

THE OGA BROWN BAG - VIRTUAL CELEBRATION - JUNE 8 & 9 2021

A TWO-DAY VIRTUAL CELEBRATION

The BROWN BAG CELEBRATION
Goes VIRTUAL for 2021...
with Exciting NEW FEATURES

Online Venue!

The 2021 Celebration will be an Online
Two-Day Event...Join when Convenient for You!

New Format!

The Online Format will Feature Online
Meeting Rooms and Virtual "Booth Space"

New Pricing!

New Structure Uses Virtual
Tickets and Unique Sponsorships

New Education!

Features Include Keynote Speaker
and Education Sessions



EVENT PACKAGE

BROWN BAG Celebration

SINCE 1899

THE OGA BROWN BAG - JUNE 8 & 9, 2021

Introduction:

With the prospect of event cancellation (or at least severe limitations to gatherings), moving forward with a **virtual version of the Brown Bag Celebration** will provide the industry with something definite to plan for and attend in 2021.

Virtual Event!

It's Kind of Like a Trade Show!

This completely-online event will allow show sponsors and vendors the opportunity to showcase their goods and services in a safe, secure and exclusive format; and show attendees the chance to "customize" their experience in a safe and secure way.

Associate Members and Sponsors can provide a "Trade Show" experience with virtual booths to present their company, breakout rooms for exclusive meeting opportunities, and online "commercials" promoting their business and services. In addition (based on Sponsorship Level) they get ticket packages for the Show Floor.

Retail Members can attend the show and "visit" associate member "booths" as well as enjoy the Keynote Address and Educational Sessions.

Feature-Filled Packages

Variety for Attendees and Sponsors!

The two-day Celebration will feature a variety of opportunities for sponsors and attendees, including tiered ticket pricing, customized "booth space" (for private meetings, public presentations or promotional opportunities, educational sessions and award presentations.

Attendees can purchase a "Full Show" Ticket and experience all the event has to offer, or a "Floor Only" Ticket to walk the virtual Celebration and visit sponsors and exhibitors.

Exhibitors can customize their Celebration experience and participation according to available Sponsor Packages and offerings: breakout/meeting rooms, private meeting invitations, promotional channels, and feature sponsorship.

Developed Around Members!

The Celebration is a Two-Day Event developed to work around members' busy schedules; allowing participation on-demand with recorded sessions and presentations.

TENTATIVE SCHEDULE - JUNE 8 & 9

Tuesday, June 8: Noon - 4:00pm

Noon:	Opening Keynote Jon Husted, Lt. Governor
1:00pm - 3:00pm:	Show "Floor" Opens Vendor Meetings
3:00pm - 4:00pm:	Education Session <i>"Local Store Marketing for Retail"</i> John Matthews, President, Gray Cat Enterprises

Wednesday, June 8: 9:00am - 4:00pm

9:00am - 10:00am:	Awards & Presentations Pinnacle: Dave's Markets Weiland's Market Kristin Mullins, President, OGA
10:00am - 11:00am:	Education Session <i>"Tolerance & Diversity for White Guys & Other Human Beings"</i> Scott Warrick, Esq., Scott Warrick HR Consulting
11:00am - Noon:	Show "Floor" Opens Vendor Meetings
Noon - 3:00pm:	Show "Floor" Opens Vendor Meetings
3:00pm - 4:00pm:	Education Session <i>"Work Smart, Have Fun, and Make Money: Being Strong During Challenging Times"</i> Phil Sorentino, President, Humor Consultants

Schedule is subject to change.

Sponsorships available for individual sessions.



THE OGA BROWN BAG CELEBRATION - SPONSORSHIP & INFO TO KNOW

A TWO-DAY VIRTUAL CELEBRATION



The safety of our members and their guests are of utmost importance to us, and as much remains to be determined regarding COVID-19 vaccines, Pandemic Protocols, and ongoing precautions to prevent the Coronavirus, the Ohio Grocers Association has decided to hold its 2021 Brown Bag Celebration virtually.

This decision allows us to proceed with the development of an event that will maximize exposure and opportunity for participants as well as keep everyone safe and healthy. *Take a look at the details for what the upcoming Brown Bag is all about and let us know how you would like to be a part of it...*

The OGA Brown Bag Celebration

June 8: Noon - 4:00pm | June 9: 9:00am - 4:00pm

A Virtual Event • Online Access Through www.ohiogrocers.org and By Special Sponsor Invitation

PLEASE REVIEW SPONSORSHIP AND PARTICIPATION OPPORTUNITIES BELOW.

Sponsor Packages

Packages include program advertising and ticket options. Additional ticket packages are available.

