

A red circular logo with a white outline, containing the text "Grocery shop" in a white, rounded, sans-serif font. The logo is positioned at the top center of the main text area.

Grocery
shop

THE LEADING EVENT
— *for* —
**GROCERY & CPG
INNOVATION**

**SEPT 18-21, 2023
MANDALAY BAY, LAS VEGAS**

2023 SALES BROCHURE

A white hexagonal logo with the word "Hyve" in a white, rounded, sans-serif font. The logo is positioned in the bottom right corner of the image.

Hyve

TABLE *of* CONTENTS

Overview 1

Attendee Profile 3

Sample Attending
Retailers & Brands 5

Sponsor 7

Lead Generation Options 9

Exhibit 13

Branding & Signage 14

Meeting Space 18

2022 Sponsors 19

Announcements &
Media Coverage 25



WELCOME TO THE LEADING EVENT FOR GROCERY & CPG INNOVATORS

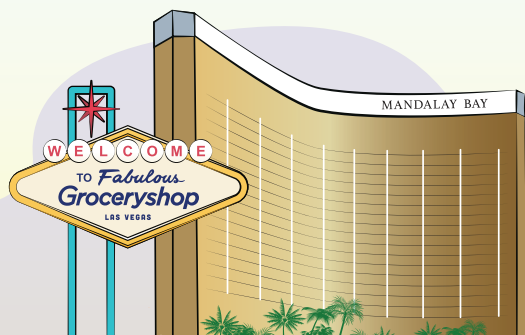
Groceryshop launched in 2018 and immediately became the leading event for innovation in grocery and CPG.

Groceryshop participants include both established and startup CPG brands, supermarkets, c-stores, drug stores, discount stores, ecommerce players, warehouse clubs, grocerants and non-traditional grocery retailers.

These organizations join tech companies, real estate operators, investors, media and analysts to understand the disruptive new trends, technologies and business models they must now embrace to win in a rapidly changing industry.

Groceryshop brings together the industry's community of leaders from across a wide range of job titles, including digital and ecommerce, marketing, technology, merchandising, supply chain and store operations. Groceryshop addresses shared challenges and opportunities relating to the evolution of how consumers shop for products ranging from food and beverage to health, beauty, personal care, household and pet supplies.

Groceryshop was founded by the team that created the world's largest retail conference: Shoptalk.



SEPT 18-21, 2023 • MANDALAY BAY, LAS VEGAS

OVERVIEW

GROCERYSHOP THEMES INCLUDE:

- Digital Transformation
- Trends in Marketing and Loyalty
- Groundbreaking Ecommerce Experiences
- The Future of the Grocery Industry
- Changing Shopper Behaviors and Preferences
- CPG-Retailer Relationships
- The Evolution of the Store
- Building and Maintaining Brands
- Emerging and Disruptive Technologies
- Innovations in Operations
- Trends in Delivery and Logistics
- Data-Driven Retail

