



**GLOBAL COLD CHAIN**  
ALLIANCE®

# 2021 SPONSORSHIP, ADVERTISING, AND EXHIBITING OPPORTUNITIES



International  
Association of  
Refrigerated  
Warehouses



# TABLE OF CONTENTS

WELCOME LETTER.....	1
WHAT IS GCCA AND WHO ARE ITS CORE PARTNERS? .....	2
Schedule.....	2
Who We Are .....	3
Who GCCA Reaches .....	4
2021 SPONSORSHIP & EXHIBITING OPPORTUNITIES .....	5
NEW: IARW-WFLO Strategic Board Meeting.....	6
IARW-WFLO Convention .....	7
CEBA Conference & Expo .....	9
GCCA Cold Chain Policy Forum.....	12
NEW: GCCA Advocacy Fund.....	14
NEW: GCCA Share Groups .....	15
GCCA European Cold Chain Conference .....	16
European Warehouse Forum.....	19
GCCA Latin America Cold Chain Congress .....	20
GCCA Brazilian Cold Chain Congress .....	23
GCCA Cold Chain Connections .....	25
NEW: Cold Chain Essentials Digital Learning .....	27
NEW: WFLO Institute .....	29
NEW: Design A Course: Digital Training .....	30
2021 ADVERTISING OPPORTUNITIES .....	31
GCCA COLD FACTS Magazine.....	32
Refrigerated Warehousing & Logistics Showcase .....	34
NEW: Automation, Construction, & Cold Chain Technology Showcase ...	35
GCCA Cold Connection e-Newsletter .....	36
GCCA Global Cold Chain Directory & Buyers' Guide .....	37
GCCA Website Advertising.....	38

*\*As of February 2021. Subject to change.*

# 2021 UPDATES & NEW OFFERINGS

The Global Cold Chain Alliance (GCCA) is excited to unveil our slate of sponsorship, exhibiting, and advertising opportunities for 2021. To maximize the safety of all participants and planning certainty, adjustments have been made to the GCCA 2021 event schedule. Additional amendments include elevating GCCA suppliers' access to exclusive year-round activities and introducing exciting new opportunities to connect with members in intimate settings.

Outlined below you will find an overview of updates and new offerings at GCCA Events:

- **The IARW-WFLO Convention** will move from April to October 8-10, 2021 in Austin, TX to ensure maximum member participation, valuable engagement, and wellbeing.
- GCCA will forgo a **2021 Cold Chain Conference & Expo** and instead focus on streamlining participation for industry suppliers across a portfolio of intimate events listed below and outlined in the Guide that you are preparing to review.
- The **IARW-WFLO-CEBA Strategic Board Meeting**, taking place in Scottsdale, AZ April 22-25, 2021, is now open to sponsoring member suppliers and contractors! Members now have the exclusive opportunity to sponsor and attend this meeting with the industry's top warehousing and logistics executives.
- **GCCA Share Groups** designed for warehouse members will expand to include Technology, HR & Talent, Finance, and Marketing. Each group provides an exclusive opportunity to network and engage with key functional leaders in the cold chain.
- **WFLO Institute, the cold chain industry's flagship leadership development program**, is also now open to sponsorship from member suppliers and contractors! Institute provides access to the industry's future leaders today. With East and West locations in Atlanta, GA and Tempe, AZ, a select cadre of warehouse supervisors, managers, and operations leaders congregate in May to participate in a three-year rigorous curriculum of professional and leadership development. In addition to aligning your brand with the future talent of the cold chain, the event provides networking opportunities with executive level faculty at the program.
- Building on success in 2020, GCCA will continue hosting **Regional Cold Chain Connection Meetings** in select locations across North America. These intimate 1-day programs provide industry updates and a roundtable discussion atmosphere, followed by a networking meal and optional round of golf.
- Membership reported overwhelming satisfaction with 2020 **virtual learning opportunities** and GCCA will continue to provide those opportunities in 2021. More information will be released on how you can leverage GCCA's 2021 line up of virtual programming. Ideas and proposed topics are always welcome!

To maximize your company's visibility this upcoming year, book an appointment with James Rogers today, Sr. Director of Business Development, today ([jrogers@gcca.org](mailto:jrogers@gcca.org)/+1 703 373 4303) to discuss your engagement plan. GCCA looks forward to helping you achieve your cold chain marketing goals this year and beyond!

# 2021 GCCA GLOBAL EDUCATION AND NETWORKING EVENTS CALENDAR

DATE	EVENT	LOCATION	IN PERSON / VIRTUAL
17 March	GCCA European Warehouse Forum		Virtual
22-25 April	IARW-WFLO Strategic Board Meeting	Scottsdale, AZ	In person
16-19 May	57 <sup>th</sup> WFLO Institute West	Tempe, AZ	In person
23-26 May	57 <sup>th</sup> WFLO Institute East	Atlanta, GA	In person
1-3 June	24 <sup>th</sup> GCCA European Cold Chain Conference & Expo	Rotterdam, The Netherlands	In person
13-15 July	WFLO Institute Latin America	Mexico City, Mexico	In person
26-28 July	GCCA Cold Chain Policy Forum	Washington, DC	In person
8-10 October	130 <sup>th</sup> IARW-WFLO Convention	Austin, TX	In person
28 October	8 <sup>th</sup> Brazilian Cold Chain Congress	Brazil	In person
2-4 November	41 <sup>st</sup> CEBA Conference & Expo	Las Vegas, NV	In person
8-9 November	5 <sup>th</sup> Latin America Cold Chain Congress	Mexico City, Mexico	In person
November	GCCA South Africa Conference	Cape Town, South Africa	In person
18-19 November	GCCA European Warehouse Forum		Virtual



\*Schedule is subject to change. Please visit the GCCA Events Calendar on our website for the most up to date list of events.

\*This Calendar reflects only events with sponsorship opportunities. For the full list of events, please visit the GCCA Events Calendar on our website.

Events Calendar: <https://www.gcca.org/events>





**GLOBAL COLD CHAIN**  
ALLIANCE®

# WHO WE ARE

ADVOCACY | EDUCATION | RESEARCH | INTERNATIONAL DEVELOPMENT



International  
Association of  
Refrigerated  
Warehouses

WAREHOUSING & LOGISTICS



TRANSPORTATION

**C=BA**

Controlled Environment  
Building Association

CONSTRUCTION



The Refrigeration  
Research & Education  
Foundation

GLOBAL DEVELOPMENT

Through its four Core Partners, The Global Cold Chain Alliance (GCCA) represents more than 1,100 companies in 85 countries who serve the food industry by providing third-party, temperature-controlled logistics and supply chain services. Designated an essential industry supporting the nation's critical infrastructure, GCCA and its members are committed to advancing food security and ensuring safe, high quality, affordable, and reliable access to the globe's food supply.



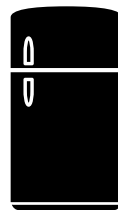
**GCCA MEMBERS REPRESENT:**



Essential Workforce dedicated to maintaining access to the world's food supply.



**FROZEN FOODS  
ARE IN 99%  
OF AMERICAN  
HOUSEHOLDS\*\***



**1,200+  
FACILITIES**

**6.3+  
BILLION FT.<sup>3</sup>**



of temperature controlled  
warehouse capacity worldwide



Ensures food safety,  
security and reliable  
access to over

**213 BILLION  
POUNDS**

an equivalent to 122M+  
pallets, of perishable  
food annually.\*

\*GCCA Membership and Market Intelligence Data 2019

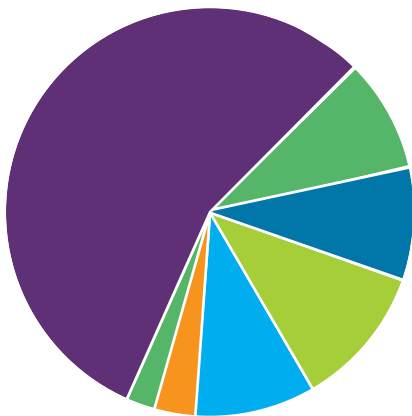
\*\*2019 NFRA State of the Industry Report

TAKING THE COLD CHAIN INDUSTRY TO NEW LEVELS WORLDWIDE

3

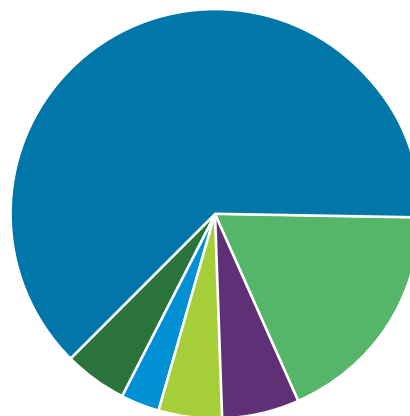
# WHO GCCA REACHES

Through the many educational and networking events worldwide, GCCA touches a global village of industry professionals representing over 1,300 facilities in 85 countries who serve the temperature-controlled warehousing & logistics, transportation, construction, and end-users in the perishables industry. Sponsors have the unique opportunity to raise brand awareness, market products, and meet with current and prospective customers through sponsoring GCCA events and initiatives.



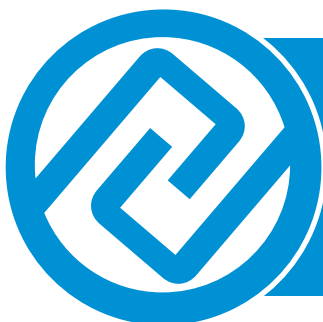
**GCCA Members by Region**

- 57%** United States
- 8%** Asia Pacific
- 8%** Europe
- 11%** Latin America & the Caribbean
- 9%** Central Asia
- 4%** Canada
- 3%** Middle East, Africa & North Africa



**GCCA Members by Type**

- 63%** Warehouses
- 18%** Supplier, Service Provider & Vendor
- 6%** General & Thermal Contractor (Construction)
- 5%** Academia, Consultants, Government, Non-Profit
- 5%** Processor/Manufacturer, Retail, Food Service
- 3%** Transportation



Check out the Global Cold Chain Directory & Buyers' Guide online at [www.gcca.org](http://www.gcca.org) to view all of GCCA's members and connect with cold chain professionals from around the world



# 2021 SPONSORSHIP & EXHIBITING OPPORTUNITIES

## SPONSORSHIP & EXPO CONTACT

For all sponsorship and exhibiting inquiries or to reserve an opportunity, contact:

James Rogers

*Sr. Director, Business Development*  
Global Cold Chain Alliance (GCCA)  
Phone: +1 703 373 4303  
[jrogers@gcca.org](mailto:jrogers@gcca.org)

# NEW OPPORTUNITY:

## IARW-WFLO-CEBA STRATEGIC BOARD MEETING

22-25 APRIL 2021 | FAIRMONT SCOTTSDALE PRINCESS RESORT | SCOTTSDALE, AZ

High level sponsorships will be offered at the IARW-WFLO-CEBA Strategic Board Meetings. Traditionally a warehouse-only meeting, a limited amount of exclusive sponsorships will be offered at the meeting. Sponsors will be invited to network and receive top level recognition and connection opportunities at the event's meals, reception, and various activities. Supplier attendance is exclusive to sponsoring companies.

