheraton Grand,  
Sacramento, CA



## Digital Platform

We are excited to use  
the WHOVA platform

## What previous attendees have said about CCMA

I imagine there have been many people trying to put into words something that seems impossible and I am going to give it a go: CCMA 2022 was an incredible experience. I feel deeply connected with fellow co-ops and energized to create positive change on my board and for my co-op.

Just wanted to say this is the best online conference that I have attended! Thanks for using this format.

Thank you so much for a very fun and inspiring CCMA. I had a wonderful time. I was left feeling inspired, reinvigorated and reconnected to the greater cooperative world.

# Sponsor & Exhibitor Opportunities

All sponsors receive the following benefits:

- Logo and website link on conference website
- Logo on conference signage
- Logo in plenary PowerPoint acknowledgement

## Friend of CCMA - \$500

- 1 complimentary registration for virtual conference
- \$450 tax-deductible value

## Supporter - \$2,500

- One recognition option: coffee break, co-op tour, reception
- Exhibit table
- 4 complimentary registrations for virtual conference
- \$2,050 tax-deductible value

## Silver - \$7,500

- One recognition option: breakfast, lunch, reception, lunch, or entertainment
- Exhibit table
- 8 complimentary registrations for virtual conference
- 2 complimentary registrations for in-person conference
- \$5,150 tax-deductible value

## Premier - \$15,000

- One recognition option: awards luncheon or reception
- Exhibit table
- 15 complimentary registrations for virtual conference
- 3 complimentary registrations for in-person conference
- \$11,450 tax-deductible value

## Exhibitor - \$1,000

- Exhibit table
- 2 complimentary registrations for virtual conference
- \$650 tax-deductible value

## Star Partner - \$5,000

- One recognition option: coffee break, co-op tour, reception, lunch, or entertainment
- Exhibit table
- 6 complimentary registrations for virtual conference
- 1 complimentary registration for in-person conference
- \$3,600 tax-deductible value

## Gold - \$10,000

- One recognition option: awards luncheon or reception
- Exhibit table
- 10 complimentary registrations for virtual conference
- 2 complimentary registrations for in-person conference
- \$7,550 tax-deductible value

Do you have anything else in mind? We'd love to hear your ideas to make the most of your sponsorship!

# Opportunities

## Tax-Deductibility of Corporate or Non-Profit Contributions

The University of Wisconsin Foundation will issue a receipt for corporate/non-profit contributions. Questions should be directed to Gift Services at 608-263-4545 or [giftservices@supportuw.org](mailto:giftservices@supportuw.org).



# Exhibitor Space

## Exhibitor Space

Join us in the Exhibitor area and be part of an incredible networking opportunity with food co-op leaders from around the country! This sponsorship includes one 6-foot table, two chairs, and a table cloth. Electrical hook-up available with advanced request. REMINDER: Exhibitor space does not include any conference registrations unless specifically part of your sponsorship package.

### Planned Exhibit Hours (subject to change) We will let you know if there is a change.

Thursday, June 8: 10:00 a.m. – 8:00 p.m.

Friday, June 9: 7:00 a.m. – 6:00 p.m.

Saturday, June 10: 7:00 a.m. – 4:00 p.m.

Set-up: Thursday, June 8 by 10:00 a.m.

Tear Down: Saturday, June 10 by 5:00 p.m.



### EXHIBITOR RULES AND REGULATIONS

Please review these rules and regulations carefully, your signature on the application binds you and your company to this contract and the terms expressed herein.

#### Exhibit Space

Exhibit space is assigned based on the order in which completed applications are received by the UW Center for Cooperatives.

#### Hotel Reservations

All exhibitors and personnel may reserve hotel sleeping rooms at the CCMA 2023 conference hotel while rooms are available. Please see our conference website for more information.

#### Registration

If you are eligible for complimentary registration, please submit names of attendees to Megan Webster at [mawebster@wisc.edu](mailto:mawebster@wisc.edu) by May 13, 2023.

#### Liability

The UW Center for Cooperatives and Sheraton Grand will not assume responsibility for the safety of any exhibits against damage or loss by fire, theft, or by other means.

#### Contact:

Megan Webster  
Outreach Specialist  
UW Center for Cooperatives  
[mawebster@wisc.edu](mailto:mawebster@wisc.edu)  
608-890-1048





# CCMA 2023 Sponsorship Form

Company Name: \_\_\_\_\_

Name \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

## Sponsorship Level

tax-deductible value in parenthesis

☐

**Friend of CCMA - \$500** (\$450)

☐

**Silver - \$7,500** (\$5,150)

☐

**Exhibitor - \$1,000** (\$650)

☐

**Gold - \$10,000** (\$7,550)

☐

**Supporter - \$2,500** (\$2,050)

☐

**Premier - \$15,000** (\$11,450)

☐

**Star Partner - \$5,000** (\$3,600)

## Opt out of sponsorship benefits (Optional)

☐

Our organization is not interested in the following sponsorship benefits (please check any that apply):

☐

Exhibit table

☐

Complimentary registration(s)

## Payment Options

☐

Check

☐

Credit Card

☐

ACH/ETF

☐

Please send invoice

### By Check:

Checks should be made payable to University of Wisconsin Foundation and directed to the following address:

UW Center for Cooperatives  
Attn: Megan Webster  
427 Lorch Street, Room 224  
Madison, WI 53706

### ACH/ETF

If you requested ACH/ETF options, UWCC staff will follow up shortly with a secure link via encrypted email.

### By Credit Card

Click below to go directly to the CCMA Conference Support Fund (112030008) at the University of Wisconsin Foundation:

[Make my donation by credit card](#)

### Invoice

If you requested an invoice, UWCC staff will follow up shortly with an invoice.

### Questions?

Please contact Megan Webster at 608-890-1048 or [mawebster@wisc.edu](mailto:mawebster@wisc.edu)