



National Co+op Grocers Focus on Fresh Terms

2025

1. Payment

- a. Exhibitors that pay for the Supporter (Base) Sponsorship during registration are invoiced for the balance of additional sponsorships plus any outstanding add-on's. All other exhibitors are invoiced for the sponsorship fee, inclusive of selected additional sponsorships, and selected add-on's. Invoices will be emailed to exhibitor billing contacts starting May 7 and payment terms are net 21. NCG reserves the right to cancel an exhibitor's registration and reassign to another exhibitor if payment is not received by May 28, 2025. If exhibitor fails to pay the Focus on Fresh invoice within thirty (30) calendar days of the invoice date, exhibitor shall pay to NCG an amount equal to twenty percent (20%) of the outstanding amount as Liquidated Damages. For brands sold to Co-op Locations by a Distributor, the outstanding amount plus the Liquidated Damages will be deducted through the Distributor. If NCG cannot deduct outstanding amounts through a participating Distributor, exhibitor will be billed directly by NCG for the outstanding amount plus the Liquidated Damages.

2. Show Deals

- a. NCG will email exhibitor contacts their show deal report on 7/14/25. Exhibitors are solely responsible for processing and fulfilling all show deal orders, whether through direct fulfillment or fulfillment via the wholesale distributor selected by the retail buyer that placed the order. Exhibitor agrees to make commercially reasonable efforts to honor the retail buyer's preference for show deal order fulfillment for all orders placed, but Exhibitor may choose to ship direct or through the retail co-op's preferred distributor as indicated in the show deal report. For the avoidance of doubt, NCG assumes no responsibility for processing show deal orders on behalf of exhibitors. Exhibitors assume full responsibility for conveying the value of any discount or allowance offered to buyers attending NCG's Focus on Fresh vendor showcase and agree to any chargebacks or to settle directly with that co-op for the full value of the discount or allowance extended to the co-op's purchases as outlined in the show deal report. Exhibitors assume full responsibility for ensuring that products ordered are in stock and available for shipment within the requested shipping windows outlined by the exhibitor in the show deal portal. Exhibitor agrees to work directly with retail co-ops to resolve any discrepancies.