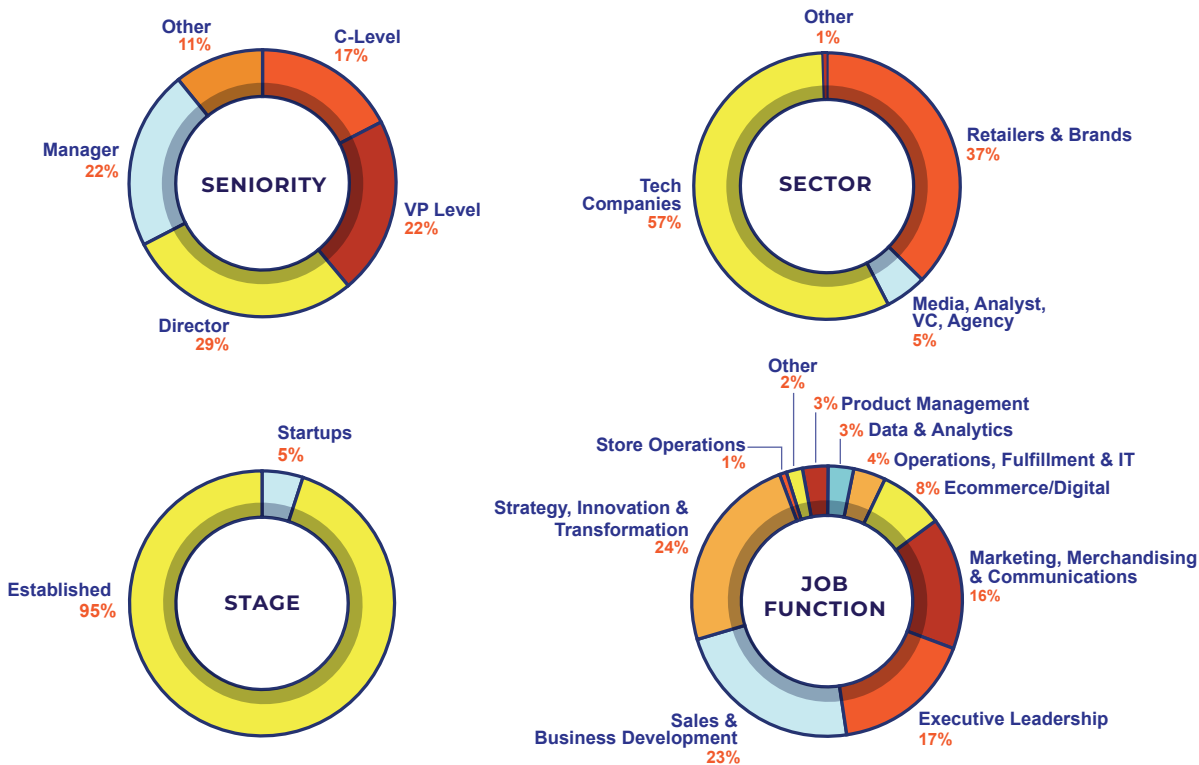


SPECIFIC TOPICS COVERED AT GROCERYSHOP INCLUDE:

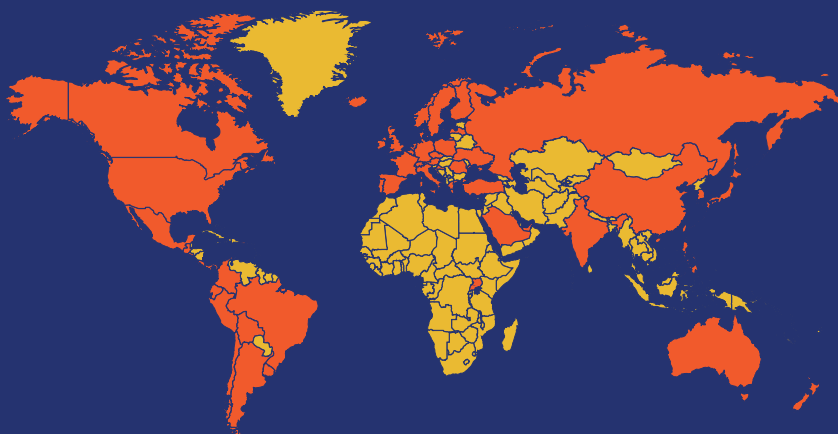
- Seamless Digital and Physical Experiences
- Brands Going Direct-to-Consumer
- Evolving Brand/Retailer Relationships
- Reaching Health- and Wellness-Conscious Consumers
- Emerging Supply Chain Technologies: Blockchain, IoT and Beyond
- Catering to Convenience
- Emerging Store Technologies
- New Store Formats
- The Role of Artificial Intelligence in Grocery
- Shopper Marketing
- Creating Conscious Brands
- Innovations in Product Sourcing and Merchandising
- New Transportation Technologies
- VCs, Accelerators and Incubators
- Sustainability and Transparency
- Innovations in Pickup, Delivery and Fulfillment
- Warehouse Logistics: Robotics, Automation and Beyond
- Mobile Experiences in Grocery
- Next Generation Loyalty
- Building a Culture of Innovation: Hiring and Attracting Talent
- Organizing for Digital Transformation
- CBD and the Future of Grocery
- Voice-Enabled and Conversational Commerce