See next page for explanation of benefits

Platinum (\$16,500) - includes 16 Guest Tickets

- Virtual "Booth Space"
- Pre-Show Signage
- Signage Recognition
- Keynote Introduction
- Program Recognition
- Program Ad - Full-Page
- 16 Celebration Tickets
- Magazine Recognition
- Weekly Checkout Recognition
- Social Media Recognition
- 4 Virtual "Interview"/Promo - 30 Seconds

Gold (\$10,500) - includes 8 Guest Tickets

- Virtual "Booth Space"
- Pre-Show Signage
- Signage Recognition
- 8 Celebration Tickets
- Program Recognition
- Program Ad - Half-Page
- Magazine Recognition
- Weekly Checkout Recognition
- Social Media Recognition
- 2 Virtual "Interview"/Promo - 30 Seconds

Silver (\$5,750) - includes 4 Guest Tickets

- Virtual "Booth Space"
- Program Recognition
- Signage Recognition
- 4 Celebration Tickets
- Program Ad - Half-Page
- Magazine Recognition
- Weekly Checkout Recognition
- Social Media Recognition
- Virtual "Interview"/Promo - 30 Seconds

Bronze (\$2,750) - includes 2 Guest Tickets

- Virtual "Booth Space"
- Program Recognition
- Virtual Signage/Website Recognition
- 2 Celebration "Tickets"
- Program Ad - Quarter-Page
- Magazine Recognition
- Weekly Checkout Recognition

Education Session Sponsor (\$1,500) - includes 1 Guest Ticket

- Intro/Outtro During Education Sessions
- Program Recognition
- Virtual Signage/Website Recognition
- Magazine Recognition
- Weekly Checkout Recognition
- 1 Celebration Ticket

Copper (\$1,000)

- Program Recognition
- Virtual Signage/Website Recognition
- Magazine Recognition
- Weekly Checkout Recognition
- 1 Celebration Ticket

SPONSORSHIP PACKAGE SUBTOTAL

\$ _____



THE OGA BROWN BAG - JUNE 8 & 9, 2021

Sponsorship Packages:

As with every OGA event, success depends upon participation, partners and sponsorship. We have developed an outline of benefits for Sponsorship Packages based upon previous Celebrations, but that does not mean these are the only benefits and offerings available.

The advantage of a virtual event means that we are limited only by imagination (and technology). We invite the opportunity to customize Sponsorship Packages and benefits/offerings specific to your needs or goals - to provide an experience that best suits your promotional or service needs.

USE THE BENEFITS LISTED AS INSPIRATION AND SHARE YOUR IDEAS WITH US TO PROVIDE A PACKAGE THAT IS UNIQUELY YOURS!

Sponsor Benefits

Virtual "Booth Space" - is an opportunity for sponsors to showcase their business, services and/or products in a space specifically designed for them. A space will be created for them within our website "Celebration Trade Show." This space can be developed however the Sponsor wishes, to include video, slideshows, active links to other resources, (including their own website) and even links for breakout rooms and special/private meetings.

Signage - refers to the digital signage that will appear on the native OGA website, as well as the Celebration site. Pre-Show signage is the promotional opportunity available leading up to the event, housed on our website, the Celebration landing page, and in our promotions prior to the event.

Program Recognition - includes acknowledgment in the Celebration program (and actual printed deliverable about the Celebration) as a Sponsor listing as well as through ads provided in conjunction with the level of sponsorship. Vendors and larger sponsors will receive special recognition through company profiles in the program.

Magazine Recognition - is a feature in the second quarter magazine exclusively about the Celebration. The entire issue will be devoted to the event and include a re-cap. article recognition of sponsors and vendors and sponsor listings.

Digital Recognition/Promotion - will include pre-event promotion as well as post-event re-cap. All of our digital channels (eblasts, social media, video blogs and podcasts) will include recognition of our sponsors and vendors. Eblasts include Weekly Checkout, OGA Programs emails and Keeping Up With Kristin.

Virtual Promotion - is the completely new offering specific to this year's Celebration. Essentially, these are blocks of time that can be used for whatever type of promotion or message that the sponsor wants to create. The time can be used as a commercial, product demo, interview, news report, etc. - whatever you can develop within the allotted time. Time blocks can also be combined. For example, if given four 30-second blocks, the sponsor can choose to have one 2-minute block instead. These promotions will then get scheduled within the Celebration itself as well as used on the Sponsor show page and the OGA website (and media channels as desired by the Sponsor).

Session Intros/Outtros - involve the opportunity for sponsors to introduce the Keynote, Education Sessions, Awards and presentations. Sponsors can use the occasion to provide a personal introduction or a pre-recorded one that would be presented prior to or after the presentation itself (as designated by the sponsor).

Additional "Show" Tickets - are an added bonus provided for Sponsors to invite prospects and customers alike to participate in the Celebration. Different levels of Sponsorship provide a respective amount of tickets as part of the package, with the possibility of purchasing additional tickets at an added price.