### Sponsor Benefits:

- Recognition of sponsorship on Board Meeting marketing emails, and event signage
- Recognition of sponsorship during Board Meeting (logo on screen and verbal recognition)
- Verbal recognition in welcome remarks at first evening dinner
- All sponsors in attendance will receive distinctive "Sponsor Ribbons" to wear throughout the event
- Ability to send two representatives and spouses to event
- List of attendees with contact details
- Right of first refusal for sponsorship of same event, if offered, in 2022

## 2021 SPONSORSHIP OPPORTUNITIES:

SPONSORSHIP	PRICE (USD)
IARW-WFLO-CEBA Copper Canyon Wild West Fiesta (Day 3)	\$15,000 each (3)
IARW & WFLO-CEBA-IRTA Joint Board Reception (Day 1)	\$15,000
IARW & WFLO-CEBA-IRTA Joint Board Dinner (Day 1)	\$15,000
IARW-WFLO-CEBA After Dinner Get-Together (Day 2)	\$15,000
IARW-WFLO-CEBA Joint Board Lunch (Day 1)	\$10,000
Health and Wellness Sponsor: Branded Hand Sanitizer & Masks	\$10,000
IARW-WFLO Joint Board Closing Dinner (Day 4)	\$10,000
Outdoor Board Activity	\$10,000
Golf Tournament: Beverage Cart (Day 2)	\$7,500
Golf Tournament: Prizes & Hole Contests (Day 2)	\$7,500



### THANK YOU TO OUR 2020 SPONSORS :





# 130<sup>TH</sup> IARW-WFLO CONVENTION OVERVIEW

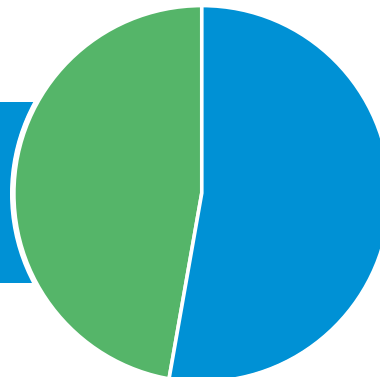
7-10 OCTOBER 2021 | AUSTIN MARRIOTT DOWNTOWN | AUSTIN, TEXAS

The IARW-WFLO Convention will offer a variety of unique social and business development experiences that are designed to provide a high level of brand recognition and connect you with owners, CEO's, and other top executives at the leading warehousing and logistics firms in the temperature controlled third-party logistics industry. Over 350 industry leaders regularly participate in this event.

## ATTENDEES BY COMPANY TYPE:

97%

of 2019 attendees said that  
Convention was worth  
their time and money



53% Warehouse  
Executives  
47% Supplier

## COMPANIES WHO ATTENDED THE 2019 IARW-WFLO CONVENTION:

AGRO Merchants Group, LLC  
Americold Logistics  
BASAL - IRESA Monterrey  
Bellingham Cold Storage Co.  
Bradner Cold Storage Ltd.  
Burris Logistics  
CAP - Logistica Frigorificada LTDA  
Confederation Freezers  
Classic Warehousing, INC  
Cloverleaf Cold Storage Co.  
Coldstar  
Commercial Cold Storage, Inc.  
Commercial Warehousing, Inc.  
Conestoga Cold Storage  
Congebec Logistics, Inc.  
Dick Cold Storage  
Doboy Cold Stores Pty, Ltd.  
Emergent Cold Pty Ltd  
Eskimo Cold Storage, LLC.  
Florida Freezer L. P.  
Friopuerto Investment, SLU  
Hall's Warehouse Corp.

Hanson Logistics  
Henningsen Cold Storage Co.  
Innovative Cold Storage  
Enterprises, Inc.  
Interchange Group, Inc.  
Interstate Warehousing, Inc.  
Konoike-Pacific (KPAC)  
Laverton Cold Storage  
Lineage Logistics  
Lone Star Cold Storage, Inc.  
Los Angeles Cold Storage Co.  
Mandich Group  
Mattingly Cold Storage  
Merchandise Warehouse Co., Inc.  
Merchants Cold Storage  
Company, LLC  
MHW Group  
Midwest Refrigerated  
Services, Inc.  
Minnesota Freezer  
Warehouse  
MTC Logistics

NewCold Advanced Logistics  
Nor-Am Cold Storage, Inc.  
Oxford Logistics Group  
Philadelphia Warehouse  
& Cold Storage, Co.  
Pioneer Cold  
Premier Refrigerated Warehouse  
Quality Refrigerated Services  
RLS Logistics  
San Diego Refrigerated Services, Inc.  
SnoTemp Cold Storage  
Southeast Cold Storage  
Stockhabo b.v.b.a  
Superfrio Armazéns Gerais Ltda

Traverse Cold Storage, LLC  
Trenton Cold Storage, Inc.  
United States Cold Storage, Inc.  
Valley Cold Storage & Transportation  
VersaCold Logistics Services  
Washington Cold Storage, Inc.  
WCS Logistics / Winchester  
Cold Storage  
Western Distribution Services, LLC  
Wiginton Fire Systems  
Zero Mountain, Inc.

### Convention Features:

- Insight into cold chain trends and key business drivers
- Executive level networking events
- High level opportunities for branding & recognition
- Industry supplier showcase
- TechTalks by vendors
- Golf outing

# 130<sup>TH</sup> IARW-WFLO CONVENTION

## SPONSORSHIP OPPORTUNITIES

### SPONSORSHIP BENEFITS:

- Recognition of sponsorship on Convention website, Convention digital promotion, and event signage
- Logo and description listed in exclusive sponsor section of Convention Mobile App
- Recognition of sponsorship during opening General Session (logo on screen and verbal recognition)
- Listed in pre-Convention brochure (must sign by 1 April 2021)
- All sponsors in attendance will receive distinctive "Sponsor Ribbons" to wear throughout the event
- Right of first refusal for sponsorship of same event, if offered, in 2022
- List of attendees with contact details

#### PLATINUM LEVEL

Sponsorship Includes: Four (4) complimentary attendee passes for sponsor company (\$6,000 value) (Total spend must reach level threshold to receive these benefits)

#### GOLD LEVEL

Sponsorship Includes: Two (2) complimentary attendee passes for sponsor company (\$3,000 value).



SPONSORSHIP LEVEL	SPONSORSHIP	PRICE (USD)
PLATINUM LEVEL \$17,000 and above	Austin City Limits (2nd night)	\$40,000
	IARW/WFLO Joint Board Reception & Dinner (1st day)	\$30,000
	Keynote Presenter Sponsor (2) (1st or 2nd day)	\$20,000 each
	Welcome Reception	\$17,000
	After Dinner Event	\$17,000
GOLD LEVEL \$9,500 - \$16,999	Keynote Presenter Sponsor (2) (3rd day)	\$12,000 each
	Hotel Key Cards	\$12,000
	Peer-to-Peer Roundtables	\$12,000
	Golf Classic Beverage Cart	\$12,000
	Convention WiFi	\$12,000
	Health and Wellness Sponsor (Branded Masks and Sanitizer)	\$10,000
	General Session Lunch (2) (2nd or 3rd day)	\$9,500 each
	Supplier Showcase (10)	\$9,500 each
SILVER LEVEL \$9,499 and below	Breakfast in the Supplier Showcase (2)	\$8,500 each
	Supplier TechTalks (3)	\$8,500 each
	Convention Mobile App	\$7,500
	Pocket Agenda	\$7,500
	Cool Innovators (3)	\$6,500 each
	Refreshments Break Sponsor (3) (Daily)	\$6,500 each
	Golf Classic Prizes	\$6,500
	Golf Classic Lunch	\$6,500
	Golf Classic Cigar Bar	\$6,000
	Branded Golf Balls	\$6,000
	Pens & Pads	\$6,000

# 41<sup>ST</sup> CEBA CONFERENCE & EXPO OVERVIEW

2 – 4 NOVEMBER 2021 | PARK MGM | LAS VEGAS, NV

The CEBA Conference & Expo attracts over 200 attendees and is a supplier's best venue for reaching builders and other controlled environment construction and engineering decision-makers. Participants come to the conference prepared to make important purchasing decisions. The expo features the latest technologies, solutions, products and services from some of the most respected names in the industry.



## ATTENDEES BY COMPANY TYPE

**48%** Supplier  
**31%** Contractor - Design/Build  
**21%** Food Industry and Warehouse Representative

**90%**

of Exhibitors and Sponsors said it provided strong ROI

## COMPANIES THAT ATTENDED THE 2019 CEBA CONFERENCE & EXPO:

A M King  
Acorn Thermal Services  
Ahern Fire Protection a division of J. F. Ahern Co.  
Albany Entrematic  
All Weather Insulated Panels  
Alliance Industrial Refrigeration Services, Inc.  
Alston Construction  
ALTA Refrigeration, Inc.  
Americold Logistics  
ATI Architects  
AutoMak Assembly, Inc.  
Bellingham Cold Storage Co.  
Berner Air Curtains  
BITZER U.S., Inc.  
Bosz Arch, Inc.  
Brucha Corp  
Carnot Refrigeration Inc.  
Cold Summit Development  
Cold Zone  
Coldbox Builders Inc.  
Coldroom Systems, Inc.  
Colmac Coil Manufacturing Inc.  
Commercial Warehousing, Inc.  
Congebec Logistics, Inc.  
Constellation  
Crystal Distribution Services, Inc.  
CSI of Virginia, Inc.  
CT Darnell Construction  
Danfoss  
DEEM, LLC  
Delta T Construction Company Inc.  
DistriCargo  
Dow Building Solutions

ESI Group USA  
Evapco Inc.  
Everidge  
Fastener Systems, Inc.  
Fisher Construction Group  
Frank Door Company  
Frazier Industrial Company  
FREEZ Construction  
Frez-N-Stor, Inc.  
Gleeson Constructors & Engineers, L.L.C.  
Global Insulated Doors Inc.  
Gordon Food Service  
Graycor Construction Company  
Green Span Profiles  
Griffin Insulated Structures  
Group4 Reps  
Henningesen Cold Storage Co.  
Hillphoenix  
Honeywell International Inc  
Hudson Global Strategies  
Jamison Door Company  
JAX Refrigeration  
Johns Manville  
Johnson Controls  
Kingspan Insulated Panels  
KPS Global  
LiftMaster  
Lineage Logistics  
Lockton Companies, LLC  
Logix Refrigeration Controls  
Lone Star Cold Storage, Inc.  
LTI Contracting  
Magnavale Ltd