ATTENDEE PROFILE



RANK ORDER OF COUNTRIES REPRESENTED AT GROCERYSHOP 2022



RANK ORDER	
1. USA	17. Mexico
2. Canada	18. Netherlands
3. United Kingdom and Northern Ireland	19. New Zealand
4. Israel	20. Poland
5. Germany	21. Italy
6. France	22. Brazil
7. Sweden	23. Switzerland
8. Australia	24. China
9. Chile	25. Czechia
10. Spain	26. Finland
11. India	27. Croatia
12. Japan	28. Ireland
13. Norway	29. Portugal
14. Peru	30. Romania
15. Turkey	31. Russia
16. Austria	32. Uganda

ATTENDEE PROFILE





SAMPLE ATTENDING RETAILERS & BRANDS

SAMPLE RETAILERS AND BRANDS WHO HAVE ATTENDED GROCERYSHOP INCLUDE:

- 301 Inc.
- 7-Eleven
- 99 Ranch Market
- a2 Milk Company
- Abbott Laboratories
- Ahold Delhaize
- Albertsons Companies
- ALDI
- Alex Lee, Inc.
- Aloha
- Altria Group, Inc.
- Amazon
- Ambev
- American Greetings
- American Licorice Company
- Amino Z
- Amyris
- Angelie D2C
- Angelie D2C LLC
- Anheuser Busch InBev
- Associated Food Stores
- Associated Wholesale Grocers
- Aura Bora
- Avocados From Mexico
- Axel Johnson AB
- B&G Foods
- Bausch + Lomb
- Bayer Consumer Health
- Beam Suntory
- Bee Maid Honey
- BEER NUTS
- Bel Brands
- BellRing Brands
- Big Heart Tea Co.
- Big Y Foods Inc
- Bigbasket.com
- BJ's Wholesale Club
- Blue Bell Creameries, L.P.
- blume
- Boar's Head Brand
- Bob's Red Mill
- Boiron
- Bokksu
- Boomerang's Foods
- Boxed
- Bumble Bee Seafood Company
- Califia Farms
- Calm Moment
- Campari Group
- Campbell Soup Company
- Card Isle Corporation
- Cardenas Markets
- Casa 1921
- Casey's
- Casey's General Stores
- Catalina Snacks
- Cavendish Farms
- Certco, Inc.
- Challenge Dairy Products Inc.
- Charleston Coffee Roasters
- Choice Market
- Church & Dwight
- Coca-Cola Consolidated, Inc
- Coditas test
- Coditas test Sanity
- Combe
- Cometeer, Inc.
- Community Coffee
- Conagra Brands
- Constellation Brands, Inc.
- Coop Sweden
- CORE Foods
- Costco
- Cub Foods
- D'Artagnan
- D'vash Organics
- Danone
- David's Cookies
- DecoPac, Inc.
- Delicato Family Wines
- Desert Creek Honey
- Diageo
- Dierbergs Markets
- Discount Drug Mart, Inc.
- Dom's Sausage
- DoorDash
- Dream Pops
- Dreyer's Grand Ice Cream
- Drizly
- Duracell
- Duraflame
- E&J Gallo Winery
- Endeavour Drinks Group
- Erewhon
- Ethel M Chocolates
- evamor Products LLC
- Fandango
- Fareway Stores Inc
- Farmer's Fridge
- Farmstead
- Ferrara Candy Company
- FIJI Water
- Fly By Jing
- Focus Brands
- Food Seriously Good, LLC
- Foodstuffs North Island
- Forever Gifts Inc.
- Freixenet Mionetto
- FreshDirect
- Freshly
- FreshRealm
- Frieda's Branded Produce
- Frito-Lay
- Frontier Co-op
- Gardencup
- Gatsby Chocolate
- GEM
- GEN Z Water
- General Mills
- Georgia Main Food Group Limited
- Get Maine Lobster
- Ghirardelli Chocolate Company
- Giant Eagle, Inc.
- Giant Food
- Glanbia Performance Nutrition
- GNC
- Go Grocer
- Golden Made Kafe INTL LLC
- GoMacro LLC
- Good Food Holdings
- GOOD PLANet Foods
- Goodfood Market Corp.
- Gopuff
- Greenridge Farm
- H-E-B
- Hallmark
- HealthPro Brands Inc
- Heartland Food Products Group
- Heaven Hill Brands
- HelloFresh
- Henkel Consumer Goods
- Hivessence
- Honey Mama's
- Hormel Foods
- How To Cake It
- Hy-Vee
- iBBQ
- IGA, INC.
- immi
- Impossible Foods
- Inspired Go

