



Grow Your Business with Food Co-ops

2025 Vendor Showcase Events:

Focus on Fresh Vendor Showcase..... June 25, 2025

Co+nvergence Vendor Showcase Aug. 15, 2025

Vendor showcase events are hosted at [Saint Paul RiverCentre](#), St. Paul, Minnesota

NCG's vendor showcases are tabletop buying shows and can't-miss opportunities to increase brand awareness and grow sales.

- Connect with more than 400 leaders from 240 store locations across the country.
- Write show deals, introduce new items, offer product samples and demos.
- Educate retailers about your products, your company and your mission.
- Gather valuable insights from the people who understand co-op shoppers the best.

Indicate your interest in becoming a Showcase Exhibitor. Space is limited.

Step 1 Indicate your interest: Scan the QR code below to complete our online [interest form](#) by March 14, 2025.

Step 2 Selection: NCG will evaluate all interested exhibitors and notify you by March 31 if you have been selected as an exhibitor.

Step 3 Registration: Selected exhibitors will be asked to provide a company profile and billing information to confirm your registration and lock in a spot.

Questions? Email vendorshowcase@ncg.coop.



Exhibitor Opportunities

Exhibitor Sponsorships

Promoter Sponsor: Limited to 12 brands/companies

- Get the “why” behind your brand and products in front of co-op buyers and managers through a one-hour workshop.
- 2 tables with high visibility placement at our vendor showcase
- Full-page company profile in our conference program
- Networking with more than 400 co-op decision makers
- Logo and recognition on event app, slides and materials, 2 wristbands for the after party

Collaborator Sponsor: Limited availability

- Expand your booth presence with a “classroom” or meeting space right on the show floor
- Networking with more than 400 co-op decision makers
- Join us for the after party to build connection with buyers
- Logo and recognition on event app, slides and materials, 2 wristbands for the after party

Supporter Sponsor: Limited availability

- Get your products in front of co-op decision makers and secure new placement with 1 table at our vendor showcase
- Networking with more than 400 co-op decision makers
- Join us for the after party to build connection with buyers
- Recognition in the conference app, 2 wristbands for the after party

Passport to Prizes: 12 available

- Drive traffic to your booth by adding this option as an exhibitor. Retail buyers receive a passport on which they will collect stamps from passport vendors (with your logo) and can be entered to win prizes at the end of the show.

Other Ways to Participate

New: Banquet Sponsor: 1 available

NCG’s vendor showcase events also serve as fundraising events; each year NCG selects an organization aligned with the values of food co-ops and seeks to amplify that organization’s work and impact! At our banquet, we educate attendees about the event beneficiary’s work. Distinguish your company by sponsoring the banquet celebrating our event beneficiary.

- Position your company as a leader in supporting transformative efforts that have an impact in the supply chain
- Exclusive opportunity to participate in our banquet, introduce our event beneficiary and stage time during the banquet
- Expanded table presence at the vendor showcase
- Logo and recognition on event app, slides and materials

Reception/Social Sponsor: 2 available

Join us on the first evening buyers arrive for the conference, greet attendees and network.

- Exclusive opportunity to get more time with co-op buyers early in the event
- Display products and swag at the reception/social
- Expanded table presence at the vendor showcase
- Logo and recognition on event app, slides and materials

Keynote Sponsor: Limited availability

Your brand on stage and in the spotlight! Get in front of all attendees by introducing our dynamic keynote presenters.

- Stage time to introduce our keynote speaker
- Expanded table presence at the vendor showcase
- Join us for the after party to build connection with buyers
- Logo and recognition on event app, slides and materials

Swag Sponsor: Limited availability

Create lasting memories of your brand’s participation in NCG’s 2025 events and visibility through branded swag (conference T-shirt, welcome bag or water bottle). All attendees receive these items at registration, and NCG will work with you to develop the design for your item.

- Company logo on an exclusive item attendees will take back to their co-ops
- Logo and recognition on event app, slides and materials

Rise and Shine Breakfast Sponsor: Limited to 3

Help attendees jumpstart their day as the official breakfast or morning beverage sponsor!

- Exclusive product sampling and engagement opportunity
- Greet attendees at the start of the conference day
- Banner (sponsor provides) placement
- Logo and recognition on event app, slides and materials

In-Kind Sponsorship Opportunities

Get increased awareness and visibility for your brand by providing snack items, coffee for event attendees throughout the conference, personal care items, ingredients or mixers for our after party.

- Logo and recognition on event app, slides and materials



Reach out to us with your ideas for how we can deliver a better experience for attendees and meet your company’s goals! Contact Heidi Traore (heidi.traore@ncg.coop) to discuss!