Merchandise Warehouse Co., Inc.  
Merck & Co  
Metl-Span  
Midwest Materials Company  
Midwest Refrigerated Services, Inc.  
Minnesota Freezer Warehouse  
MTC Logistics  
NewCold Coöperatief U.A.  
NORDOCK Inc.  
O'Connor Construction Group  
Overture Stars Partners Holding LLC  
Owens Corning Foamular  
Peak Solutions  
Performance Contracting Inc.  
Pioneer Cold  
Plus Delta Consulting LLC (CHIEFEXECoach)  
PowerSecure  
Premier Refrigerated Warehouse  
Primus Builders, Inc.  
Quest/Therma-stor  
RC&E, Inc.  
Republic Refrigeration, Inc.  
RHH Foam Systems Inc.  
Ricker Thermline  
RLS Logistics - Corporate  
Romakowski GmbH & Co. KG  
Ryan Companies US, Inc.  
Rytec High Performance Doors  
S&S Refrigeration  
Safari Energy  
San Diego Refrigerated Services, Inc.  
Shambaugh  
Sheraz Cold Storage

SnoTemp Cold Storage  
Southern Equipment Sales Co.  
Stellar  
Storax | FLEXSPACE  
Subzero  
SubZero Constructors, Inc.  
Sutter Roofing Co of Florida  
Team Group, Ltd.  
The Fricks Company  
The Raymond Corporation  
Thermomass  
Tippmann Innovation  
True World Group  
TrueCore  
Twintec USA  
United Insulated Structures Corp.  
United States Cold Storage, Inc.  
Vapor Armour  
Viking Cold Solutions, Inc  
Wagner Fire Safety  
Wagner Group GmbH  
Ware Malcomb  
Weiland Doors  
Wiginton Fire Systems  
Williams Company

# 41<sup>ST</sup> CEBA CONFERENCE & EXPO

## EXHIBITING OPPORTUNITIES

### BENEFITS:

- Sponsor recognition on the GCCA website
- Company name and contact information in CEBA Conference & Expo Mobile App
- 6-foot draped table and chairs
- One (1) attendee pass included in the exhibit fee
- Receive full attendee list with contact information

### WHO EXHIBITS?

- Automation
- Cold Storage Contractors
- Doors
- Energy Efficiency Solutions
- Fire Prevention Systems
- Flexible Walls
- Flooring Install & Repair
- Insulated Panels
- Insulation
- Lighting
- Materials Handling
- Racking
- Refrigeration Contractors
- Machinery
- Roofing
- Solar

### PRICING:

SIZE	PRICE (USD)
Table top display	\$3,500

#### 2019 EXHIBITORS:

Albany Entrematic	Logix Refrigeration Controls	Weiland Doors
All Weather Insulated Panels	Metl-Span	Wiginton Fire Systems
AutoMak Assembly, Inc.	NORDOCK Inc.	
Berner Air Curtains	PowerSecure	
Brucha Corp	Quest/Therma-stor	
Carnot Refrigeration Inc.	Republic Refrigeration, Inc.	
Colmac Coil Manufacturing Inc.	RHH Foam Systems Inc.	
Everidge	Rytec High Performance Doors	
Evapco Inc.	The Fricks Company	
Frank Door Company	The Raymond Corporation	
Green Span Profiles	Thermomass	
Honeywell	Tippmann Innovation	
Jamison Door Company	TrueCore	
Johns Manville	Twintec USA	
Johnson Controls	Vapor Armour	
Kingspan Insulated Panels	Viking Cold Solutions, Inc	
KPS Global	Wagner Fire Safety, Inc.	

#### Event Features:

- Industry Presentations
- Exhibit Hall
- Networking Receptions
- Committees
- Built by the Best Award



# 41<sup>ST</sup> CEBA CONFERENCE & EXPO

## SPONSORSHIP OPPORTUNITIES

### SPONSORSHIP BENEFITS:

- Receive full attendee list with contact information
- Recognition of sponsorship on conference website, marketing materials, and event signage
- Acknowledgment during Opening General Session
- Logo included in the CEBA Conference & Expo Mobile App
- Discounted registration for your clients/customers to attend
- Right of first refusal for sponsorship, if offered, in 2022

SPONSORSHIP LEVEL	SPONSORSHIP	PRICE (USD)
PLATINUM LEVEL \$6,001+	Hotel Room Key Cards	\$7,000
	Keynote	\$7,000
	Welcome Reception (Max 2 Co-Sponsors)	\$7,000 each
	Conference WiFi	\$6,500
	Golf Tournament Beverage Cart	\$6,500
GOLD LEVEL \$5,001-\$6,000	Lunch in the Expo (Friday)	\$6,000
	Lunch in the Expo (Saturday)	\$6,000
	Conference Mobile App	\$5,500
	Farewell Reception (Max 3 Co-Sponsors)	\$5,500 each
SILVER LEVEL \$5,000 and below	Pocket Agenda	\$5,000
	Breakfast in the Expo (Friday)	\$5,000
	Breakfast in the Expo (Saturday)	\$5,000
	Golf Tournament Cigar Bar	\$4,500
	Golf Tournament Prizes	\$4,500
	Pads & Pens	\$4,500
	Health and Wellness Sponsor (Branded Hand Sanitizer)	\$4,500
	Refreshment Break in the Expo (3)	\$4,000 each
	Branded Golf Balls	\$4,000





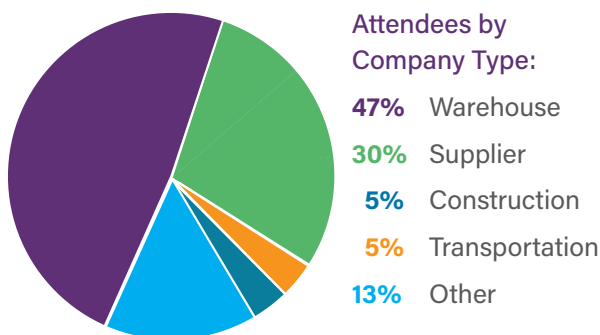
# GCCA COLD CHAIN POLICY FORUM

## OVERVIEW

26 - 28 JULY, 2021 | WASHINGTON, DC

The Cold Chain Policy Forum, organized by the Global Cold Chain Alliance (GCCA), is the premier policy event and fly-in for businesses engaged in temperature-controlled logistics. The primary audience includes third-party transportation, warehousing, and logistics providers, construction, and related industry associations. This program was formerly called the GCCA Assembly of Committees Meeting.

Over the past few years the Assembly of Committees (AOC) meeting, held in Washington, DC every July, has transitioned into a policy-oriented event to inform members and help them protect their business interests. In 2019, the event hosted 97 attendees and nearly 200 in the 2020 virtual format.



### Event Features:

- Washington Insider Access to policy, trends, rules and regulations impacting the cold chain
- Education Sessions
- Keynote Presentations
- Committees
- Networking Events with industry players, regulators, and policy makers

### COMPANIES THAT ATTENDED THE 2020 VIRTUAL GCCA COLD CHAIN POLICY FORUM:

Agile Cold Storage LLC  
 AGRO Merchants Group  
 American Frozen Food Institute  
 American Thermal System, Inc.  
 Americold Logistics  
 Armada Supply Chain Solutions  
 Bellingham Cold Storage Co.  
 Bonar Engineering & Construction Company  
 Bradner Cold Storage Ltd.  
 Burris Logistics  
 Burris Logistics PRW Plus  
 C&S Wholesale Grocers, Inc.  
 Cargill Meat Solutions  
 Center For Food Safety and Applied Nutrition - FDA  
 Chelsea International Cold Storage and Logistics, LLC  
 Commercial Cold Storage, Inc.  
 Conestoga Cold Storage  
 Congebec Logistics, Inc.  
 Crystal Distribution Services, Inc.  
 CWI Logistics  
 Dalkia Energy Solutions, LLC  
 Diversified Transfer  
 Eskimo Cold Storage, LLC.  
 Evapco Inc.

Flexspace  
 Florida Freezer, LP  
 Food Safety and Inspection Service  
 Fortdress America LLC  
 Frez-N-Stor, Inc.  
 General Mills  
 Global Cold Chain Alliance  
 Gray Construction  
 GridBeyond (US)  
 GT + Logistics  
 Guntner U.S. LLC  
 Hanson Logistics  
 Horvath & Weaver PC  
 Interchange Group, Inc.  
 International Institute of Ammonia Refrigeration  
 Interstate Warehousing, Inc.  
 Jackson Lewis P.C.  
 Jamison Door Company  
 JB Hunt Transportation  
 Lineage Logistics  
 Lockton Companies, LLC  
 Lone Star Cold Storage, Inc.  
 Los Angeles Cold Storage Co.  
 Maersk  
 Maritime Terminal Inc.

Mattingly Cold Storage  
 Mayekawa U.S.A., Inc.  
 Mesa Cold Storage, Ltd.  
 Micrologistics Warehouse Management Systems  
 Midwest Refrigerated Services, Inc.  
 Minnesota Freezer Warehouse  
 MTC Logistics  
 Nor-Am Cold Storage  
 Occupational Safety & Health Administration  
 Partners Alliance Cold Storage, Inc.  
 PLM Trailer Leasing  
 Port of Morrow Warehousing  
 Premier Refrigerated Warehouse  
 Qualianz Cuautitlán  
 Quality Refrigerated Services  
 Quest/Therma-stor  
 Refrigerated Transport, Inc.  
 Refrigerating Engineers  
 Refrigerating Engineers & Technicians Association  
 RefrigiWear Inc.  
 RLS Logistics  
 San Diego Refrigerated Services, Inc.  
 Scopelitis, Garvin, Light, Hanson & Feary  
 Sensitech Inc.

SnoTemp Cold Storage  
 Sodius Cold Storage Company, Inc.  
 Southeast Cold Storage  
 Stellar  
 Summit Cold Storage, Inc.  
 SYSCO Corporation  
 Terra Vista Capital, Inc.  
 The Raymond Corporation  
 U.S. Environmental Protection Agency  
 Unicol Corporation  
 United States Cold Storage - Lebanon  
 United States Cold Storage, Inc.  
 Vapor Armour  
 VersaCold Logistics Services  
 Viking Cold Solutions, Inc  
 Wagner Group GmbH  
 WCS Logistics / Winchester Cold Storage  
 Wilkerson Cold Storage Co.  
 Williams Specialty Industrial of Marcus & Millichap  
 York Cold Storage LLC

# GCCA COLD CHAIN POLICY FORUM

## SPONSORSHIP OPPORTUNITIES

Reach top-level executives at the GCCA Cold Chain Policy Forum through a variety of exclusive sponsorship opportunities. There are three levels of sponsorship: Platinum, Gold, and Silver. Platinum sponsors appear at the top of all sponsor materials, Gold appear directly below, followed by Silver. Platinum sponsors also have the option to sponsor specific events/items at the meetings.