SAMPLE ATTENDING RETAILERS & BRANDS

- Jackson Family Wines
- Johnson & Johnson
- Joydays
- JustFoodForDogs
- Kafka's Organic
- KD Market
- KeHE Distributors
- Keurig Dr Pepper
- Kimberly-Clark
- KIND Snacks
- Kitchen United
- Kodiak Cakes
- Kroger
- Kroger Precision Marketing
- L'Oreal USA
- L'Oreal
- Lactalis American Group
- Lenovo
- Lidl
- Lindt & Sprungli USA
- Living Essentials LLC
- Loblaw Companies Limited
- Lowes Foods
- Lumie
- Luna's Groceries
- Lunds & Byerlys
- LuvMart
- Mable Wholesale
- MaKa Superfood
- Mariani Packing Company, Inc.
- Mars Petcare
- Mars Wrigley
- Mars Wrigley Confectionery
- MASAMI
- Mast-Jagermeister US
- MDI
- Meijer
- Migros Turkey
- Mill Creek Botanicals
- Misfits Market
- Mizkan America
- Moet Hennessy
- Moet Hennessy USA
- Mondelez International, Inc.
- Monster Energy Corporation
- MyFormulary Health LLC
- Nature's Bakery
- Nestle Purina PetCare
- Nestle USA
- Neuro
- Newell Brands
- NEX.COM
- Nguyen Coffee Supply
- NorgesGruppen ASA
- Northgate Markets
- Nutrition Smart
- OLIPOP
- Olita
- OLLY PBC
- Omsom
- ONE Brands (The Hershey Company)
- OPIE Grocery Stations
- Pabst Brewing Company
- Panera Bread
- Peapod Digital Labs
- Peapod Digital Labs, an Ahold
- Delhaize company
- Pederson's Natural Farms
- Peko Produce
- PepsiCo, Inc
- Pernod Ricard
- PIM Brands
- Pop Up Grocer
- Post Holdings
- PRE Brands LLC
- Premier Nutrition Corp.
- PrettyLitter
- Primal Kitchen
- Private Packs
- Procter & Gamble
- Raley's
- Reckitt
- Reckitt Benckiser Group plc
- Red Bay Coffee
- Red Bull
- Relevant
- ReserveBar
- Retail Business Services
- Reynolds Consumer Products
- RHS Ilc
- Riboli Family Wines
- Righteous Gelato
- Ripple Foods
- Roche Bros
- Roku
- Rouses Markets
- Russell Stover
- Safe and Fair
- Safe Direct MS
- Sam's Club
- Saputo Cheese USA
- Sargento
- Save-On-Foods
- SC Johnson
- Schnuck Markets, Inc.
- Schwan's Consumer Brands
- Schwarz Group
- Schweid & Sons
- Simek's
- SimpleTire
- Smart & Final
- SmartyPants Vitamins
- SOAPEN INC.
- Soosul Skin
- Southern Champion LLC
- Southern Glazer's Wine & Spirits
- Sovos Brands
- Soylent
- SpartanNash
- Spectrum Brands
- Spread The Love Foods
- Spring Foods
- Sprouts
- Sprouts Farmers Market LLC
- Stater Bros. Markets
- Strauss Group
- Summerland Wine Brands
- Supermercados Aramburo
- Target Corporation
- Tawa Supermarket
- Tesco
- That's it.
- The Clorox Company
- The Dirty Cookie
- The Emerson Group
- The Giant Company
- The Hershey Company
- The Honey Pot Company
- The Humble Co
- The J.M. Smucker Company
- The Kellogg Company
- The Kraft Heinz Company
- The Kroger Co.
- The Only Bean
- The Raley's Companies
- The Sola Company
- The Wonderful Company
- Thomas, Large and Singer
- Thrive Market
- Tito's Handmade Vodka
- Topco Associates LLC
- Torani
- Tottus
- TRUFF
- Tubify Foods Inc.
- Tulips SpA
- UNFI
- Unilever
- V&V Supremo Foods, Inc.
- Vallarta Supermarkets
- Vintage Wine Estates
- Vital Proteins
- Walmart
- Walmart Connect
- Walmart eCommerce
- WBM INTERNATIONAL
- Wegmans Food Markets
- Weis Markets
- Wells Enterprises Inc
- Whole Foods Market
- Wilde Chips
- Woodman's Food Markets, Inc.
- Woolworths Australia
- Yummy.com



