

CCMA 2024

MAY 30 - JUNE 1, 2024
PORTLAND, MAINE

Sponsorship & Exhibiting Opportunities



Hosted By:



Center for Cooperatives
DIVISION OF EXTENSION
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.

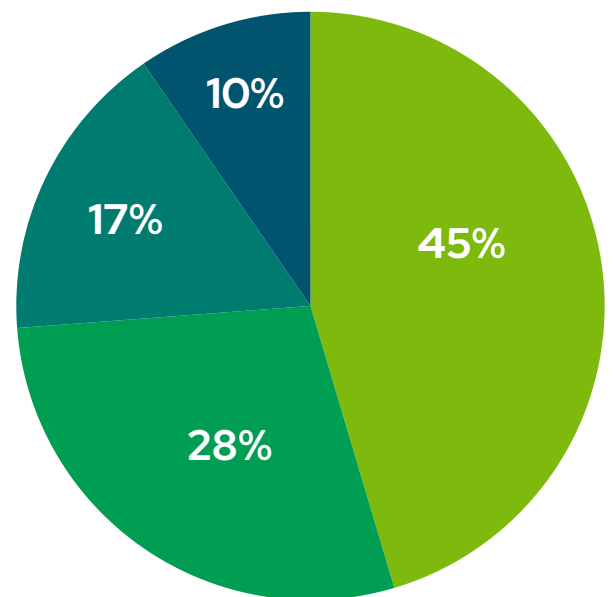
Food co-op general and department managers, board directors, consultants, and staff members gather to take part in three days of learning, networking, and fun. Attendees are typically well-informed, curious decision-makers who are willing to interact with new ideas and fresh perspectives and appreciate 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 prioritizing in person attendance this year, but will be recording some sessions to be available to all attendees after the conference.

All attendees will have access to recordings of ten breakout sessions, keynote speeches, and the awards luncheon after the conference through our YouTube channel.

Through a powerful digital platform, WHOVA, attendees will be able to interact with other attendees or co-ops leading up to, during, and after the event.

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.



Dates

Thursday, May, 30 -
Saturday, June 1, 2024



Location

Holiday Inn by the Bay,
Portland, ME



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.

It was an extraordinarily well-designed experience. Everything about it was both inspiring along with on-the-ground practicality. Theory in action. Action in theory.

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
- Complimentary link provided for access to recorded breakout sessions

Friend of CCMA - \$500

- \$450 tax-deductible value

Supporter - \$2,500

- One recognition option: coffee break, co-op tour, or reception
- Exhibit table
- \$2,050 tax-deductible value

Silver - \$7,500

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

Premier - \$15,000

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

Exhibitor - \$1,000

- Exhibit table
- \$650 tax-deductible value

Star Partner - \$5,000

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

Gold - \$10,000

- One recognition option: awards luncheon or reception
- Exhibit table
- 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.



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, May 30: 5:00 p.m. – 7:00 p.m.

Friday, May 31: 7:00 a.m. – 6:00 p.m.

Saturday, June 1: 7:00 a.m. – 4:00 p.m.

Set-up: Thursday, May 30 by 8:00 p.m.

Tear Down: Saturday, June 1 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 2024 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 by May 4, 2024.

Liability

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

Contact:

Abby Grott
Administrative Specialist
UW Center for Cooperatives
agrott@wisc.edu
608-265-0446



CCMA 2024 Sponsorship Form

Company Name: _____

Name _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____

Email: _____

Sponsorship Level

tax-deductible value in parenthesis

- | | |
|---|--|
| <input type="checkbox"/> Friend of CCMA - \$500 (\$450) | <input type="checkbox"/> Silver - \$7,500 (\$5,150) |
| <input type="checkbox"/> Exhibitor - \$1,000 (\$650) | <input type="checkbox"/> Gold - \$10,000 (\$7,550) |
| <input type="checkbox"/> Supporter - \$2,500 (\$2,050) | <input type="checkbox"/> Premier - \$15,000 (\$11,450) |
| <input type="checkbox"/> 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: Abigail Grott
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 Abigail Grott at
608-265-0446 or agrott@wisc.edu