### SPONSORSHIP BENEFITS:

- Marketing collateral on Sponsor Table
- Acknowledgment during General Session luncheon
- Logo featured on the event website, program, and event Mobile App
- Distinctive sponsor ribbon displayed on event badge
- Right of first refusal for sponsorship, if offered, in 2022
- Receive full attendee list with contact information

SPONSORSHIP LEVEL	SPONSORSHIP	PRICE (USD)
PLATINUM LEVEL	Welcome Reception	\$5,000
	Opening General Session Luncheon	\$5,000
	Closing General Session Luncheon	\$5,000
	Closing Industry Reception	\$5,000
	Registration & Wifi	\$5,000
GOLD LEVEL	Mobile App	\$4,000
	Coffee and Refreshments Break (Tues & Wed)	\$3,500
	Breakfast (Tuesday)	\$3,500
	Breakfast (Wednesday)	\$3,500
	Health and Wellness Sponsor (Branded Masks)	\$4,000
	Health and Wellness Sponsor (Branded Sanitizers)	\$3,000
	Education Session (6)	\$3,000



Cold Chain Advocacy  
Fund Supporters  
receive year-round  
recognition!

# GLOBAL COLD CHAIN ALLIANCE® ADVOCACY FUND

ADVOCACY | INDUSTRY PROMOTION | RESEARCH | INTERNATIONAL



## GCCA STANDS WITH YOU. THE TIME TO ACT IS NOW.

Never before has our industry faced such uncertainty and vulnerability from America's policy makers, both in the White House and in both chambers of Congress. **A new Administration and new Congress represent new challenges and opportunities that we will need to face as an industry, together.**

The incoming Administration and Democratic controlled Congress could implement burdensome regulations and increase oversight over our industry in a number of ways. This includes:



### OSHA COVID-19 STANDARDS

- Enacting a national emergency temporary standard for industry
- Sets the stage for permanent regulation on infectious disease control in the workplace



### CLIMATE CHANGE

- Pursuing aggressive policies to address climate change, through both executive action and legislation
- Rejoining the Paris Climate Agreement, eliminating greenhouse gas emissions, and implementing the Green New Deal



### LABOR

- Strengthening worker organizing, collective bargaining and unions through executive action and legislation such as the PRO Act
- Labor initiatives, like 'micro-unit' organizations and joint employer policies could quickly be reinstated



### ADDITIONAL REGULATIONS

- Revisiting EPA's Risk Management Program (RMP) regulation and making additional requirements
- Changes to Process Safety Management



### TAXES

- Rolling back the Trump tax cuts
- Increasing the corporate tax rate from 21% to 28%, phasing out deductions for pass-through entities
- Raising the top marginal income-tax rate from 37% to 39.6%
- Less money in the pockets of businesses means less jobs available for hardworking employees

A Democrat controlled White House and Congress will only mean more rules, regulations and burdensome policies.

## THERE IS SOMETHING YOU CAN DO.

To learn more about how you can contribute contact  
**Lowell Randel (lrandel@gcca.org) or visit [www.gccaadvocacy.org](http://www.gccaadvocacy.org).**  
**Visit [WWW.GCCAADVOCACY.ORG](http://WWW.GCCAADVOCACY.ORG) for more information.**

## 2021 SHARE GROUPS PROGRAM

Connectivity matters to essential industries. GCCA's Share Groups program provides cold chain functional leaders with opportunities to develop relationships and discover new ideas via open, peer-driven discussions.

Biannual meetings provide an intimate forum to share ideas and information on common challenges and opportunities with fellow cold chain warehouse operators in IT/Technology, HR/Talent, Finance, and Marketing.



### HR & TALENT SHARE GROUP

**Ideal Participants:** CHO, EVP/SVP/VP/Dir., HR, Talent, Workforce Development



### FINANCE SHARE GROUP:

**Ideal Participants:** CFOs/Controllers, EVP/SVP/VP/Dir. Finance



### TECHNOLOGY SHARE GROUP

**Ideal Participants:** CIO/CTO, EVP/SVP/VP/Dir. IT & Technology



### MARKETING SHARE GROUP

**Ideal Participants:** CMOs/EVP/SVP/VP/Dir. Marketing, Customer Development

### SPONSOR BENEFITS:

- Participation in networking and meal opportunities that take place in conjunction with meetings
- Recognition & branding at in person and virtual meetings
- Branding in private virtual community for share group members only to continue the conversation between in-person meetings
- Brief presentation opportunity at meeting

### SPONSOR INVESTMENT:

**\$5,000 per share group**

### SAMPLE OF 2020 AND PAST LEADERSHIP FORUM AND SHARE GROUP PARTICIPANTS:

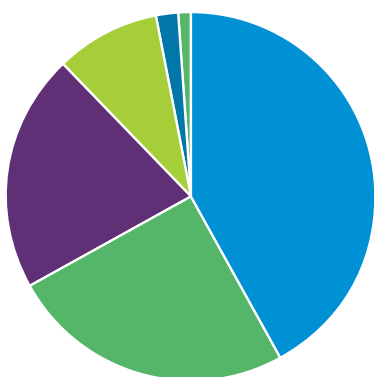
Americold Logistics, Complete Cold, Congebec Logistics, Inc., Crystal Distribution Services, Inc., CWI Logistics, Frez-N-Stor, Inc., Hanson Logistics, Interchange Group, Inc., Lineage Logistics, Lone Star Cold Storage, Inc., Merchandise Warehouse Co., Inc., Midwest Refrigerated Services, Inc., Minnesota Freezer Warehouse, MTC Logistics, NewCold Coöperatief U.A., Premier Refrigerated Warehouse, RLS Logistics, San Diego Refrigerated Services, Inc., SnoTemp Cold Storage, United States Cold Storage, Inc.



# GCCA 24<sup>TH</sup> EUROPEAN COLD CHAIN CONFERENCE OVERVIEW

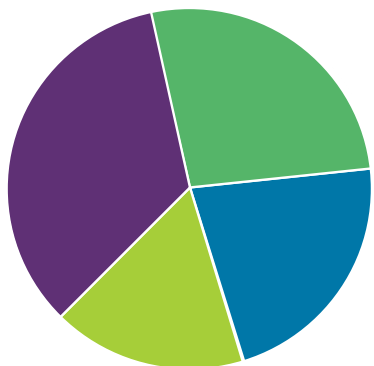
1 - 3 JUNE 2021 | ROTTERDAM, THE NETHERLANDS

The GCCA European Cold Chain Conference is a supplier's best venue for reaching temperature-controlled warehousing and logistics executives in the European market. Increase your company's brand visibility and promote your brand at the event through the sponsorship program and reach over 130 attendees. Each opportunity has been customized to spotlight your company throughout the entire event, and exclusively at specific event functions. The expo features the latest technologies, solutions, products and services from some of the most respected names in the industry.



## 2020 ATTENDEE DEMOGRAPHICS

- 42%** Warehouse
- 25%** Supplier
- 21%** Transportation
- 9%** Trade Associations
- 2%** Press
- 1%** Construction



## ATTENDEE DEMOGRAPHICS BY TITLE

- 37%** Director or Manager
- 32%** Executive: CEO, President, Owner
- 20%** Other
- 12%** Executive Team: Senior VP, VP, C-Suite

**95%**

Attendee satisfaction rating!



Three men in business attire are standing and talking, with one holding a coffee cup.



# GCCA 24<sup>TH</sup> EUROPEAN COLD CHAIN CONFERENCE

## EXHIBITING OPPORTUNITIES

### WHO EXHIBITS?

- Automation/Robotics
- Construction Providers
- Docking Equipment
- Doors
- Energy Efficiency Solutions
- Fire Prevention Solutions
- Food Safety & Compliance
- Insulated Clothing
- Insulated Panels
- Lighting Manufacturers & Suppliers
- Materials Handling
- Racking Equipment
- Refrigeration Equipment & Contractors
- WMS & TMS Providers

### PRICING:

SIZE	PRICE (EURO)
Table Top Display	Member — €2850 Non-Member — €3850

### EXHIBIT BENEFITS:

- Company name on event website
- Company name and contact information featured in Conference Mobile App
- 2-meter draped table and chairs
- One (1) attendee registration included in the exhibit fee

### EXHIBITING COMPANIES

Antwerp	HB Products	SSI-Schafer
Carrier Commercial Refrigeration	ISOCAB by Kingspan	Viking Cold
Fortdress	Johnson Controls	Wagner Group

### COMPANIES THAT ATTENDED THE 2019 EUROPEAN COLD CHAIN CONFERENCE:

AB Tehnic Profesional srl	DHL Innovation Centre	Intrion Belgium	Reitan Distribution
AGRO Merchants Group	DP World Antwerp Head Office	IRU	Sagacity
Alaska Cold Stores	Elevate-IT NV	ISOCAB France S.A.S.	Sensata Technologies
Antin	Eurofrigo B. V.	ISOPAN SPA	SSI-Schäfer AG
Antwerp Cold Stores	European Cold Storage and Logistics Association	Johnson Controls	STEF Logistique
Approved Cold Storage	Evapco Europe BVBA	Kloosbeheer B.V.	Stockhobo b.v.b.a
ARCH Emerging Market Partners	FCO Media	Leen Menken Distri-Services BV	Storax   FLEXSPACE
Arcus Infrastructure Partners LLP	Fortdress International KG	Lineage Logistics	Storax Racking Systems
Blulog Sp. z o.o.	FP Sines, Unipessoal Lda.	Lineage Logistics (Bergen)	Stow Belgium
Boltrics	FreezeLink	Lineage Logistics (Gloucester)	Teneo
Carrier Refrigeration Benelux B.V.	Frigolanda Cold Logistics	Logistics Way	Tiefkühlcenter Bocholt GmbH
Carrier Refrigeration Operation Czech Republic s.r.o.	Friopuerto Investment, SLU	Magnavale Ltd	Underwriters Laboratories Iberica S.L.
Carrier SCS / Profroid-Green & Cool	Global Cold Chain Alliance	Mayekawa Europe N.V.	University of Lodz
Cold Chain Federation	Grocontinental Ltd	Metaflex Door Europe bv	Van Soest Coldstores N.V.
Coldbox Builders Inc.	Groupe Conhexa	NAI FrontPoint Partners	Vereniging Van Nederlandse Koel - En Vrieshuizen (NEKOVRI)
Coldstar	HB Products A/S	NewCold Coöperatief U.A.	VersaCold Logistics Services
ColdstoreExpertiseCenter.com	Honeywell	Overture Stars Partners Holding LLC	Viking Cold Solutions, Inc
Conestoga Cold Storage	Hudson Global Strategies	PSA Antwerp	Wagner Group GmbH
Cool Logistics Resources Ltd	Ingersoll Rand Climate Control Technologies: Thermo King Europe	PSA International Pte Ltd.	
Craymere Consulting Limited	InspiraFarms	Rabobank	
Danfoss A/S		Ramboll Finland	
		RBK Group	