SPONSOR GROCERYSHOP 2023

Groceryshop brings together national and regional grocery retailers, drug stores, convenience stores, drug stores, club/warehouse stores, discount stores and ecommerce players as well as CPG brands in food and beverage, beauty, personal care, household, health and other verticals. More than 300 companies will exhibit at and sponsor Groceryshop 2023 to:

- ★ Raise brand awareness
- ★ Meet with existing clients, prospects and partners
- ★ Generate leads and develop new partnerships
- ★ Launch new products or companies
- ★ Make announcements
- ★ Fundraise or source investments

Our exhibit hall will feature over 200 exhibitors and our Hosted Retailers & Brands Program will curate approx. 9,000 onsite meetings for more than 300 participating sponsors with approx. 700 individuals from retailers and brands.



GROCERYSHOP OFFERS 5 LEVELS OF SPONSORSHIP BASED ON AGGREGATE SPEND ON EXHIBIT SPACE, MEETING SPACE AND BRANDING AS FOLLOWS:

Level 5	\$120,000 or more
Level 4	\$90,000+
Level 3	\$60,000+
Level 2	\$30,000+
Level 1	\$30,000 or less

STAR LEVEL BENEFITS

Benefits	Level 1	Level 2	Level 3	Level 4	Level 5
You will receive 5 complimentary passes for you to use to invite your retail partners/ customers to attend Groceryshop with you. The complimentary passes are applicable for R&B partners only and those invited should be Director level and above. Submit names to your account manager for approval and to organize their tickets	✕	✕	✕	✕	✓
Inclusion as Premium sponsor of Swag Store. *subject to confirmation by sponsor and sending additional products, deadlines.	✕	✕	✕	✕	✓
You will receive prominent branding in the entrance of the show	✕	✕	✕	✓	✓
You will receive an individual social media post on the following platforms LinkedIn, Instagram, and Twitter promoting your presence at Groceryshop 2023. The post will be tagged with the sponsor social media handles enabling the sponsor to reshare the posts on their own social media channels.	✕	✕	✕	✓	✓
Enhanced Sponsor profile on Meetup platform with logo	✕	✕	✓	✓	✓
Larger presence of logo placements in comparison to level 1 sponsorship across onsite and digital branding	✕	✕	✓	✓	✓
Onsite signage & preshow communications that include all sponsors by level (note that logos will be displayed in descending level order). *subject to printing deadlines	✕	✓	✓	✓	✓
Marketing promotional toolkit: Personalized banners showing company name and stand location (if applicable) to promote your presence at the show.	✓	✓	✓	✓	✓
Sponsor profile on show app available to all attendees to view.	✓	✓	✓	✓	✓
You will receive the attendee list 2 weeks prior to the show.	✓	✓	✓	✓	✓
Exclusive sponsor rate for additional tickets	✓	✓	✓	✓	✓



LEAD GENERATION OPTIONS

HOSTED MEETINGS WITH RETAILERS AND BRANDS

Lead gen at Groceryshop is achieved through our **Hosted Retailers & Brands Program**. With this program, we expect to schedule approx. 9,000 15-minute onsite meetings for more than 300 participating sponsors with more than 700 individuals from qualified retailers and brands. **You do not need to be an exhibitor to purchase meetings.**

Since meetings are double opt-in and depend on calendar availability, we cannot guarantee that all of the meetings you initially purchase will be scheduled, but you only pay for the meetings we do schedule.