# GCCA 24<sup>TH</sup> EUROPEAN COLD CHAIN CONFERENCE SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP BENEFITS:

- Recognition of sponsorship on conference website, conference marketing emails, and event signage
- Logo and description listed in exclusive sponsor section of Conference Mobile App
- Recognition of sponsorship in Conference Mobile App
- Recognition of sponsorship during opening Plenary Session (logo on screen and verbal recognition)
- Listed in select pre-event marketing only for specific packages (Diamond Level)
- All sponsors in attendance will receive distinctive "Sponsor Ribbons" to wear throughout the event
- Right of first refusal for sponsorship of same event, if offered, in 2022
- List of attendees with contact details subject to attendees' approval, in compliance with GDPRP

SPONSORSHIP LEVEL	SPONSORSHIP	PRICE
DIAMOND LEVEL	Packages of €10k or above	€10 000+
PLATINUM LEVEL*	Welcome Reception	€5250
	Opening Dinner	€5250
	Industry Perspective Tech Talk (2)	€5250 Each
	Keynote Presenter (Thursday)	€5250
	Automation Tour	€5250
GOLD LEVEL	Mobile App	€4250
	Health and Wellness Sponsor (Branded Masks)	€4250
	Keynote Presenter (Friday)	€4250
	Happy Hour in the Expo (Thursday)	€4250
	Registration	€4250
	Branded Room Keys	€4250
SILVER LEVEL	Networking Lunch in the Expo (Thursday)	€3250
	Health and Wellness Sponsor (Branded Sanitizer)	€3250
	Networking Lunch in the Expo (Friday)	€3250
	Pads & Pens	€3250
	Morning Coffee in the Expo (Thursday)	€3250
	Networking Break in the Expo (Thursday Morning)	€3250
	Refreshments in the Expo (Thursday Afternoon)	€3250
	Morning Coffee in the Expo (Friday)	€3250
	Networking Break in the Expo (Friday)	€3250
Warehouse Forum	See page 23	€2500

*\*Platinum sponsors receive one (1) pre-event email blast to conference attendees, which will be sent by event management.*

# GCCA EUROPEAN WAREHOUSE FORUM OVERVIEW

17 MARCH & 18-19 NOVEMBER 2021 | VIRTUAL

Hosted twice a year, the GCCA European Warehouse Forum, formerly known as the European Warehouse Council, is an exclusive venue for cold chain operator members to learn about the latest market developments at country level across Europe – and sometimes beyond. Participants will get unique insights from industry peers and can exchange views on current challenges and the future of the sector.

## SPONSORSHIP OPPORTUNITIES

Sponsoring the GCCA European Warehouse Forum gives GCCA associate members (supplier and contractor) exclusive access to decision makers from temperature-controlled logistics companies attending and unique insights into industry trends and developments.

### BENEFITS OF SPONSORING INCLUDE:

- Direct access to a qualified audience of potential customers
- Unique insight into the trends and challenges pertaining to temperature-controlled logistics
- Attend Warehouse Forum as an observer (one participant from sponsoring company)
- Customized brand exposure
- Access to facility visits (for in-person events)
- Display banner at event
- Distribute leaflets or brochures and give-aways at event
- Sponsorship includes two representative participations from the sponsoring company when the Forum is held in conjunction with another GCCA event

**COST: €2850**

*Note: each event is limited to two sponsors*

### COMPANIES THAT ATTENDED THE 2019 WAREHOUSE COUNCIL MEETING:

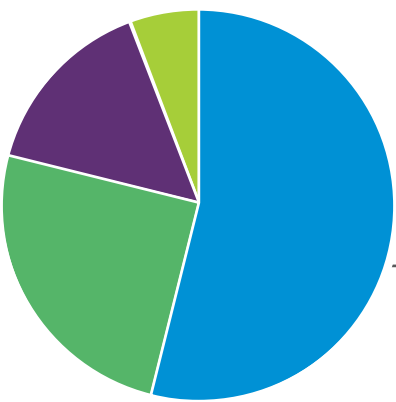
Americold Logistics	Dreisbach Enterprises, Inc.	Magnavale Ltd	Corporate Office
BASAL - IRESA Monterrey	Fowler Welch	MTC Logistics	Tiefkühlcenter Bocholt GmbH
Bradner Cold Storage Ltd.	Friopuerto Investment, SLU	NewCold Advanced Logistics	Transmar, Ltd.
British Frozen Food Federation	GEA Group Aktiengesellschaft	Newport-St Paul Cold Storage, Co.	United States Cold Storage, Inc.
Burris Logistics	Henningesen Cold Storage Co.	Nor-Am Cold Storage, Inc.	Virginia Tech
Chiltern Distribution Ltd	ISOPAN SPA	Norish Ltd.	Wagner UK Ltd.
Cold Chain Federation	Kloosbeheer BV.	Premier Refrigerated Warehouse	WCS Logistics / Winchester Cold Storage
Coldbox Builders Inc.	Lineage Logistics	RLS Logistics - Corporate	Western Distribution Services, LLC
Coldstar	Lockton Companies, LLC	Southeast Cold Storage	Yearsley Logistics
Conestoga Cold Storage	Lone Star Cold Storage, Inc.	Stockhabo b.v.b.a	
Dick Cold Storage	Maersk	Superfrio Armazéns Gerais Ltda -	

*For all inquiries, contact our European Director Julie Hanson at [jhanson@gcca.org](mailto:jhanson@gcca.org) or by phone +32 496 065 865.*

# GCCA LATIN AMERICA COLD CHAIN CONGRESS OVERVIEW

8 - 9 NOVEMBER 2021 | MEXICO CITY, MEXICO

The 5<sup>th</sup> annual Latin American Cold Chain Congress brings together leaders and businessmen from the food industry throughout Latin America, as well as government officials, to discuss the trends, opportunities and challenges of the cold chain for the new economies and the future of Latin America. Increase your company's brand visibility and promote your brand at the event through the sponsorship program. Each opportunity has been customized to spotlight your company throughout the entire event, and exclusively at specific event functions. The expo hosts nearly 100 attendees and features the latest technologies, solutions, products and services from some of the most respected names in the industry.

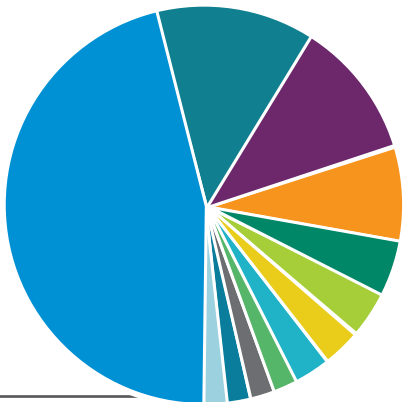


2019 ATTENDEE DEMOGRAPHICS BY TITLE

- 56% Director, Manager
- 20% Upper Management, Vice President
- 17% Executive, CEO, President, Owner
- 7% Other (Academia, Legal, Government)

ATTENDEE DEMOGRAPHICS BY LOCATION

- |     |                    |    |           |
|-----|--------------------|----|-----------|
| 45% | Peru               | 3% | Guatemala |
| 15% | Mexico             | 3% | Ecuador   |
| 11% | Dominican Republic | 1% | Argentina |
| 8%  | USA                | 1% | Colombia  |
| 6%  | Brazil             | 1% | Panama    |
| 4%  | Chile              | 1% | Spain     |



93%

of exhibitors & sponsors  
said the event was worth  
their time and money

100%

satisfaction rating from  
attendee participants!



# GCCA LATIN AMERICA COLD CHAIN CONGRESS

## SPONSORSHIP OPPORTUNITIES

### SPONSORSHIP BENEFITS:

- Recognition of sponsorship on conference website, conference marketing emails, and event signage
- Logo and description listed in exclusive sponsor section of the Conference Program
- Recognition of sponsorship in event program
- Recognition of sponsorship during opening General Session (logo on screen and verbal recognition)
- Listed in select pre-event marketing
- All sponsors in attendance will receive distinctive "Sponsor Ribbon" to wear throughout event
- Right of first refusal for sponsorship of same event, if offered, in 2022
- Table Top Display (only Platinum Sponsors)
- List of attendees with contact details

### SPONSORSHIP OPPORTUNITIES:

SPONSORSHIP LEVEL	SPONSORSHIP	PRICE (USD)
PLATINUM LEVEL	Keynote Presenter	\$4,000
	Farewell Reception	\$4,000
	Networking Luncheon	\$4,000
GOLD LEVEL	Cold Chain Café	\$3,000
	Health and Wellness Sponsor (Branded Masks)	\$3,000
	Pocket Agendas	\$3,000
	Lanyards	\$3,000
	Industry Trends Tech Talk	\$3,000
SILVER LEVEL	Conference WiFi	\$2,500
	Health and Wellness Sponsor (Branded Sanitizer)	\$2,500
	Coffee Break	\$2,000
	Pads & Pens	\$2,000
	Tour of Facility	\$1,500

For all inquiries, contact our Latin America Director Debbie Corado at [dcorado@gcca.org](mailto:dcorado@gcca.org) or by phone +(502) 22193497.





# GCCA LATIN AMERICA COLD CHAIN CONGRESS

## EXHIBITING OPPORTUNITIES

### WHO EXHIBITS?

- Construction Providers
- Docking Equipment
- Doors
- Energy Efficiency Solutions
- Fire Prevention Solutions
- Fork Lifts & Material Handling
- Insulated Clothing
- Insulated Panels
- Lighting Manufactures & Suppliers
- Racking Equipment
- Refrigeration Contractors
- WMS & TMS Providers

### PRICING:

SIZE	PRICE (USD)
Table Top Display	\$2,500

### EXHIBIT BENEFITS:

- Company name on the event website
- Company name and contact information in Onsite Program
- 2 Meter draped table and 2 chairs
- One (1) attendee registration included in the exhibit fee (additional booth personnel can register at 25% discount)
- Access to attendee list with contact details



### COMPANIES THAT ATTENDED THE 2019 LATIN AMERICA CONGRESS:

ADEX	Bodegas Frias, S.A.	GS1	Precisa Frozen Ltda.
Aerodom: Las Americas Airport	Caribe Cargo	Henningsen Cold Storage Co.	Promperu
Agrocluster Del Caribe	Carrier Transicold de Mexico, S.A. de C.V.	I+D+I Institute of Neurocoaching	Refrigeracion Linca SA de CV
Agroempaques, S.A.	Danfoss Do Brasil Industria E Comercio LTDA	International Executive Service Corps	RefrigiWear Inc.
Agroexportaciones & Medio Ambiente	DICARINA	Ipsos	RV Ingenieria
Alicorp SAA	E3 Consulting Group	Iresa	Saudi Food
Alimentos SBF de Mexico de R.L	Emergent Cold Pty Ltd	Johnson Controls Peru	Superfrio Armazéns Gerais Ltda -
All Natural Process EIRL	Frazier Industrial Company	K Line Peru SAC	Zgroup Sac
Almafrío SRL	Frigorifico Oneto y Cia. S.A.I.C.	Loginspecs S. C.	
Altamira Terminal Multimodal Sa de Cv	Frioport S.A.	Logística Fría Griver, SAPI de CV (Friopuerto Veracruz)	
Amadube Investment	Friopuerto Investment, SLU	Marítima Dominicana S.A.S	
America Logistica Group	Friopuerto Montevideo	Mayekawa Peru	
AMR-Agro	Froztec International Inc.	Metecno S.A. De C.V.	
Approlog	Gestión de Negocios Capricornio	Pacific Cooling Services S.A. Pacoolse	
ASAP Consulting Group, SAC	Grupo Frio Integral	Patria	
Asopropimopla	Grupo Inversor Veracruzano, SAPI de CV	Patria Investments / Colombia	
Axis Global Logistics SAC	Grupo Ransa	Pesca & Medio Ambiente	
Bajo Cero Frigorificos			

# GCCA BRAZILIAN COLD CHAIN CONGRESS OVERVIEW

28 OCTOBER 2021 | SÃO PAULO, BRAZIL

The Global Cold Chain Alliance Brazil is organizing the eighth edition of this Congress focused exclusively on the temperature controlled logistics sector. The event will bring together 50+ entrepreneurs and professionals from the cold chain for a day of interaction and broad educational content. The programming is intended for warehousing and logistics executives who are looking for opportunities and solutions to develop their business.