OUR AVAILABLE MEETINGS PACKAGES ARE:

LEVEL	MEETINGS	PRICE
Entry Level (Min)	10	\$7,500
Standard 1	20	\$15,000
Standard 2	30	\$22,500



LEAD GENERATION OPTIONS

REPRESENTATIVE RETAILERS AND BRANDS THAT HAVE PARTICIPATED IN THE HOSTED RETAILERS & BRANDS PROGRAM INCLUDE:



LEAD GENERATION OPTIONS



LEAD GENERATION OPTIONS

Networking Dinners

With Groceryshop's Networking dinners, you can exclusively sponsor one of several Groceryshop-hosted, invitation-only dinners. Held at popular restaurants near Groceryshop, these dinners bring together a group of 11-16 attendees alongside two of your own executives to network over dinner. While networking dinners are sponsored, each dinner is facilitated by an independent, industry respected executive - a Groceryshop Ambassador. Additionally post event you will receive badge scan data of your dinner guests.





EXHIBIT SPACE

More than 150 companies will exhibit at Groceryshop 2023. We offer a wide range of exhibit space options for companies as a place to:

- ★ Hold pre-scheduled meetings with retailers/brands (outside of the Hosted Program)
- ★ Hold pre-scheduled meetings with non-retailers/brands
- ★ Build brand awareness



EXHIBIT SPACE IS PRICED AS FOLLOWS:

SIZE	TICKETS	PRICES**
Startup Street++	2	\$6,500
Startup City+	2	\$10,000
10x10	3	\$20,000
20x10	5	\$33,000
30x10	5	\$45,000
20x20	8	\$55,000
20x30	10	\$75,000
20x40	12	\$91,000
30x30	12	\$112,000



Custom Sizes are available upon request

+ <5 years old and <\$5M in funding

++ <2 years old and <\$2M in funding

PLEASE INQUIRE FOR MORE DETAILS

BRANDING & SIGNAGE

WE OFFER A WIDE VARIETY OF BRANDING AND SIGNAGE OPPORTUNITIES TO ENGAGE ATTENDEES AND PROMOTE YOUR ORGANIZATION AND BRAND. OPTIONS INCLUDE:

OPPORTUNITIES	PRICE
Swag Store	CONTACT sales@groceryshop.com FOR PRICING AND AVAILABILITY
General Session Seat Drops	
Digital Signage	
Large Wall Clings	
Coffee & Charging Lounges	
Unique & Interactive Custom Concepts	
Pre-Show Email Blast to Attendees	