100%

of sponsors said it was the right audience for their products and services



**AUDIENCE:** Warehouses and Logistics Operators, Food Industry and Processors, Suppliers, Builders, Carriers and Public Administration.

## COMPANIES THAT ATTENDED THE 2019 BRAZILIAN COLD CHAIN CONGRESS:

ABOL  
ABPA  
Arfrio  
BRF  
CAP Logística  
Catupiry  
Comfrio  
Confiance Log  
Danfoss  
FM Approvals

Frigorífico Marba Ltda  
Friopuerto Montevideo  
Frioale Log  
Friozem Armazéns Frigoríficos  
Friozem Armazéns Frigoríficos  
GCCA  
GS&Libbra  
Guentner  
Iceport  
Marba

Marfrig  
Martini Meat  
Mayekawa  
Opergel Alimentos  
Refrio  
Revista Tecnológica  
RLS Logistics  
Senso Solutions  
Sonda Supermercados  
Superfrio Armazéns Gerais

Tedesco Engenharia e Logística  
Testo  
Thermo King

# GCCA BRAZILIAN COLD CHAIN CONGRESS

## SPONSORSHIP OPPORTUNITIES

### WHO EXHIBITS & SPONSORS?

- Construction Providers
- Docking Equipment
- Doors
- Energy Efficiency Solutions
- Fire Prevention Solutions
- Insulated Clothing
- Insulated Panels
- Lighting Manufactures & Suppliers
- Materials Handling
- Racking Equipment
- Refrigeration Contractors
- WMS & TMS Providers

### EXHIBITORS & SPONSORS:

Danfoss  
Assist Software  
Guntner

Mayekewa  
Senso Solutions  
Tedesco

Testo  
Vafilm  
Bitzer, Tyco Fire Protection

Lockton Seguros, Emerson  
Automation Solutions  
Johnson Controls

## SPONSORSHIP & EXHIBITING OPPORTUNITIES

*Sponsorships in USD*

SPONSORSHIP LEVEL	SPONSORSHIP	PRICE (USD)
PLATINUM LEVEL	<ul style="list-style-type: none"> <li>• Opportunity to introduce one of the speakers of the event on stage and briefly present your company (5 minutes)</li> <li>• Recognition of sponsorship on conference website, conference marketing emails, and event signage</li> <li>• Recognition at the official opening of the Symposium</li> <li>• All sponsors in attendance will receive distinctive "Sponsor Ribbon" to wear throughout event</li> <li>• List of attendees with contact details</li> <li>• Four event registrations</li> </ul>	\$3,000
<p><i>*Platinum Level: Additional Opportunities:</i>  <i>Expo table-top available in the hall of the event</i>  <i>**Optional Additional Benefit (one per Platinum sponsor):</i></p> <ul style="list-style-type: none"> <li>• Water bottles with your company's logo: add \$400</li> <li>• Fabric bag with your company's logo: add \$400</li> <li>• Back of the chair with your company's logo: add \$400</li> </ul>		
GOLD LEVEL	<ul style="list-style-type: none"> <li>• Recognition of sponsorship on conference website, conference marketing emails, and event signage</li> <li>• Recognition at the official opening of the Symposium</li> <li>• All sponsors in attendance will receive distinctive "Sponsor Ribbon" to wear throughout event</li> <li>• List of attendees with contact details</li> <li>• Three event registrations</li> </ul> <p><i>*Additional Benefit: Expo table-top available in the hall of the event</i></p>	\$2,000
SILVER LEVEL	<ul style="list-style-type: none"> <li>• Recognition of sponsorship on conference website, conference marketing emails, and event signage</li> <li>• Recognition at the official opening of the Symposium</li> <li>• All sponsors in attendance will receive distinctive "Sponsor Ribbon" to wear throughout event</li> <li>• List of attendees with contact details</li> <li>• Two event registrations</li> </ul>	\$1,000

# GCCA NORTH AMERICA COLD CHAIN CONNECTIONS OVERVIEW & SPONSORSHIP OPPORTUNITIES

Cold Chain Connections deliver a dynamic experience, bringing together small groups (15-35) of professionals in key cities around the world for focused, high-quality discussions, networking, and education. Connections will be hosted over breakfasts, luncheons, and receptions with opportunities to golf before or after the program.

DATE	LOCATION	EVENT NAME
NORTH AMERICA		
April, 2021	Dallas, TX (Four Seasons)(Las Colinas)	Cold Chain Connection (with Golf)
April, 23 2021	Scottsdale, AZ	Cold Chain Connection (with Golf) in conjunction with Board Meeting
May 2021	Atlanta, GA	Cold Chain Connection (with Golf)
Late June 2021	Kansas City, St. Louis, Wisconsin	Cold Chain Connection (with Golf)
25 or 29 July 2021	Philly-South NJ/Northern NY Toronto/Quebec City	Cold Chain Connection (with Golf)
August 2021	Toronto, Canada	Cold Chain Connection (with Golf)
September 2021	Pacific	Cold Chain Connection (with Golf)

## SPONSORSHIP BENEFITS

- Recognition of sponsorship on event website and digital promotions
- At the event, sponsors will receive branding
- Receive full attendee list with contact information
- Logo recognition on onsite signage
- Marketing materials displayed onsite
- Two (2) complimentary registrations to event

**\*Maximum of Three (3) Sponsors per Cold Chain Connection.**  
Contact GCCA to discuss exclusive sponsorship opportunities or to discuss multiple meeting discounts

## PRICING:

SPONSORSHIP*	PRICE (USD)
North American Cold Chain Connection	\$5,000 each



# GCCA GLOBAL COLD CHAIN CONNECTIONS

DATE	LOCATION	EVENT NAME
LATIN AMERICA		
March	Virtual	Cold Chain Connection
April	Virtual	Cold Chain Connection
July	Virtual	Cold Chain Connection
October 8	Rio de Janeiro, Brazil	End of Year Dinner
August	Porto Alegre, Brazil	Cold Chain Connection
November	Mexico City	Study Tour
SOUTH AFRICA		
March	Virtual	Cold Chain Connection
September 8	Durban, South Africa	Cold Chain Connection
September 16	Capetown, South Africa	Cold Chain Connection
October 7	Johannesburg, South Africa	Cold Chain Connection
ASIA PACIFIC		
October	Melbourne, Australia	Cold Chain Connection
TBD	Beijing, China	Cold Chain Connection
GULF REGION/MIDDLE EAST		
TBD	Dubai, UAE	Cold Chain Connection
EUROPE		
18 - 19 November	TBD	Cold Chain Connection

## SPONSORSHIP BENEFITS:

- Recognition of sponsorship on event website and digital promotions
- At the event, sponsors will receive branding
- Receive full attendee list with contact information
- Logo recognition on onsite signage
- Marketing materials displayed onsite
- One (1) complimentary registration to event

## PRICING:

SPONSORSHIP*	PRICE
GCCA Cold Chain Connection - (All Regions Except Europe)	\$2,000 each
GCCA Cold Chain Connection - (Europe)	€2500

### Interested in sponsoring a Cold Chain Connection, but don't see the country or region listed above?

GCCA has the ability to host a Cold Chain Connection anywhere in the world! GCCA also has active development projects and has the ability to add a Cold Chain Connection in conjunction with a project. Contact James Rogers at [jrogers@gcca.org](mailto:jrogers@gcca.org) or +1 703 373 4303 to discuss either one of these special opportunities.



# NEW OPPORTUNITY: COLD CHAIN ESSENTIALS DIGITAL LEARNING SPONSORSHIPS

Deliver essential industry education directly to your home or place of business. GCCA Digital Learning focuses on the most pressing issues, pertinent topics, trends, and innovations to keep cold chain operators in the know.

Cold Chain Essentials is comprised of two education formats: “hosted” and “sponsored” tracks. Each track offers unique benefits and positions sponsors for continual branding opportunities throughout the year with heightened visibility of your product/service in the weeks leading up to the presentation.

## BENEFITS OF SPONSORING GCCA DIGITAL LEARNING:

- RAISE BRAND AWARENESS
- EDUCATE THE MARKETPLACE ON YOUR PRODUCTS AND SERVICES
- ACHIEVE MEASURABLE RESULTS
- GENERATE SALES LEADS VIA GCCA'S MEMBERSHIP DATABASE

## OPTION 1: HOSTED LEARNING TRACK

Hosted Learning Tracks focus on key cold chain issues and are hosted and presented by the industry's top experts. Sponsors gain valuable thought leadership by associating their brand with these essential education sessions. Two series are offered under this track, and are highlighted below.

- Technology & Innovation Digital Learning Series
- Government & Industry Affairs Digital Learning Series

## SPONSOR BENEFITS:

- Branded slides at start of webinar
- Verbal introduction by facilitator noting support
- 2-minute overview of product/services made by sponsor
- Speaker introduction (Optional)
- Two marketing emails to GCCA membership
- Promotion in Cold Connection e-Newsletter
- Promotion on Social Media
- Logo on GCCA's event page and website
- Final registration list after the webinar
- Recording will be archived on the GCCA site
- Complimentary discount code for customers/prospects outside of GCCA membership (Non-Member cost is \$99 per webinar)

## PRICING:

\$7,500 for 3 education session package  
(4 packages available total - 2 packages per series)

# COLD CHAIN ESSENTIALS DIGITAL LEARNING SPONSORSHIPS (CONT.)

## OPTION 2: SPONSORED LEARNING TRACK

The Sponsored Learning Track provides the opportunity to design and create your own digital education session. Sponsored sessions are required to be educational in nature and are not intended to be a sales pitch. The most successful webinars are based on white papers, case studies, or joint presentations with a customer showcasing how you helped them solve a problem or innovate their operations.

### Previous topics included:

- Thermal Energy Solutions -- Viking Cold Solutions
- Active Fire Prevention Systems Using Oxygen Reduction Technology – Wagner
- Automation Eases Cold Chain Disruption – Dematic
- How IOT is Revolutionizing Real-Time Cold Chain Monitoring – Aeris
- Accuracy Through Automation - Mitsubishi Caterpillar Forklift America, Inc.
- Electrification Strategies for Facilities and Fleets - PLM and GridMarket

## SPONSOR BENEFITS:

- Tailored webinar content designed and presented by sponsor
- Three (3) digital promotions to GCCA membership
- Promotion in Cold Connection e-Newsletter (1 issue)
- Promotion on GCCA's event calendar and website
- Social media promotion
- You will receive the final registration list prior and post webinar
- The recording will be archived on the GCCA site in the event presentation section
- You will receive a URL to the recording to utilize for marketing purposes
- Complimentary invitations for customers/prospects outside of GCCA membership

## PRICING:

\$3,500 per education session (6 sessions per year)

## HOW DOES THE PROGRAM WORK?

GCCA's education and marketing teams handle all the administration and promotion of the webinar for you, directly delivering your brand promotion to the GCCA audience. The sponsored webinars are perfect for metrics-driven companies that want to track the results of their marketing program.

## WHAT DO WE NEED FROM YOU TO GET STARTED?

- Official title of the webinar, with a description and speakers (please include their titles and email addresses)
- Desired time-frame preferences for webinar
- Your logo in high resolution (.eps) format

# NEW OPPORTUNITY: WFLO INSTITUTE SPONSORSHIP AND SCHOLARSHIP PROGRAM

WEST: 2021 MAY 16 - 19 | TEMPLE MISSION PALMS | TEMPE, AZ &

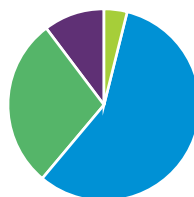
EAST: 2021 MAY 22 - 26 | GEORGIA TECH HOTEL & CONFERENCE CENTER | ATLANTA, GA

The WFLO Institute is the industry's premier cold chain training program for professionals engaged in temperature-controlled logistics. This is a great opportunity to connect with future leaders and industry executive instructors, support the cold chain in talent development, and demonstrate thought leadership. Sponsors will be able to showcase their company through traditional sponsorships or the WFLO Institute Scholarship Fund.

## SPONSORSHIP BENEFITS

### AUDIENCE REACH:

- 500 Direct impressions with future leaders and industry experts participating in the program (current and future industry leaders)
- 25,000 email impressions



- 56% Director, Manager
- 28% Supervisor
- 10% Team Member (None of the above)
- 4% Executive (CEO, President, C-Suite)

### BENEFITS:

- Logo visibility at WFLO Institute East and West\*\*
- Branded Signage at the event
- Tabletop in the foyer
- Logo featured in event website
- Recognition during opening General Session and Graduation Ceremony
- Logo placement in the student workbook\*\*
- Distinctive sponsor ribbon displayed on event badge
- Verbal recognition at Opening General Session of WFLO Institute East and West, including photo opportunities, and attendance at limited WFLO Institute events\*\*
- Ability to use WFLO Institute & GCCA logo; marketing your support of industry training and education to potential or current customers

### SCHOLARSHIP SPECIFIC BENEFITS:

- A celebration with scholarship winner and industry leaders at either East or West (specifics TBD)\*
- Sponsorship of one student at either WFLO Institute East or West\*
- Logo placement on Scholarship webpage and online application access and involvement with WFLO Education and Training Committee members
- Spot on Scholarship Selection Committee to review and score applicants, including

SPONSORSHIP*	PRICE (USD)
Institute Bag	\$10,000
Trivia Night	\$7,500
Institute Welcome Reception (2 Available)	\$7,500
Class Dinners	\$7,500
Class Photos	\$7,500
Scholarship Program (2 Available)	\$7,500

SPONSORSHIP*	PRICE (USD)
Lunches	\$5,000
Breakfasts	\$5,000
Health and Wellness Sponsor (Branded Masks)	\$5,000
Branded Pens and Pads	\$5,000
Health and Wellness Sponsor (Branded Sanitizer)	\$3,500
Coffee Breaks	\$3,500

\* The scholarship sponsor program includes the sponsorship of 1 student. That student (and you as the sponsor) will either attend East or West. Sponsors can also indicate whether they are interested in attending East or West.

\*\* Even though you will only be present at one of the 2 Institute programs, there will be logo visibility, placement in the workbook, and verbal recognition of all scholarship program sponsors at both locations.

# NEW OPPORTUNITY: DESIGN A COURSE: COLD CHAIN ESSENTIALS, DIGITAL TRAINING

Cold Chain Essentials, Digital Learning, offers a convenient and efficient way to advance your career or train employees with industry specific, self-paced, engaging online courses that can be accessed on-demand, 24/7.

## Sponsor a Course

- Have your brand featured within a specific course.
- Logo visibility in course promotional material including: targeted search marketing, digital advertisement, and facility poster sets.
- Have your company name referenced in the course title with the wording "powered by \_\_\_\_\_".

### Course Examples:

Working in Cold Storage: Enhancing Comfort and Productivity

Cold Chain: The Indispensable Link

Forging a Strong Cold Chain

Managing a Team: Introduction to Situational Leadership

"We have assigned each of our managers to complete all 3 courses as part of their RLS training and development program that I created and am facilitating. The situational leadership course is top notch. So glad to have this extra tool in my L&D toolbox!"

-Lori Cogit, Vice President of Human Resources  
RLS Logistics

**Pricing:** \$10,000

Please contact James Rogers for a custom quote at 703-373-4303 or [jrogers@gcca.org](mailto:jrogers@gcca.org).

The image shows two screenshots from a digital training platform. The left screenshot displays the course 'Cold Chain: The Indispensable Link' with a progress bar at 38% complete. The course content is organized into sections: 'INTRODUCTION TO COLD CHAIN' (including 'Shelf-Life Extension' and 'Terms to Know') and 'THE VALUE OF THE COLD CHAIN' (including 'Critical Temperatures' and 'Follow the Food'). The right screenshot shows a slide titled 'Top Four Employee Roles in a Temperature-Controlled Warehouse'. It features a table with four roles: General Manager, Operations Manager, Warehouse Supervisor, and Warehouse Associate. Below the table, a paragraph describes the responsibilities of the General Manager (3PL / Distribution Center Manager (private)), stating they are responsible for overall warehouse performance, including operations, customer service, office operations, and more. The slide also includes a photograph of two warehouse workers in blue uniforms and hard hats standing in a warehouse with forklifts in the background.

GENERAL MANAGER	OPERATIONS MANAGER	WAREHOUSE SUPERVISOR	WAREHOUSE ASSOCIATE
The General Manager (3PL / Distribution Center Manager (private)) is responsible for the overall performance of the warehouse, including operations, customer service, office operations and more. The GM plans, organizes, staffs, directs, and controls all office and warehouse activities.			



# 2021 ADVERTISING OPPORTUNITIES

## ADVERTISING CONTACT

For all advertising inquiries or to book space, contact:

Jeff Rhodes

MCI USA

[jeff.rhodes@mci-group.com](mailto:jeff.rhodes@mci-group.com)

+1 410 584 1994



# GCCA COLD FACTS MAGAZINE

## ADVERTISING OPPORTUNITIES

COLD FACTS Magazine is now read by over 5,000 cold chain executives in 82 countries worldwide. Every issue includes articles covering all sectors of the cold chain industry as well as member news, association news, and interviews with innovative industry leaders.

COLD FACTS Magazine also has a strong digital presence that is optimized for all mobile devices. When each issue is published, it is promoted through GCCA digital publications to all members and direct emails to international members.

## EDITORIAL CALENDAR

ISSUE	EDITORIAL FOCUS	BONUS DISTRIBUTION
January–February 2021	Trends/Best Practices	
March–April 2021	Supply Chain/Logistics	IARW-WFLO Strategic Board Meeting
May–June 2021	Transportation	WFLO Institute (East & West)
July–August 2021	Warehouse Operations <i>PLUS Refrigerated Warehousing &amp; Logistics Showcase</i>	GCCA Policy Forum, IARW-WFLO Convention
September–October 2021	Controlled Environment Construction <i>PLUS Automation, Construction and Cold Chain Technology Showcase</i>	CEBA Conference & Expo, IARW-WFLO Convention
November–December 2021	Customer Perspectives	

\*Editorial calendar subject to change

## ADVERTISING RATES

SIZE	PRICE (USD)		
	1X	3X	6X
Belly Bands	N/A	N/A	\$5,000
Cover 4	\$3,495	\$2,970	\$2,620
Cover 3	\$3,195	\$2,715	\$2,400
Cover 2	\$3,095	\$2,630	\$2,320
Full Page	\$2,895	\$2,600	\$2,400
Half Page	\$2,170	\$1,950	\$1,735
Third Page	\$1,450	\$1,305	\$1,160
Quarter page	\$955	\$860	\$765



# GCCA COLD FACTS MAGAZINE

## DEADLINES & DIMENSIONS

### EDITORIAL DEADLINES

ISSUE	AD PLACEMENT DEADLINE	ARTWORK DEADLINE
January–February 2021	13 November 2020	20 November 2020
March–April 2021	15 January 2021	22 January 2021
May–June 2021	16 March 2021	23 March 2021
July–August 2021	14 May 2021	21 May 2021
September–October 2021	16 July 2021	22 July 2021
November–December 2021	17 September 2021	24 September 2021

### ADVERTISING SIZES

SIZE	DIMENSIONS
Cover 4–Bleed	8 5/8" x 11 1/8"
Cover 4–No Bleed	7 3/8" x 10"
Full Page–Bleed	8 5/8" x 11 1/8"
Full Page–No Bleed	7 3/8" x 10"
Half Page Horizontal	7 3/8" x 5"
Half Page Island	4 27/32" x 7 1/2"
One Third Page Square	4 27/32" x 5"
One Quarter Page Vertical	3 9/16" x 5"



#### Advertising Questions?

Contact Jeff Rhodes +1-410-584-1994 or [jeff.rhodes@mci-group.com](mailto:jeff.rhodes@mci-group.com)

# REFRIGERATED WAREHOUSING & LOGISTICS SHOWCASE

Want to run your own advertorial in a special issue of *COLD FACTS Magazine* that has bonus distribution to thousands of attendees at GCCA Pavilions at industry events across North America?

Here's your chance. You can buy either one or two pages of the special-edition *Refrigerated Warehousing & Logistics Showcase* that will mail with the July-August 2021 issue of *COLD FACTS Magazine* and will be overprinted for bonus distribution at the events noted above.

## SELECT YOUR ADVERTISING PACKAGE

(Ad reservation deadline: March 8; material deadline March 18)

SIZE	COST
One-page article/ad	\$1,995
Two-page article/ad	\$2,995
Back Cover	\$2,995
Inside Front Cover or Inside Back Cover	\$2,745

## ADVERTORIAL OPTIONS

You can fill your page(s) with any combination of articles and ads you wish. For example, you can run an article written by your CEO talking about the latest trends in the industry. Profile one of your best customers and how they are utilizing you as a partner. Talk about your latest value-added services. It's up to you. One-page articles should be about 650 words and two-page articles can be about 1,300 words. If you use photos the word counts will be less.



[Advertising Questions?](#)

Contact Jeff Rhodes +1-410-584-1994 or [jeff.rhodes@mci-group.com](mailto:jeff.rhodes@mci-group.com)

# COLD CHAIN INNOVATION SHOWCASE: YOUR GUIDE TO AUTOMATION, CONSTRUCTION, & COLD CHAIN TECHNOLOGY

The special issue distributed with the September-October issue of COLD FACTS Magazine is being updated for 2021! The issue will be expanded from solely focusing on construction to include other innovations now also in the Cold Chain. The issue will provide readers with incites, updates, and trends on automation, controlled environment design and construction, and the latest in cold chain technologies.

The evolution of the issue will also feature company listings for all GCCA suppliers and contractors that belong to CEBA and IARW. This essential guide of industry updates and resources is a one-stop-shop for operators and builders in the cold chain to learn and connect with the industry's top providers.

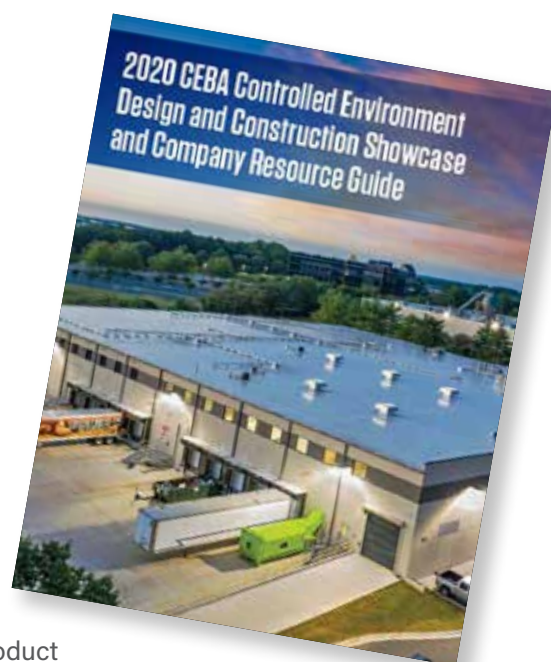
## SELECT YOUR ADVERTISING PACKAGE

(Ad reservation deadline: July 2; material deadline July 13)

SIZE	COST
One-page article/ad	\$1,995
Two-page article/ad	\$2,995
Back Cover	\$2,995
Inside Front Cover or Inside Back Cover	\$2,745

## ADVERTORIAL OPTIONS

Advertisers have the opportunity to place ads or run advertorials. You can purchase either one or two pages of the special-edition and will be over-printed for bonus distribution at the select events. You can fill your page(s) with any combination of articles and ads you wish. For example, you can run an article written by your CEO talking about the latest trends in the industry. Profile one of your best customers and how they are using your product or service. Talk about your latest product rollouts. It's up to you. One-page articles should be about 650 words and two-page articles can be about 1,300 words. If you use photos the word counts will be less.



### Advertising Questions?

Contact Jeff Rhodes +1-410-584-1994 or [jeff.rhodes@mci-group.com](mailto:jeff.rhodes@mci-group.com)



# COLD CONNECTION

## e-NEWSLETTER ADVERTISING

GCCA publishes a weekly e-Newsletter, Cold Connection, which tackles today's most relevant trends and issues, providing a snapshot of essential industry information. The publication also consolidates news from sources like The Associated Press, The New York Times, Financial Times, and leading industry publications. Delivered to the inboxes of over 4,500 cold chain professionals, Cold Connection keeps the industry informed of topics that impact their business. Subscribers are decision-makers with purchasing power — top-tier professionals in the industry.

### A SUPER TOP BANNER

\$2,950

Leaderboard above the masthead, guaranteed first ad to be seen on the newsletter.

**Ad. spec:** JPG, GIF, PNG | 468x60px | 3 months

### B TOP BANNER

\$2,750

Premium position at the top of the eNewsletter guarantees all will see your ad when they open the newsletter.

**Ad. spec:** JPG, GIF, PNG | 468x60px | 3 months

### C FEATURED CONTENT

\$2,400

Banner allows companies to combine imagery, color and text in an intersecting and compelling manner.

**Ad. spec:** JPG, GIF, PNG | 144x92px | Max. size: 20K | 100 Characters for title plus 250 Characters for message | 3 months

### D MEDIUM RECTANGLE

\$2,400

These versatile squares can be used for branding or product promotion.

**Ad. spec:** JPG, GIF, PNG | 300 x 250px | 3 months

### E FULL BANNER

\$2,400

This rich editorial allows for a product image/company logo, title and a message that would grab the user's attention as it sits adjacent to the editorial

**Ad. spec:** JPG, GIF, PNG | 486x60px | 3 months



### Advertising Questions?

Contact Jeff Rhodes +1-410-584-1994 or [jeff.rhodes@mci-group.com](mailto:jeff.rhodes@mci-group.com)

\*If you are interested in targeting specific regions outside of North America, contact James Rogers at [jrogers@gcca.org](mailto:jrogers@gcca.org)



# GLOBAL COLD CHAIN DIRECTORY & BUYERS' GUIDE ADVERTISING ONLINE

The Global Cold Chain Directory Buyers' Guide is the world's leading resource for finding refrigerated warehousing and logistics providers, cold storage design/build companies, temperature controlled transportation, and cold chain industry suppliers. It has been accessed by users in 87 countries and receives an average of 2,000 impressions per month. The GCCA Online Directory Buyers Guide is an excellent opportunity for Advertisers looking for increased visibility.

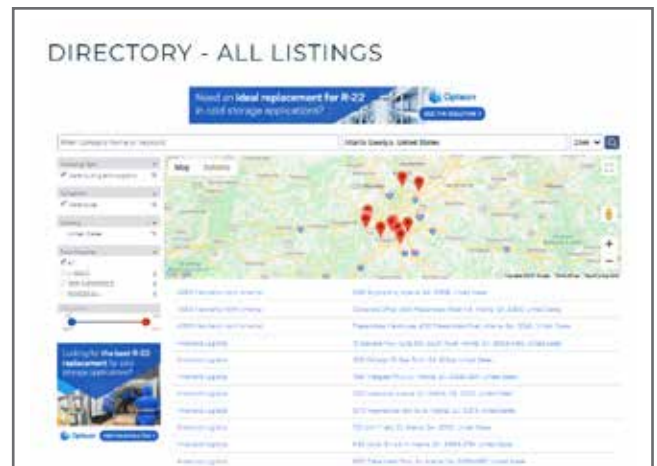
## RATES:

12 MONTH .....	\$4,200
6 MONTH .....	\$2,400
3 MONTH .....	\$1,500

Rates above includes both the horizontal and square banner placements.

## Advertising Specs:

GIF, JPEG or PNG | Square Banner: 250px x 250px  
Horizontal Banner: 728px x 90px | Max size: 40K



## Advertising Questions?

Contact Jeff Rhodes +1-410-584-1994 or [jeff.rhodes@mci-group.com](mailto:jeff.rhodes@mci-group.com)

# GCCA WEBSITE ADVERTISING

The new Global Cold Chain Alliance website (GCCA.org) is the industry's one-stop shop for the cold chain! Cold chain executives visit the site to access the latest industry news and resources, connect with other GCCA members, and to learn more about upcoming cold chain events.

Traffic averages over 12,000 user sessions and 250,000 impressions per month! Capture this traffic and drive them to your website through banner advertising on GCCA.org.

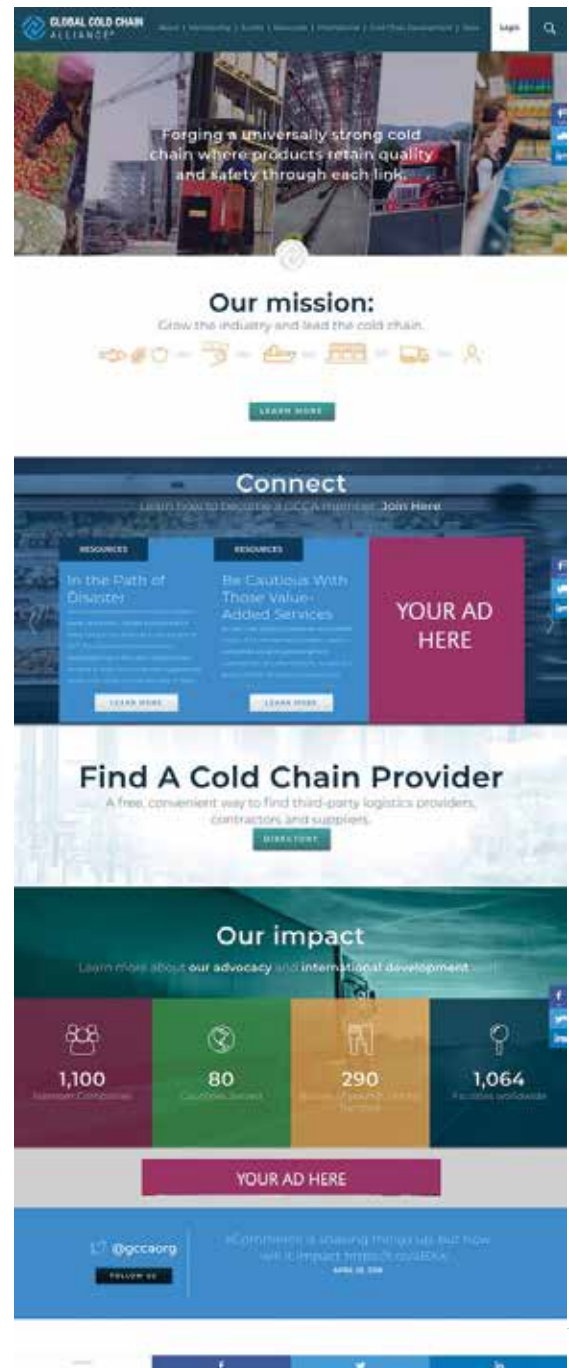
## ADVERTISING RATES & OPTIONS

### TWO ADS! SQUARE BANNER & HORIZONTAL BANNER:

12 months: \$4,800

Square and horizontal banner ads on the home page. Horizontal banner also appears on internal pages of the site.

Ad. Specs: GIF, JPEG or PNG | Square Banner: 250px x 250px | Horizontal Banner: 728px x 90px | Max size: 40K



### Advertising Questions?

Contact Jeff Rhodes +1-410-584-1994 or [jeff.rhodes@mci-group.com](mailto:jeff.rhodes@mci-group.com)





**GLOBAL COLD CHAIN**  
ALLIANCE®



## GCCA CORE PARTNER ASSOCIATIONS



International  
Association of  
Refrigerated  
Warehouses



The Refrigeration  
Research & Education  
Foundation