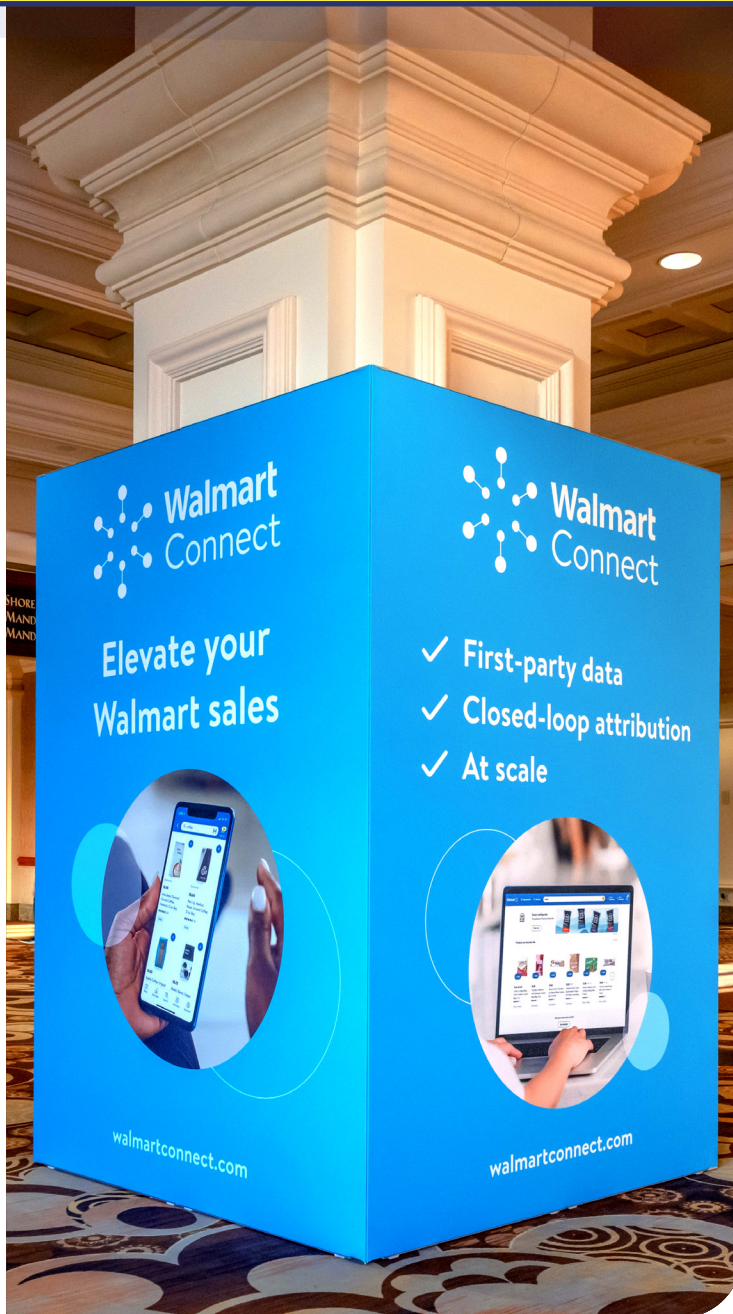




BRANDING & SIGNAGE



BRANDING & SIGNAGE



BRANDING & SIGNAGE



Video Wall

We will provide prominently located digital signage throughout the convention venue. These digital signs are appx. 10 feet high and 5 feet wide.

Your sponsorship allows your video (no sound) or graphic to be on approx. 6 screens for 2-minute rotations with other sponsors.



Vinyl Banners: Branding Becomes Brand-Building

Groceryshop believes in sustainability just as much as your customers do. We do all we can to recycle event materials, but vinyl signs are a special case. For an additional charge, we will save your vinyl sign(s) and send them off to be made into totebags or other small items of your choice.

Participating sponsors will be highlighted in our *Sustainability at Groceryshop* guide. Ask for details.

MEETING SPACE

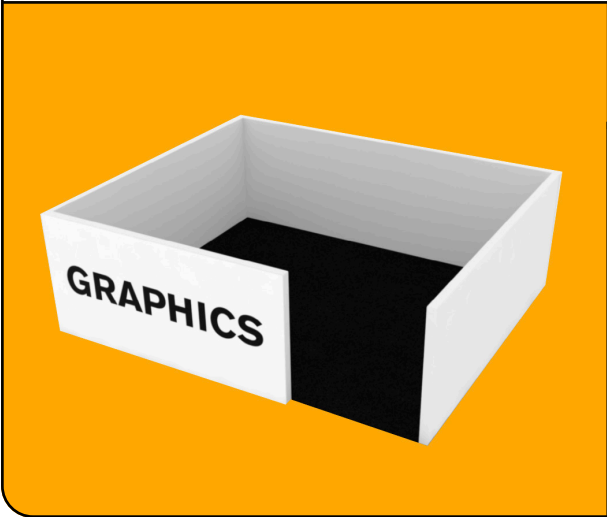
We offer a variety of private meetings spaces separate from Exhibit Space and the Hosted Meeting Program.

Pricing varies. Please inquire at sales@groceryshop.com



Nooks

A dedicated meeting place for two people on the Groceryshop showfloor. Where you and your customers can meet during the two exhibit days! The nooks will include your branding on the table leg and insider upper portion and a power outlet.



Pods

- Includes:
- Branding on the outside panel with your logo
 - 1 table and 4 chairs
 - Carpeting
 - Shoptalk will coordinate all setup and teardown of the meeting pod
 - Complimentary wifi will be provided in the exhibit hall, however, if you need a faster, more reliable connection, we strongly recommend ordering a dedicated internet connection from Mandalay Bay Exhibitor Services.



2022 SPONSORS

LEVEL 5



LEVEL 4



2022 SPONSORS

LEVEL 4



PHONONIC



Uber
Eats

VERICAST

LEVEL 3



ALERT
INNOVATION

Amperity &

AutoStore

bounteous



fountain



Lucidworks

mercātus®

MICROBLINK



PRODX





2022 SPONSORS

LEVEL 3



LEVEL 2



2022 SPONSORS

LEVEL 2



2022 SPONSORS

LEVEL 1



ACXIOM

afterpay



attentive



belive.ai



BOWERY
FARMING



CLAID.AI



2022 SPONSORS

LEVEL 1





ANNOUNCEMENTS & MEDIA

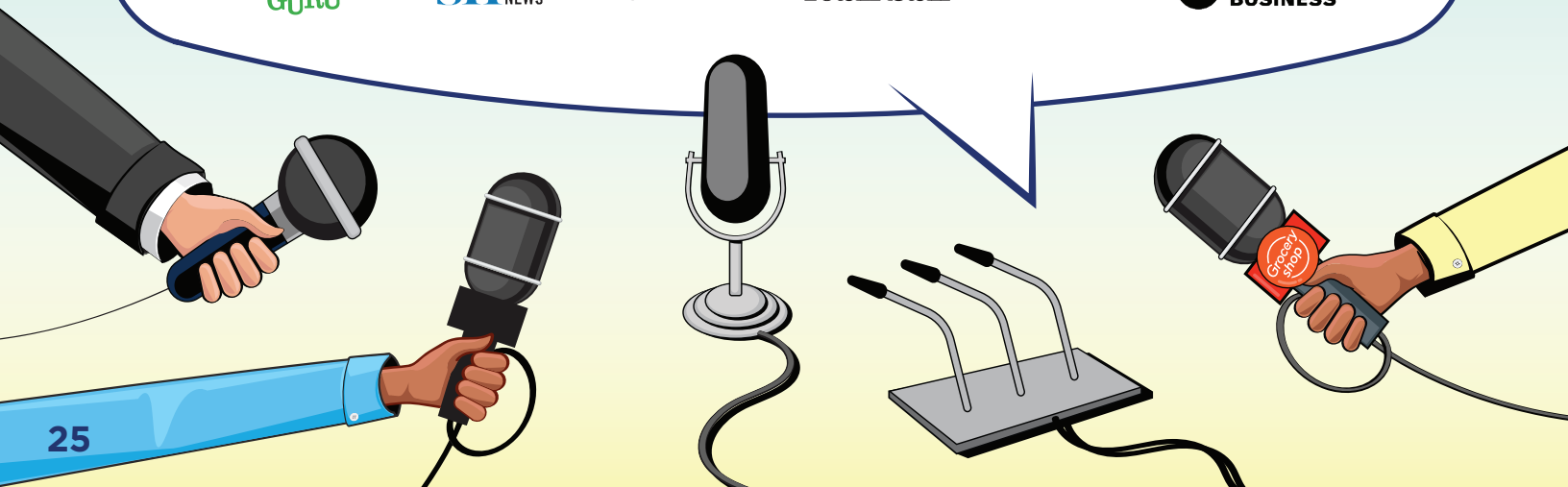
GROCERYSHOP IS ONE OF THE GROCERY & CPG ECOSYSTEM'S PRIMARY VENUES FOR MAKING ANNOUNCEMENTS AND SHARING GROUNDBREAKING NEWS

At Groceryshop 2022, many companies will announce new products, enhancements, partnerships, investments and launches.

A significant number of trade, tech and mainstream media and analysts, including prominent industry influencers, will be at Groceryshop covering these announcements.



ATTENDING MEDIA INCLUDES:



2023



Plan Your Year!

**SHOP
TALK**

**SHOP
TALK
EUROPE**

SHOPTALK *Meetup*
FOR WOMEN

SHOPTALK *FALL Meetup*

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec