



**GLOBAL COLD CHAIN**  
ALLIANCE®

# 2022 SPONSORSHIP, ADVERTISING, AND EXHIBITING OPPORTUNITIES





# TABLE OF CONTENTS

---

Events Calendar .....	4
Who We Are .....	7
Who GCCA Reaches .....	8
<b>2022 SPONSORSHIP &amp; EXHIBITING OPPORTUNITIES .....</b>	<b>9</b>
IARW-WFLO Strategic Board Meeting .....	10
IARW-WFLO Convention .....	11
CEBA Conference & Expo .....	14
GCCA Global Policy Forum .....	17
GCCA Advocacy Initiative .....	18
GCCA Advocacy Fund .....	19
GCCA European Cold Chain Conference .....	20
GCCA European Warehouse Forum .....	23
GCCA Latin America Cold Chain Congress .....	24
GCCA Brazilian Cold Chain Congress .....	27
GCCA South African Cold Chain Conference .....	29
South Africa - Additional Opportunities .....	30
GCCA Regional Connections .....	32
Cold Chain Essentials Digital Learning .....	33
Design A Course: Digital Training .....	35
Latin America: Interactive Educational Workshop .....	35
<b>WORKFORCE DEVELOPMENT .....</b>	<b>36</b>
WFLO Institutes .....	37
Australia (Melbourne) and Latin America Institute .....	37
Digital Learning Program .....	38
North American Warehouse Labor Turnover Survey Report .....	38
HR & Talent Development Website Recognition .....	38
Share Groups .....	40
<b>2022 ADVERTISING OPPORTUNITIES .....</b>	<b>42</b>
GCCA COLD FACTS Magazine .....	43
Refrigerated Warehousing & Logistics Showcase .....	45
Automation, Construction, & Cold Chain Technology Showcase .....	46
GCCA Cold Connection e-Newsletter .....	47
GCCA Global Cold Chain Directory & Buyers' Guide .....	48
GCCA Website Advertising .....	49

\*As of February 2022. Subject to change.



# 2022 GCCA GLOBAL EDUCATION AND NETWORKING EVENTS CALENDAR

DATE	EVENT	LOCATION	IN PERSON / VIRTUAL
23 March	GCCA European Warehouse Forum	Rotterdam, Netherlands	In person
23-25 March	25th GCCA European Cold Chain Conference & Expo	Rotterdam, Netherlands	In person
26-29 April	IARW-WFLO-CEBA Strategic Board Meeting	Aventura, FL	In person
2-5 June	58th WFLO Institute West	Tempe, AZ	In person
12-15 June	58th WFLO Institute East	Atlanta, GA	In person
11-13 July	WFLO Institute Latin America	Mexico City, Mexico	In person
4 August	GCCA South African Cold Chain Congress	Cape Town, South Africa	In person
9-11 August	GCCA Global Policy Forum	Virtual	Virtual
8-12 October	131st IARW-WFLO Convention	San Diego, CA	In person
20 October	Brazilian Cold Chain Congress	Sao Paulo, Brazil	In person
October	WFLO Institute Australia	Melbourne, Australia	In person
8-10 November	42nd CEBA Conference & Expo	Amelia Island, FL	In person
16-17 November	7th GCCA Latin America Cold Chain Congress	Bogotá, Colombia	In person
November	GCCA European Warehouse Forum	TBD	In person



\*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>

## 2022 GCCA Education, Training & Networking Events

Make 2022 the year to get back together to expand your knowledge  
and grow your organization to improve the cold chain industry.

We can't wait to see you.

### MARCH

#### 25<sup>TH</sup> GCCA EUROPEAN COLD CHAIN CONFERENCE & EXPO

23-25 MARCH 2022

Rotterdam, Netherlands | Hilton Rotterdam

Here, delegates gain a better understanding of market trends, industry challenges, business solutions, and technological innovations. The conference also provides ample networking opportunities, enabling attendees to meet and connect with professionals from throughout Europe and around the world.

**Audience:** Executives and managers from temperature-controlled, third-party logistics companies.



25<sup>TH</sup> EUROPEAN  
COLD CHAIN CONFERENCE  
23-25 MARCH 2022  
ROTTERDAM, NETHERLANDS

### JUNE

#### 58<sup>TH</sup> WFLO INSTITUTE WEST

2-5 JUNE 2022

Tempe, Arizona, United States | Tempe Mission Palms Hotel at Arizona State University

This event, designed for employees with clear management potential and executives new to the industry, features more than 40 classes in warehouse management and transportation management taught by leading experts in the industry.

**Large Company Audience:** Warehouse managers, operations managers, warehouse supervisors, shift leads, workers with high potential for management, customer service managers, business development managers, transportation managers, executives new to the industry.

**Small to Medium Company Audience:** Warehouse managers, operations managers, workers with high potential for management.



WFLO  
INSTITUTE  
WEST

#### 58<sup>TH</sup> WFLO INSTITUTE EAST

12-15 JUNE 2022

Atlanta, Georgia, United States | Georgia Tech Hotel & Conference Center

This event, designed for employees with clear management potential and executives new to the industry, features more than 40 classes in warehouse management and transportation management taught by leading experts in the industry.

**Large Company Audience:** Warehouse managers, operations managers, warehouse supervisors, shift leads, workers with high potential for management, customer service managers, business development managers, transportation managers, executives new to the industry.

**Small to Medium Company Audience:** Warehouse managers, operations managers, workers with high potential for management.



WFLO  
INSTITUTE  
EAST

### JULY

#### WFLO INSTITUTE LATIN AMERICA

11-13 JULY 2022

Mexico City, Mexico | Hilton Mexico City Reforma

This event, designed for employees with clear management potential and executives new to the industry, features extensive classes in warehouse management and transportation management taught by leading experts in the industry.

**Large Company Audience:** Warehouse managers, operations managers, warehouse supervisors, shift leads, workers with high potential for management, customer service managers, business development managers, transportation managers, executives new to the industry.

**Small to Medium Company Audience:** Warehouse managers, operations managers, workers with high potential for management.



WFLO  
INSTITUTE  
LATIN AMERICA

### AUGUST

#### GCCA SOUTH AFRICAN COLD CHAIN CONFERENCE

4 AUGUST 2022

Cape Town, South Africa

This event is South Africa's one and only venue bringing together cold store operators, controlled-environment builders, equipment suppliers and service providers to discuss opportunities and innovations of this essential sector. The conference provides leadership experience, knowledge, and exclusive networking with decision makers from across South Africa and beyond, in a relaxed yet professional atmosphere.

**Audience:** Executives and managers from temperature-controlled, third-party logistics companies.



AUGUST

**GCCA GLOBAL POLICY FORUM****9-11 AUGUST 2022**

Virtual

The GCCA Global Policy Forum is the premier policy event for businesses engaged in temperature-controlled logistics. Featuring education sessions and keynote presentations focused on rules and regulations that impact the cold chain, the Global Policy Forum is a must attend policy event for multiple regions across the world.

**Large Company Audience:** Executives with compliance and regulatory responsibility, members of safety and government affairs committees.

**Small to Medium Company Audience:** Owners, CEOs, executives with compliance and regulatory responsibility, members of safety and government affairs committees.



**GCCA GLOBAL POLICY FORUM**  
AUGUST 9-11, 2022

OCTOBER

**131<sup>ST</sup> IARW-WFLO CONVENTION****8-12 OCTOBER 2022**

San Diego, California, United States | Omni La Costa Resort &amp; Spa

This annual gathering for IARW and WFLO features education, networking and business development opportunities for third-party logistics companies and warehouse operators.

**Large Company Audience:** Owners, CEOs, presidents, executive leadership teams.

**Small to Medium Company Audience:** Owners, presidents, senior executives.

131<sup>st</sup>

**IARW-WFLO Convention**  
8-12 October 2022  
San Diego, California

**GCCA BRAZILIAN COLD CHAIN CONGRESS****20 OCTOBER 2022**

Sao Paulo, Brazil

This educational event focuses exclusively on the temperature-controlled logistics industry and features opportunities and solutions for business development.

**Audience:** High-level executives in temperature-controlled warehousing or logistics.



**BRAZILIAN**  
COLD CHAIN CONGRESS

**WFLO INSTITUTE AUSTRALIA****TBD OCTOBER 2022**

Melbourne, Australia

This event, designed for employees with clear management potential and executives new to the industry, features more than 40 classes in warehouse management and transportation management taught by leading experts in the industry.

**Large Company Audience:** Warehouse managers, operations managers, warehouse supervisors, shift leads, workers with high potential for management, customer service managers, business development managers, transportation managers, executives new to the industry.

**Small to Medium Company Audience:** Warehouse managers, operations managers, workers with high potential for management.



**WFLO**  
INSTITUTE  
AUSTRALIA

NOVEMBER

**42<sup>ND</sup> CEBA CONFERENCE & EXPO****8-10 NOVEMBER 2022**

Amelia Island, Florida United States | Omni Amelia Island Resort

This annual meeting of CEBA members offers education, business development opportunities and networking for company executives managing the building of new cold storage facilities and cold storage builders.

**Large Company Audience:** Chief engineers, regional facility managers, regional facility maintenance leads, construction engineer managers.

**Small to Medium Company Audience:** Owners/CEOs who are building or expanding facilities, chief engineers.



**42<sup>ND</sup> CEBA**  
CONFERENCE & EXPO  
AMELIA ISLAND, FL  
NOVEMBER 8-10, 2022

**GCCA LATIN AMERICAN COLD CHAIN CONGRESS****16-17 NOVEMBER 2022**

Bogota, Colombia

This meeting enables GCCA members and leaders in the temperature controlled industry to interact, learn about industry trends and expand their knowledge. The Congress also serves as a discussion forum for issues of interest to multi-regional cold chain industry leaders.

**Audience:** Senior executives in temperature-controlled warehousing or logistics.



**LATIN AMERICAN**  
COLD CHAIN CONGRESS

**Find out more at [www.gcca.org/events](http://www.gcca.org/events)**

Many events are in flux due to COVID-19 and are subject to change. All of our virtual events and Regional Cold Connections will be posted online as they are scheduled. Please check [gcca.org](http://gcca.org) for updates.





**GLOBAL COLD CHAIN**  
ALLIANCE®

# WE ARE THE COLD CHAIN



GCCA represents all major industries engaged in temperature-controlled logistics, getting perishable food safely from production to consumer. GCCA membership includes nearly 1,300 temperature-controlled facilities and members in over 80 countries. The cold chain is hotter than ever before and the industry is rapidly changing. Now is your chance to join GCCA to get exclusive member benefits, resources, networking opportunities, and so much more.

**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.\*



## **BY JOINING GCCA, YOU'LL GAIN EXCLUSIVE MEMBER-ONLY ACCESS TO:**

- Government affairs expertise – GCCA staff that have decades of experience in the Executive Branch and on Capitol Hill can help you work through the regulatory environment and gain access to our nation's policy and decision makers.
- Multiple in-person and virtual events annually to meet with the movers and shakers in the cold chain industry.

- Amazing member resources like GCCA Cold Chain Index, Time to Freeze/Cost to Freeze Calculator, Crisis SOP's and Standard Warehouse Legal templates and access to our full member resources library.
- GCCA's Scientific Advisory Council – our staff works directly with industry experts to get you answers on anything from legal matters to food science.
- These few examples are just a small sampling of everything a GCCA membership has to offer.

\*GCCA Membership and Market Intelligence Data 2019

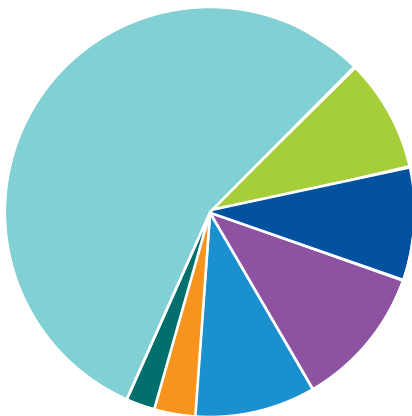
\*\*2019 NFRA State of the Industry Report

**GCCA IS THE COLD CHAIN. JOIN GCCA TODAY AT [GCCA.ORG](http://GCCA.ORG)**

# WHO GCCA REACHES

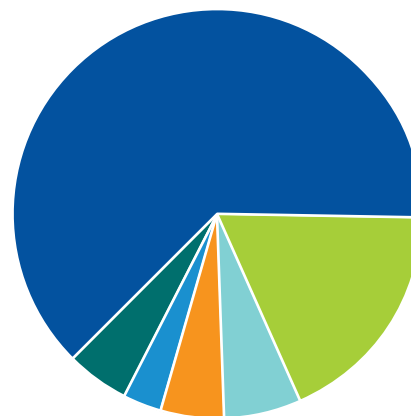
## THE ONLY GLOBAL ASSOCIATION IN COLD!

Through the many educational and networking events worldwide, GCCA touches a global village of industry professionals representing over 1,200 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



# 2022 SPONSORSHIP & EXHIBITING OPPORTUNITIES

## SPONSORSHIP & EXPO CONTACT

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

James Rogers  
*Vice President of Business Development*  
Global Cold Chain Alliance (GCCA)  
Phone: +1 703 373 4303  
[jrogers@gcca.org](mailto:jrogers@gcca.org)



# IARW-WFLO-CEBA STRATEGIC BOARD MEETING

## OVERVIEW & SPONSORSHIP OPPORTUNITIES

26-29 APRIL | AVENTURA, FL | JW MARRIOTT TURNBERRY RESORT & SPA

Exclusive 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. 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
- Right of first refusal for sponsorship of same event, if offered, in 2023

### 2022 SPONSORSHIP OPPORTUNITIES:

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

### THANK YOU TO OUR 2021 SPONSORS :





# 131<sup>ST</sup> IARW-WFLO CONVENTION

## OVERVIEW

8-12 OCTOBER 2022 | SAN DIEGO, CALIFORNIA | OMNI LA COSTA RESORT & SPA

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



# 100%

ATTENDEES SAID THAT  
CONVENTION WAS WORTH  
THEIR TIME AND MONEY

## ATTENDEES BY COMPANY TYPE:

# 1:1

RATIO OF WAREHOUSE EXECUTIVES  
TO SOLUTIONS PROVIDERS

## CONVENTION FEATURES:

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

## SPONSOR BENEFITS:

- Recognition of sponsorship on Convention website, Convention digital promotion, and event signage
- Featured in event program
- Recognition of sponsorship during opening General Session (logo on screen and verbal recognition)
- Listed in pre-Convention brochure (must sign by 1 April 2022)
- 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 2023
- List of attendees with contact details





# 131<sup>ST</sup> IARW-WFLO CONVENTION

## SPONSORSHIP OPPORTUNITIES



SPONSORSHIP LEVEL	SPONSORSHIP	PRICE (USD)
PLATINUM LEVEL \$17,000 and above	Night 2 Convention Party	\$40,000
	IARW-WFLO Joint Board Reception & Dinner (1st day)	\$30,000
	Keynote Presenter Sponsor (2) (1st or 2nd day)	\$20,000 each
	Convention Lanyards	\$17,000
	Welcome Reception	\$17,000
	After Dinner Event	\$17,000
GOLD LEVEL \$10,000 - \$16,999	Badge Lanyards	\$15,000
	Keynote Presenter Sponsor (2) (3rd day)	\$12,000 each
	Hotel Key Cards	\$12,500
	Peer-to-Peer Roundtables	\$12,500
	Golf Classic Beverage Cart	\$12,500
	Convention WiFi	\$12,500
	Supplier Showcase Happy Hour	\$10,500
	Health and Wellness Sponsor (Branded Masks and Sanitizer)	\$10,500
	General Session Lunch	\$10,000 each
	Supplier Showcase	\$10,000 each
SILVER LEVEL \$9,999 and below	Breakfast in the Supplier Showcase (2)	\$9,000 each
	Supplier TechTalks (3)	\$9,000 each
	Pocket Agenda	\$8,000
	Focus Session Education Tracks	\$7,000 each
	Refreshments Break Sponsor (3) (Daily)	\$7,000 each
	Golf Classic Prizes	\$7,000
	Golf Classic Lunch	\$7,000
	Golf Classic Cigar Bar	\$6,500
	Branded Golf Balls	\$6,500
	Pens & Pads	\$6,500

### 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).



# 131<sup>ST</sup> IARW-WFLO CONVENTION

## SPONSORSHIP OPPORTUNITIES

### COMPANIES WHO ATTENDED THE 2021 IARW-WFLO CONVENTION:

A8 Strategic	Eskimo Cold Storage, LLC.	Mandich Group	Superfrio Logística Frigorificada - Corporate Office
Advance Storage Products	Evans General Contractors	Mattingly Cold Storage	Swisslog
Agile Cold Storage LLC	Evapco Inc.	Merchants Cold Storage Company, LLC	Terra Vista Capital, Inc.
Ahern Fire Protection a division of J. F. Ahern Co.	FCL Builders	MetLife Food & Agribusiness Finance	Texas A&M University
Aislamientos Constructivos, SA de CV	Fisher Construction Group	Metl-Span	The Raymond Corporation
All Weather Insulated Panels	FlexCold	Midwest Refrigerated Services, Inc.	Therma
Alston Construction	FLEXSPACE	Mole Master Corporation	Tippmann Engineering (QuickFreeze)
ALTA Refrigeration, Inc.	Florida Freezer, LP	MTC Logistics	Tippmann Innovation
Americold Logistics	Frazier Industrial Company	MWCold	Titan Cold Storage
Approved Cold Storage	FREEZ Construction	ndustrial	Titan Cold Storage, Inc.
Arcadia Cold, LLC	Fremont Realty Capital	New England Cold Storage	Transmar, Ltd.
ARCO Design/Build - BTS	Frozen Logistics, LLC	NewCold Coöperatief U.A.	TrueCore
Argent Productivity Optimization Solutions	GAF	Nor-Am Cold Storage	UISC, LLC
ASHRAE	Galores Cold Storage	Philadelphia Warehouse & Cold Storage, Co.	United States Cold Storage of California
ASI, LLC	Gleeson Constructors & Engineers, L.L.C.	PLM Fleet	United States Cold Storage, Inc.
Automha Americas Automation Corp	Global Cold Chain Alliance	Polaris Cold Storage & Rack Builders Inc.	University of California, Davis
Baltimore Aircoil Company	Green Span Profiles	Polyguard Products	Utility Management Services
Bellingham Cold Storage Co.	Greenhill	Primus Builders, Inc.	Vapor Armour
BITZER U.S., Inc.	Griffco Design/Build, Inc	QUALIANZ	Vertical Cold Storage
Bonar Engineering & Construction Company	Hillphoenix	Quality Refrigerated Services	Viastore Systems, Inc.
Bradner Cold Storage Ltd.	Horvath & Weaver PC	Rabobank	Victaulic
Bridge Industrial Partners	Hudson Global Strategies	Rack Builders Inc.	Vilter Manufacturing LLC
Burris Logistics	IMN	RefrigiWear Inc.	Virginia Tech
Camelot 3PL Software	Innovative Cold Storage Enterprises, Inc.	Republic Refrigeration, Inc.	WAGNER Fire Safety Consulting GmbH
Classic Warehousing, INC	Interchange Group, Inc.	RLS Logistics	Ware Malcomb
Cold Summit Development	Interstate Warehousing, Inc.	RLS Premier	WDS Construction, Inc.
Cold Terminal of Laredo LLC	Intertek Alchemy	Rytec High Performance Doors	Wiginton Fire Systems
Coldbox Builders Inc.	Jamison Door Company	San Diego Refrigerated Services, Inc.	Williams Industrial Group of Marcus & Millichap
Colmac Coil Manufacturing Inc.	Jamison Door Latinoamerica S de RL de CV	Saxum Real Estate	Yukon Ventures
Conestoga Cold Storage	Karis Cold Storage	Scopelitis, Garvin, Light, Hanson & Feary	
Controlled Environment Systems LLC	Kingspan Insulated Panels	Shambaugh & Son, L.P.	
CrossnoKaye	Konoike-Pacific (KPAC)	Smith Corona Labels and Ribbons	
Crystal Distribution Services, Inc.	Lamb Weston	SnoTemp Cold Storage	
Datex Corporation	Level LLC	SSI Schaefer	
Dematic	Lineage Logistics	Stellar	
Dematic Corp.	Lockton Companies, LLC	Stoecklin Logistics, Inc.	
Derstine's Inc./EZ3PL	Lockwood Securities	Stow US Inc.	
Dreisbach Enterprises, Inc.	Logix Refrigeration Controls	Summit Cold Storage, Inc.	
ESI Group USA	Lone Star Cold Storage, Inc.	Sunlight Batteries USA, Inc	
	Los Angeles Cold Storage Co.		
	M&M Carnot Refrigeration Inc.		

# 42<sup>ND</sup> CEBA CONFERENCE & EXPO

## OVERVIEW

8-10 NOVEMBER 2022 | AMELIA ISLAND, FLORIDA  
OMNI AMELIA ISLAND RESORT

The CEBA Conference & Expo attracts over 275 attendees and is the 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 the most respected names in the industry.

### EVENT FEATURES:

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



### ATTENDEES BY COMPANY TYPE:

**37%**

CONTRACTOR  
- DESIGN/  
BUILD

**46%**

SUPPLIER/  
SOLUTIONS  
PROVIDER

**17%**

FOOD INDUSTRY  
AND WAREHOUSE  
REPRESENTATIVE

**100%**

OF EXHIBITORS  
AND SPONSORS  
REPORTED  
**STRONG ROI**

### COMPANIES THAT ATTENDED THE 2021 CEBA CONFERENCE & EXPO:

A M King  
Acorn Thermal Services  
Ahern Fire Protection a division of J. F. Ahern Co.  
Alba Mfg, Inc.  
Albany - Dynaco High Performance Doors.  
All Weather Insulated Panels  
ALTA Refrigeration, Inc.  
American Thermal System, Inc.  
Americold Logistics  
ARCO Design/Build - BTS  
Automha Americas Automation Corp  
Bellingham Cold Storage Co.  
Bradner Cold Storage Ltd.  
Bridge Industrial  
Brinkmann Constructors  
BSL Group  
Calibration Technologies  
Clayco  
Coldbox  
Coldbox Builders Inc.  
Coldroom Systems, Inc.  
Controlled Environment Systems LLC  
CPP Wind Engineering  
CSI of Virginia, Inc.  
Datex Corporation  
Dawn Food Products, Inc.  
DEEM, LLC  
Derek Builders  
DLN Integrated Systems

Dover Food Retail  
DuPont Performance Building Solutions  
Dynaco Entrematic  
ESI Group USA  
Evapco Inc.  
FCL Builders  
Fisher Construction Group  
FLEXSPACE  
Frazier Industrial Company  
FREEZ Construction  
Fresh Island Fish Co., Inc.  
GAF  
Global Insulated Doors Inc.  
Gray Construction  
Green Span Profiles  
Group4 Reps  
Hansen Cold Storage Construction  
Hillphoenix  
Honeywell International Inc  
InterCool USA LLC  
Interstate Warehousing, Inc.  
Jamison Door Company  
Kaiser-Martin Group  
Kingspan Insulated Panels  
KPS Global  
Leo A. Daly  
Leviat  
Lineage Logistics  
LTI Contracting

M&M Carnot Refrigeration Inc.  
Mayekawa U.S.A., Inc.  
Meadowood Enterprises, LLC  
Metl-Fab, Inc.  
Metl-Span  
Midwest Materials Company  
MTC Logistics  
Nor-Am Cold Storage  
Norbec Architectural Inc.  
NORDOCK Inc.  
O'Neal, Inc.  
Open Concepts LLC  
Panel Tech  
Performance Contracting Inc.  
Polyguard Products  
Primus Builders, Inc.  
Primus Builders, Inc.  
Protectowire FireSystems  
Puga Thermal Services  
Quality Custom Distribution  
Quality Refrigerated Services  
Rack Builders Inc.  
Republic Refrigeration, Inc.  
RHH Foam Systems Inc.  
Ricker Thermline  
Royalty Roofing  
Ryan Companies US, Inc.  
Rytec High Performance Doors  
Senneca Holdings

Shambaugh  
Shambaugh & Son, L.P.  
Sistemas de Refrigeracion Totales SA de CV  
SLMC, Inc.  
SSI Schaefer  
SubZero Constructors, Inc.  
SYSCO Corporation  
Systems, LLC  
Team Group, Ltd.  
The Chemours Company  
Tippmann Engineering (QuickFreeze)  
Tippmann Innovation  
Trinity Insulation Company  
TrueCore  
Twintec USA  
United States Cold Storage, Inc.  
Unitherm, Inc.  
Vapor Armour  
Vertical Cold Storage  
Viestore Systems, Inc.  
Victaulic  
Ware Malcomb  
Warrior Roofing Inc.  
WDS Construction, Inc.  
Weiland Doors  
Wiginton Fire Systems  
Williams Company  
Wood's Powr-Grip Co., Inc.



# 42<sup>ND</sup> CEBA CONFERENCE & EXPO

## SPONSORSHIP OPPORTUNITIES

### SPONSOR 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 Program Guide
- Discounted registration for your clients/customers to attend
- Right of first refusal for sponsorship, if offered, in 2023

SPONSORSHIP LEVEL	SPONSORSHIP	PRICE (USD)
PLATINUM LEVEL \$7,000	Hotel Room Key Cards	\$7,500
	Keynote	\$7,500
	Welcome Reception (Max 2 Co-Sponsors)	\$7,500 each
	Lanyards	\$7,500
	Conference WiFi	\$7,000
	Golf Tournament Beverage Cart	\$7,000
GOLD LEVEL \$6,000 - \$6,999	Lunch in the Expo	\$6,500
	Lunch in the Expo	\$6,500
	Badges	\$6,500
	Farewell Reception (Max 3 Co-Sponsors)	\$6,000 each
SILVER LEVEL \$5,500 and below	Pocket Agenda	\$5,500
	Breakfast in the Expo	\$5,500
	Breakfast in the Expo	\$5,500
	Golf Tournament Cigar Bar	\$5,000
	Golf Tournament Prizes	\$5,000
	Pads & Pens	\$5,000
	Health and Wellness Sponsor (Branded Hand Sanitizer)	\$5,000
	Refreshment Break in the Expo (3)	\$4,500 each
	Branded Golf Balls	\$4,500



# 42<sup>ND</sup> CEBA CONFERENCE & EXPO

## EXHIBITING OPPORTUNITIES

### EXHIBITOR BENEFITS:

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



### PRICING:

SIZE	PRICE (USD)
Table top display	\$3,800

### 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

### 2021 EXHIBITORS:

Ahern Fire Protection	M&M Carnot
Alba Mfg, Inc.	Metl-Span
Albany - Dynaco High Performance Doors.	NORDOCK Inc.
All Weather Insulated Panels	Protectowire FireSystems
AutoMak Assembly, Inc.	Quest/Therma-stor
Automha Americas Automation Corp	Republic Refrigeration, Inc.
Calibration Technologies	RHH Foam Systems Inc.
Datex Corporation	Royalty Roofing
Evapco Inc.	Rytec High Performance Doors
FCL Builders	Senneca Holdings
GAF	SSI Schaefer
Global Insulated Doors Inc.	Systems, LLC
Green Span Profiles	The Raymond Corporation
Honeywell International Inc	Tippmann Engineering (QuickFreeze)
Jamison Door Company	TrueCore
Johnson Controls	Twintec USA
Kingspan Insulated Panels	Vapor Armour
KPS Global	WAGNER Fire Safety Consulting GmbH
Leviat	Weiland Doors
	Wiginton Fire Systems

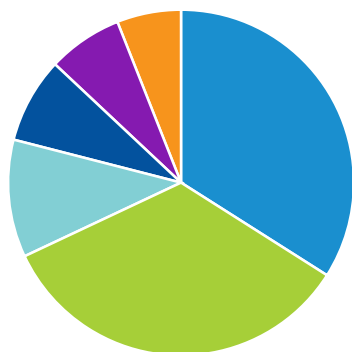
# GCCA GLOBAL POLICY FORUM

## OVERVIEW

9-11 AUGUST | VIRTUAL

GCCA is expanding its advocacy activities globally and rebranding the US based Policy forum to the Global Policy Forum taking place August 9-11, 2022. The Global Policy Forum will be the premier policy event for businesses engaged in temperature-controlled logistics. As with previous Policy Forum events, it will feature education sessions and keynote presentations on rules, regulations, and legislation impacting the industry and provide engagement with key government officials.

Due to ongoing COVID-19 restrictions limiting in-person opportunities in Washington DC, we are making the 2022 event virtual which allows us to deliver broader programing and reach a global audience. GCCA will return to the in-person event in the United States in 2023 and continue building on global advocacy program offerings.



### ATTENDEES BY COMPANY TYPE:

- 34%** Warehouse
- 34%** Supplier
- 11%** Government
- 8%** Association/Non Profit
- 7%** Construction
- 6%** Transportation

Like previous years, the focus on U.S. regulatory and legislative issues will continue. In addition, GCCA will offer programming to include policy updates from across the globe including Canada, Brazil, Latin America, and South Africa.

### SPONSORSHIP OPPORTUNITIES

Sponsoring the program provides more than just recognition at the Policy Forum. Learn more about how to become a sponsor of GCCA's Policy Forum and Global Advocacy Initiative on the following page.

### EVENT FEATURES:

- Key insights into to policy, trends, rules and regulations impacting the cold chain
- Education Sessions
- Presentations from industry leaders, regulators and policy makers

### COMPANIES THAT ATTENDED THE 2021 GCCA COLD CHAIN POLICY FORUM:

Aerodom: Las Americas Airport  
 ALTA Refrigeration, Inc.  
 American Chamber of Commerce of the Dominican Republic  
 Americold Logistics  
 ARCO Design/Build - BTS  
 Arctic Consulting  
 Bonar Engineering & Construction Company  
 Bridge Industrial Partners  
 Burris Logistics  
 CLC Logistics (Consultores Logísticos del Caribe)  
 Cold Terminal of Laredo LLC  
 Controlled Environment Systems LLC  
 CTI Freight Systems, Inc.  
 Directorate General of Customs Dominican Republic  
 Environmental Protection Agency  
 Eskimo Cold Storage, LLC.

Evapco Inc.  
 FLEXSPACE  
 Florida Freezer, LP  
 Horvath & Weaver PC  
 Hudson Global Strategies  
 IESC - TraSa Program  
 Interchange Group, Inc.  
 International Executive Service Corps  
 International Institute of Ammonia Refrigeration  
 Interstate Warehousing, Inc.  
 Jackson Lewis P.C.  
 Jamison Door Company  
 JB Hunt Transportation  
 Lineage Logistics  
 Lixia Capsia Gestionis SARL  
 Los Angeles Cold Storage Co.  
 M&M Carnot Refrigeration Inc.  
 Ministry of Agriculture Mercadom

Ministry of Industry and Commerce  
 Minnesota Freezer Warehouse  
 MTC Logistics  
 MWCold  
 Nitto, Inc.  
 Nor-Am Cold Storage  
 Occupational Safety & Health Administration  
 Philadelphia Warehouse & Cold Storage, Co.  
 PLM Fleet  
 Premier Refrigerated Warehouse  
 Refrigerating Engineers  
 RefrigiWear Inc.  
 RLS Logistics  
 San Diego Refrigerated Services, Inc.  
 Scopelitis, Garvin, Light, Hanson & Feary  
 SGS North America Inc.

Stoecklin Logistics, Inc.  
 Temple University  
 Terra Vista Capital, Inc.  
 The Raymond Corporation  
 Tippmann Engineering (QuickFreeze)  
 Tippmann Innovation  
 United States Cold Storage - Lebanon  
 United States Cold Storage, Inc.  
 United States Senate  
 University of Arkansas  
 US Department of Agriculture- Foreign Agriculture Service  
 USDA Food Safety and Inspection Service  
 Vapor Armour  
 Virginia Tech  
 Wagner Fire Safety



# GCCA GLOBAL ADVOCACY INITIATIVE

## GCCA COLD CHAIN POLICY FORUM | MONTHLY ADVOCACY WEBINARS

### ADVOCACY FUND | WASHINGTON WEEKLY

Show your support of GCCA's Global Cold Chain Advocacy Initiatives! Becoming a sponsor of the program that provides recognition at the Global Cold Chain Policy Forum, on each monthly Advocacy Webinar, in Washington Weekly newsletter AND contributes to the [Advocacy Fund](#).

The sponsorships program offers special opportunities designed specifically to link your company in a show of support of the most important issues impacting the cold chain industry, while gaining valuable brand recognition in front of an audience of top executives and decision makers in operation, engineering, construction, supply chain, and transportation around the world. It also funds strategic GCCA Cold Chain Advocacy Efforts, which you can learn more about on the following page.

Advocacy Fund Contributors receive recognition at the following in-person events; IARW-WFLO-IRTA-CEBA Strategic Board Meeting, IARW-WFLO Convention, CEBA Conference & Expo, and NA Cold Chain Connections.

## SPONSORSHIP OPPORTUNITIES:

### **"THOUGHT LEADERSHIP SPONSOR" PLATINUM LEVEL: \$5,000 (5 AVAILABLE)**

Thought Leadership Sponsors receive the highest level of visibility and recognition across the five-day GCCA Cold Chain Policy Forum, on each monthly Advocacy Webinar, in Washington Weekly and includes recognition in the GCCA Advocacy Fund.

Sponsors receive the following benefits:

#### **Global Policy Forum**

- Company logo on Policy Forum event website
- Logo in virtual forum "Waiting Room" screen viewed before presentations begin
- **Introductions of speakers (1 per sponsor) at Policy Forum**
- Recognition on every Policy Forum session
- Sponsored material featured in Policy Forum handout section of GoToWebinar
- 5 registrations to GCCA Cold Chain Policy Forum

#### **Advocacy Fund**

- Recognition at the Advocate Level
  - Options to upgrade to Builder Level for \$1500
- Receives recognition as part of the Fund at the following in-person events; IARW-WFLO-IRTA-CEBA Strategic Board Meeting, IARW-WFLO Convention, CEBA Conference & Expo, and NA Cold Chain Connections.
  - Recognition includes events signage, event slides, verbal acknowledgement, and printed materials

#### **Advocacy Webinars**

- Recognition during monthly Advocacy Webinar opening remarks

#### **Washington Weekly**

- Featured in 4 issues of Washington Weekly Logo featured on email invites for Policy Forum and Monthly Advocacy Webinars
  - Opportunity to upgrade to featured top position

### **GOLD LEVEL SPONSOR: \$3,000**

Gold Level Sponsors receive the highest level of visibility and recognition across the five-day GCCA Cold Chain Policy Forum, on each monthly Advocacy Webinar, and includes recognition in the GCCA Advocacy Fund.

Sponsors receive the following benefits:

#### **Global Policy Forum**

- Company logo on Policy Forum event website
- Logo in virtual forum "Waiting Room" screen viewed before presentations begin
- Recognition on every Policy Forum session
- Sponsored material featured in Policy Forum handout section of GoToWebinar
- Logo featured on email invites for Policy Forum
- Featured in 4 issues of Washington Weekly as Policy Forum Sponsor
- 3 registrations to GCCA Cold Chain Policy Forum

#### **Advocacy Fund**

- Recognition at the Advocate Level
  - Options to upgrade to Builder Level for \$1500
- Receives recognition as part of the Fund at the following in-person events; IARW-WFLO-IRTA-CEBA Strategic Board Meeting, IARW-WFLO Convention, CEBA Conference & Expo, and NA Cold Chain Connections.
  - Recognition includes events signage, event slides, verbal acknowledgement, and printed materials

#### **Advocacy Webinars**

- Recognition during monthly Advocacy Webinar opening remarks
- Logo featured on email invites for Monthly Advocacy Webinars
  - Opportunity to upgrade to featured top position

**BONUS:** Private advocacy briefing for company with Q&A from GCCA Government & Legal Affairs Team

# **GLOBAL COLD CHAIN** ALLIANCE® **ADVOCACY FUND**

**THANK YOU TO THE 2021 CONTRIBUTORS**

## FOUNDER



## CHAMPION



## LEADER



## BUILDER



## ADVOCATE



## CONTRIBUTE NOW

\_\_\_\_\_ \$25,000 Founder  
 \_\_\_\_\_ \$10,000 Champion

\_\_\_\_\_ \$5,000 Leader  
 \_\_\_\_\_ \$2,500 Builder

\_\_\_\_\_ \$1,000 Advocate  
 \_\_\_\_\_ \$0ther Patron

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Company: \_\_\_\_\_ Occupation: \_\_\_\_\_

Phone Number: (\_\_\_\_) \_\_\_\_\_

Signature: \_\_\_\_\_

Return this form and make checks payable to:  
 Global Cold Chain Alliance, 241 18th Street South Suite 620, Arlington, Virginia 22202.

Members are urged to consider making financial contributions to support these expanded advocacy efforts. Please submit to Lowell Randel (lrandel@gcca.org) or visit [advocacy.gcca.org](http://advocacy.gcca.org) for more information or to make a contribution.

**VISIT [ADVOCACY.GCCA.ORG](http://ADVOCACY.GCCA.ORG) FOR MORE INFORMATION.**



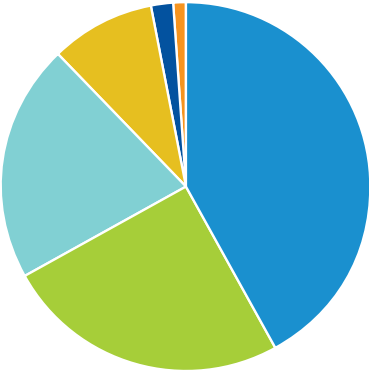
# GCCA 25<sup>TH</sup> EUROPEAN COLD CHAIN CONFERENCE

## OVERVIEW

23-25 MARCH | ROTTERDAM, NETHERLANDS

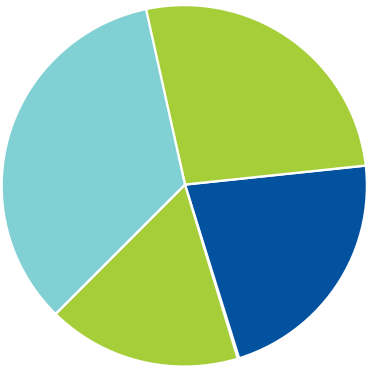
The GCCA European Cold Chain Conference is a supplier's best venue for reaching temperature-controlled warehousing and logistics executives in the European market. This event brings together nearly 150 top temperature-controlled supply chain leaders representing third-party logistics, warehousing, transportation, distribution, construction and all types of solution providers. Attendees can expect to engage in executive level discussions on market trends, opportunities and overcoming obstacles that exist in the industry, sharing of best practices, and a multitude of relationship building events.

### HOSTED BY THE GLOBAL COLD CHAIN ALLIANCE (GCCA)



#### 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!



# GCCA 25<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 (USD)
Table top display	Member – €3,250 Non-Member – €4,750

### EXHIBIT BENEFITS:

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

### 2019 EXHIBITING COMPANIES:

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

### 2019 EUROPE CONFERENCE ATTENDEE COMPANIES:

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

# GCCA 25<sup>TH</sup> EUROPEAN COLD CHAIN CONFERENCE

## SPONSORSHIP OPPORTUNITIES

	SPONSORSHIP ITEM	AMOUNT (IN EUR)
DIAMOND LEVEL	Packages of €10,000 or above	€10,000+
PLATINUM LEVEL	Industry Perspective Tech Talk (2 opportunities)	€7,725 each
	Opening Night Reception - Wednesday (2 opportunities)	€7,525 each
	Opening Night Dinner - Wednesday (2 opportunities)	€7,525 each
	Cold Chain Reception - Thursday (2 opportunities)	€7,525 each
	Cold Chain Dinner - Thursday (2 opportunities)	€7,525 each
	Keynote/Plenary Session - Thursday Morning	€7,525
	Keynote/Plenary Session - Thursday Afternoon	€7,525
	Keynote/Plenary Session - Friday Morning	€6,525
GOLD LEVEL	Keynote/Plenary Session - Friday Afternoon	€5,725
	Thought Leadership Education Track (3 opportunities)	€5,725 each
	Happy Hour in the Expo - Thursday	€5,725
	Branded Badge Lanyards	€5,725
	Registration	€4,725
	Automated Facility Tour & Dinner (2 opportunities)	€4,725 each
	Pocket Programme	€4,725
	Health & Wellness - Branded Masks	€4,725
SILVER LEVEL	Cold Chain Café (3 opportunities)	€3,725 each
	Lunch in the Expo - Thursday	€3,725
	Lunch in the Expo - Friday	€3,725
	Networking Break in the Expo - Thursday Morning	€3,725
	Networking Break in the Expo - Thursday Afternoon	€3,725
	Networking Break in the Expo - Friday Morning	€3,725
	Health & Wellness - Hand Sanitizer	€3,725
	European Warehouse Forum - Wednesday Afternoon (2 opportunities)	€3,725 each

Please contact Director of Europe Julie Hanson or Vice President of Business Development James Rogers to discuss exhibiting and/or sponsorship opportunities. Exhibit Opportunities also available!



# GCCA EUROPEAN WAREHOUSE FORUM

## OVERVIEW & SPONSORSHIP OPPORTUNITIES

23 MARCH | ROTTERDAM, NETHERLANDS  
NOVEMBER | TBD

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.

#### SPONSOR BENEFITS:

- 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: €3725

*Note: each event is limited to two sponsors*

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

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

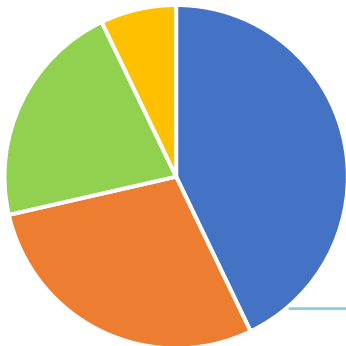
*For all inquiries, contact our European Director Julie Hanson at [jhanson@gcca.org](mailto:jhanson@gcca.org) or by phone +32 496 065 865.*

# GCCA LATIN AMERICA COLD CHAIN CONGRESS

## OVERVIEW

16-17 NOVEMBER 2022 | BOGOTÀ, COLOMBIA

The 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 Congress hosts nearly 100 attendees and features the latest technologies, solutions, products and services from some of the most respected names in the industry.

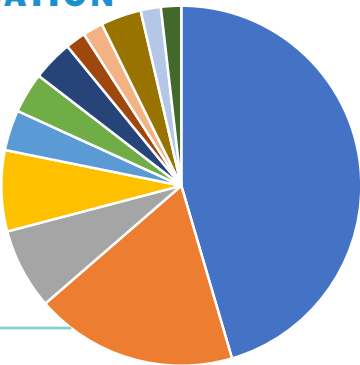


### 2021 ATTENDEE DEMOGRAPHICS BY TITLE

- 43%** Executive, CEO, President, Owner
- 29%** Other
- 21%** Director Manager
- 7%** Upper Management, Vice President

### ATTENDEE DEMOGRAPHICS BY LOCATION

- |                              |                     |
|------------------------------|---------------------|
| <b>45%</b> Mexico            | <b>4%</b> Uruguay   |
| <b>18%</b> USA               | <b>2%</b> Argentina |
| <b>7%</b> Brazil             | <b>2%</b> Ecuador   |
| <b>7%</b> Dominican Republic | <b>4%</b> Guatemala |
| <b>4%</b> Colombia           | <b>2%</b> Panama    |
| <b>4%</b> Peru               | <b>2%</b> 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

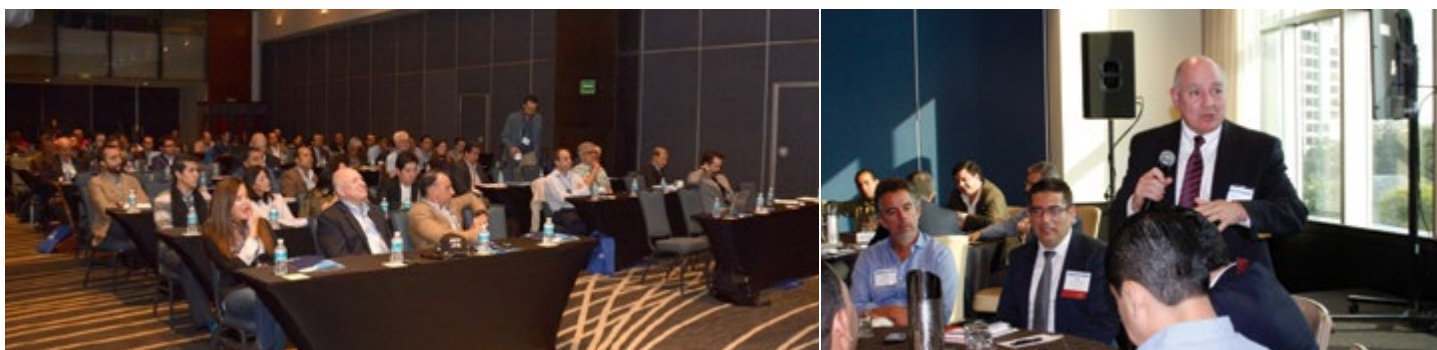
### SPONSOR BENEFITS:

- 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
- One (1) attendee registration included in the sponsor fee (additional sponsor personnel can register at 25% discount)
- 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 2023
- 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
	Study Tour	\$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
	Pens	\$2,000
	Pads	\$2,000

For inquiries in Latin America, contact our Latin America Director Debbie Corado at [dcorado@gcca.org](mailto:dcorado@gcca.org) or by phone +(502) 22193497. For all other inquiries or to add this to your global package, please contact James Rogers at [jrogers@gcca.org](mailto:jrogers@gcca.org) or 703 373 4303



# 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 table personnel can register at 25% discount)
- Access to attendee list with contact details



### COMPANIES THAT ATTENDED THE 2021 LATIN AMERICA CONGRESS:

Administracion Y Bienes Rso SA DE CV  
 Almacenes Refrigerados Consolidados SA de CV  
 Axionlog Cold Solutions  
 Bajo Cero Frigorificos  
 Bajo Cero Irapuato  
 Bitzer Mexico, S. DE R. De C.V.  
 Bohn de Mexico, S.A. de C.V.  
 Carrier Transicold de Mexico, S.A. de C.V.  
 CLC Logística (Consultores Logísticos del Caribe)  
 Cold Terminal of Laredo LLC  
 Emergent Cold  
 Falabella Corporativo Peru  
 Frio Espacio Control  
 Friopuerto Tangier, S.A.

Galores Cold Storage  
 Global Cold Chain Alliance  
 Grupo Frio Integral  
 GRUPO FRIO INTEGRAL SRL  
 Grupo Inversor Veracruzano, SAPI de CV  
 Hit Puerto Rio Haina  
 IS Services LTD  
 Jamison Door Latinoamerica S de RL de CV  
 Johnson Controls / Tyco  
 Kingspan Insulated Panels S.A. de C.V.  
 Korber Supply Chain, NA  
 LG Manufacturera S.A. de C.V.  
 MR SOLUCIONES PROFESIONALES EN  
 INTELIGENCIA DE EDIFICIOS SA DE CV

Nafta Frigorificos SA de CV  
 North America Electro Motion 7777 S.A de C.V  
 Polo Logístico de Frío  
 Puerto de Barranquilla, Sociedad Portuaria  
 QUALIANZ  
 Refrigeracion Linca SA de CV  
 RefrigiWear Inc.  
 Reparacion Integral de Contenedores, SAPI de CV  
 Sistemas de Refrigeracion Totales SA de CV  
 Superfrio Logística Frigorificada  
 Transcooler

# GCCA BRAZILIAN COLD CHAIN CONGRESS

## OVERVIEW

20 NOVEMBER | SÃO PAULO, BRAZIL

The Global Cold Chain Alliance Brazil will host the 2022 version of its annual event focused exclusively on the temperature controlled logistics sector. The event will bring together 100 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	FM Approvals	Marba	Sonda Supermercados
ABPA	Frigorífico Marba Ltda	Marfrig	Superfrio Armazéns Gerais
Arfrio	Friopuerto Montevideo	Martini Meat	Tedesco Engenharia e Logística
BRF	Friovale Log	Mayekawa	Testo
CAP Logística	Friozem Armazéns Frigoríficos	Opergel Alimentos	Thermo King
Catupiry	Friozem Armazéns Frigoríficos	Refrio	
Comfrio	GS&Libbra	Revista Tecnológica	
Confiance Log	Guentner	RLS Logistics	
Danfoss	Iceport	Senso Solutions	

\*at the time of publishing, the 2021 event had not occurred. Contact Isabela Perazza at [iperazza@gcca.org](mailto:iperazza@gcca.org) for information

# 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	Senso Solutions	Bitzer	Solutions
Assist Software	Tedesco	Tyco Fire Protection	Johnson Controls
Guntner	Testo	Lockton Seguros	
Mayekewa	Vafilm	Emerson Automation	

### 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> <div> <p><i>*Platinum Level: Additional Opportunities:</i> Expo table-top available in the hall of the event</p> <p><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> </div>	\$3,500
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>	\$2,500
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>	\$1,500



# GCCA SOUTH AFRICAN COLD CHAIN CONFERENCE

## OVERVIEW AND SPONSORSHIP OPPORTUNITIES

4 AUGUST | CAPE TOWN, SOUTH AFRICA

### SOUTH AFRICA COLD CHAIN CONFERENCE

The GCCA South Africa Cold Chain Conference is a supplier's best venue for reaching temperature-controlled warehousing and logistics executives in the South African market. 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.

### SPONSORSHIP BENEFITS AND PRICING:

SPONSORSHIP LEVEL	SPONSORSHIP	PRICE
PLATINUM LEVEL	<ul style="list-style-type: none"><li>• Supplier Tech Talks are an opportunity for members to present a high-level industry perspective on how their solutions, tools and/or technology can help support their customers businesses and how they see the industry evolving. Each "Tech Talk" sponsor will receive 5 minutes to present to the audience. (This is not a commercial – must be a high-level industry overview).</li><li>• Recognition on event website.</li><li>• Logo branding and verbal recognition throughout the event.</li><li>• Logo branding and recognition in all event-related communications.</li><li>• Table-top exhibit (preferred placement) + 2 registrations.</li></ul>	ZAR 29 000 (max 3)
GOLD LEVEL	<ul style="list-style-type: none"><li>• Welcome word at session opening and introduction to first speaker.</li><li>• Recognition on event website.</li><li>• Logo branding and verbal recognition throughout the event.</li><li>• Logo branding and recognition in event related communications (including social media posts).</li><li>• Table-top exhibit + 2 registrations.</li></ul>	ZAR 21 000 (max 3)
SILVER LEVEL	<ul style="list-style-type: none"><li>• Recognition on event website.</li><li>• Logo branding and verbal recognition throughout the event.</li><li>• Logo branding and recognition in event related communications (including social media)</li></ul>	ZAR 15 000 (max 3)



# SOUTH AFRICA - ADDITIONAL SALES AND SPONSORSHIP OPPORTUNITIES

## FIRE RISK INSURANCE SEMINAR

10 MARCH 2022 - JOHANNESBURG, SOUTH AFRICA

Insurance remains one of the main concerns for cold storage facilities around the world. This full day seminar will bring together temperature-controlled warehousing and logistics executives in the South African market.

Sponsoring this seminar will increase your company's overall brand visibility and link your organization as a key supporter of this vital industry topic. Most importantly, supporting the seminar will put you in front of and connect you with top industry leaders. Each opportunity has been customized to spotlight your company throughout the entire event, and exclusively at specific event functions.

SPONSOR LEVEL	SUPPORTER BENEFITS	PRICE
PLATINUM	<ul style="list-style-type: none"><li>• Supplier Tech Talk</li><li>• Logo branding before, during and post event on the seminar website and recognition on seminar website.</li><li>• Logo branding and verbal recognition throughout the event.</li><li>• Logo branding and recognition in all seminar-related communications.</li><li>• Table-top exhibit (preferred placement) + 2 registrations.</li></ul>	USD 1750 (max 3)
GOLD	<ul style="list-style-type: none"><li>• Welcome word at session opening and introduction to first speaker.</li><li>• Slide promoting company pre- and post- session.</li><li>• Logo branding before, during and post event on the seminar website and recognition on seminar website.</li><li>• Logo branding and verbal recognition throughout the event.</li><li>• Logo branding and recognition in seminar related communications (including social media posts).</li><li>• Table-top exhibit + 2 registrations.</li></ul>	USD 1250
SILVER	<ul style="list-style-type: none"><li>• Logo branding pre- and post-event on seminar website.</li><li>• Logo branding before, during and post event on the seminar website and recognition on seminar website.</li><li>• Logo branding and recognition in seminar related communications (including social media posts).</li><li>• Table-top exhibit + 1 registration.</li></ul>	USD 850

## AMMONIA REFRIGERATION ONLINE SHORT COURSE

This ammonia-specific program for professionals engaged in temperature-controlled logistics using ammonia as a refrigerant will feature modules taught by leading experts in the industry. Showcase your company's brand, increase its visibility, and promote your industry support through the sponsorship program.

SUPPORTER BENEFITS	PRICE
<ul style="list-style-type: none"><li>• Logo branding &amp; verbal recognition pre- and post-training each day.</li><li>• Recognition on Short Course website.</li><li>• Logo branding and recognition in all short course related communications (including social media posts).</li></ul>	ZAR 5 500

# SOUTH AFRICA - ADDITIONAL SALES AND SPONSORSHIP OPPORTUNITIES

## AFRICA FUTURE LEADER AWARD

MAY 2022

The Africa Future Leader Award recognizes outstanding young professionals in the African cold storage industry who show potential for future career advancement but have not yet risen to top-level leadership. The recipient of the award will be eligible to compete against other GCCA future leaders from around the world in the 2022 Global NextGen competition.

SUPPORTER BENEFITS	PRICE
<ul style="list-style-type: none"><li>• Logo branding &amp; recognition in Africa Future Leader Award communications (including social media posts).</li><li>• Recognition on Africa Future Leader Award website.</li><li>• Highlighted in two press releases announcing the selection of finalists and award recipient.</li><li>• Verbal recognition during award celebration ceremony at the South Africa Cold Chain Conference.</li></ul>	ZAR 5 500

## WEBINARS

Hosting your own webinar or branding a GCCA webinar series helps position your company as an industry leader, while building your brand and generating qualified leads for you and your team.

SUPPORTER BENEFITS	PRICE
<ul style="list-style-type: none"><li>• Raise brand awareness.</li><li>• Educate the marketplace on your products and services.</li><li>• Achieve measurable results.</li><li>• Generate sales leads via GCCA's membership database.</li><li>• Tailored webinar content designed and presented by sponsor.</li><li>• Marketing emails to the South African industry.</li><li>• Promotion in the Cold Connection e-Newsletter (sent to members in over 80 countries).</li><li>• Logo on GCCA's event page and website.</li><li>• Recording will be archived on the GCCA website.</li><li>• Complimentary discount code for customers/ prospects outside of GCCA membership (Non-member cost will be \$25).</li></ul>	ZAR 12 500



# GCCA REGIONAL CONNECTIONS

## OVERVIEW & SPONSORSHIP OPPORTUNITIES

Regional Connections deliver a dynamic experience, bringing together members of the warehouse/3PL and supplier communities to meet face to face in regions for focused, high-quality discussions, networking, and education. Connections will be hosted over breakfasts, luncheons, and receptions with opportunities to golf (US and CA only) before or after the program.

DATE	LOCATION
<b>NORTH AMERICA</b>	
TBD	United States (3)
TBD	Toronto, Ontario, Canada
<b>EUROPE</b>	
July	South Wales, United Kingdom
<b>LATIN AMERICA</b>	
6 April	Santo Domingo, Dominican Republic
19 May	Bogotá, Colombia
22 August	City TBD, Mexico



### SPONSOR 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-site signage
- Marketing materials displayed on-site
- Two (2) complimentary registrations to event

Contact GCCA to discuss exclusive sponsorship opportunities or to discuss multiple meeting discounts



### PRICING:

SPONSORSHIP*	PRICE (USD)
North American Regional Connection	\$5,000 each (multiple available)
European Regional Connection	€ 5,000 (multiple available)
Latin American Regional Cold Connection	\$5,000 (exclusive), \$3,000 (non-exclusive)



# 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**
- **Policy Updates 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:

\$5,000 for Package

- 1 package includes 3 sessions  
(4 packages available)

# 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:

- A Masterclass in Optimizing Energy Strategy, Savings & Revenues in the Cold Chain Sector - GridBeyond
- Modern Energy Strategy for Food and Cold Store Businesses: Securing a Prosperous Future - GridBeyond
- Maximizing Energy Efficiency in Your Facility - Jamison Door Company
- 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
- Two (2) 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
- 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.

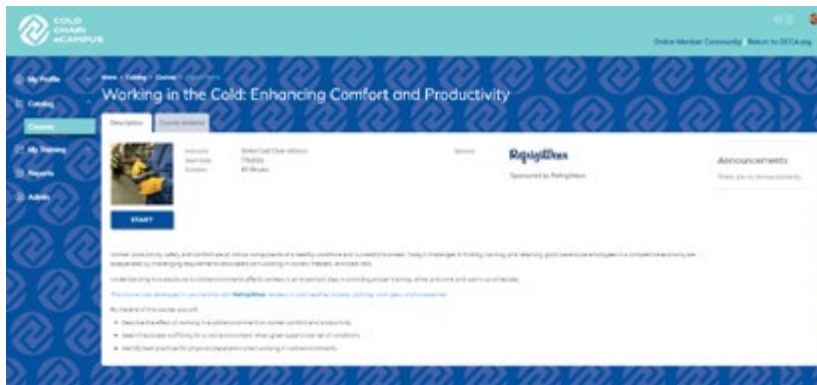
## WHAT DO WE NEED FROM YOU TO GET STARTED?

- 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



## DESIGN A COURSE: COLD CHAIN ECAMPUS

Cold Chain eCampus 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.

### 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).

## LATIN AMERICA: INTERACTIVE EDUCATIONAL WORKSHOP

Opportunity to design and create your own virtual educational workshop. Host a successful workshop with distinct learning objectives based on case studies or joint presentations with a client(s) that showcase success stories, best practices, how you helped solve a problem, and/or opportunities to innovate your operations.

The Workshop content can be educational, personalized, designed and presented by the sponsor. Sessions must be educational in nature and are not intended to be a sales pitch.

### In addition to opportunities outlined above, sponsors will receive:

- Branding in digital marketing efforts that include emails, social, and association newsletters
- List of participants

### PRICING: \$4,000

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

# WORKFORCE DEVELOPMENT INITIATIVES OVERVIEW

## WHY SUPPORT GCCA'S WFLO WORKFORCE DEVELOPMENT INITIATIVES?

- Support the development and retention of your customer's talent
- Demonstrate commitment to strengthening the cold chain
- Connect and support industry leaders dedicated to advancing the cold chain
- Develop relationships with the future industry leaders
- Align your brand with advancing cold chain supporting industry talent initiatives

## RECEIVE RECOGNITION AT THE FOLLOWING GCCA PROGRAMS:

- WFLO Institute - East & West (includes in-person participation)
- **NEW** Digital Learning Essentials Program
- North American Warehouse Labor Turnover Survey Report
- HR & Talent Development Website Recognition
- On-site at GCCA in-person events throughout the year



# WORKFORCE DEVELOPMENT INITIATIVES

## ABOUT OUR PROGRAMS

### WFLO INSTITUTE

#### EAST (ATLANTA, GA) & WEST (TEMPE, AZ)

*Includes In-person Participation*

The WFLO Institute is GCCA's core education and training provider developing the cold chain industry's most important asset – talent. Hosted for over 50 years by the association, the WFLO Institute is the industry's premier training program for professionals engaged in temperature-controlled logistics. The program is an immersive, multi-year training experience delivered in-person by industry thought leaders and subject matter experts. The program is touted by industry leaders as a reliable, effective, and prestigious talent development investment for employees.

#### Supporter Benefits

- 500+ direct impressions with future leaders and industry experts participating in the program
- Logo visibility at WFLO Institute East and West\*\* and featured on event website
- Special recognition at the IARW-WFLO Convention
- Branded signage at the event and company materials featured at registration
- Materials included on Institute resources USB drive
- 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 Support Benefits

- A celebration with scholarship winner and industry leaders at either East or West
- 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

### AUSTRALIA (MELBOURNE) AND LATIN AMERICA INSTITUTE (TBD)

These two institutes are held annually in their market regions. Sponsoring one of the two Institutes offers opportunities for brand recognition, thought leadership and networking with future industry leaders.





# WORKFORCE DEVELOPMENT INITIATIVES

## ABOUT OUR PROGRAMS

### NEW DIGITAL LEARNING PROGRAM

GCCA Digital Learning delivers essential industry education where you need it and focuses on the most pressing issues, pertinent topics, trends, and innovations to keep cold chain operators in the know. Current education and past webinars will be hosted on demand on GCCA's new Learning Management System (LMS).

#### Supporter Benefits

- Raise brand awareness
- Company listed in LMS as supporter
- Featured in select promotions

### NORTH AMERICAN WAREHOUSE LABOR TURNOVER SURVEY REPORT

A high turnover rate often leads to considerable amounts of money, time, and resources invested in hiring and onboarding processes. The International Association of Refrigerated Warehouses (IARW), a Core Partner of GCCA, created a report compiling turnover data collected from North American cold storage warehouses that includes survey details, turnover rates by region, states with the highest turnover rates, and solutions facilities have used to reduce turnover in their labor force.

#### Supporter Benefits

- Raise brand awareness
- Logo in report executive summary
- Sponsor recognition on the GCCA HR & Talent Development website
- Promotion in Cold Connection e-Newsletter

### HR & TALENT DEVELOPMENT WEBSITE RECOGNITION

Human resources (HR), including hiring, screening, and evaluating employees is a necessary function of an efficient operation. GCCA offers multiple resources to help managers understand employment law and recruit, retain and develop high quality employees.

#### Supporter Benefits

- Raise brand awareness
- Sponsor recognition on the GCCA HR & Talent Development website
- Promotion in Cold Connection e-Newsletter





# WORKFORCE DEVELOPMENT INITIATIVES

## TALENT DEVELOPMENT SUPPORT AND SCHOLARSHIP PROGRAM OPPORTUNITIES

1.

### **SUPPORTER PACKAGE WITH INSTITUTE SCHOLARSHIP** **\$ 7,500**

#### **Choose one:**

*Limit of 2 sponsors per item*

- Institute welcome reception
- Faculty and VIP Dinner (West only, Day 3)
- Graduation Reception (Day 3)
- Faculty and VIP Dinner (Day 1)
- Opening General Session Keynote (Day 2)

2.

### **SUPPORTER PACKAGE WITH IN PERSON PARTICIPATION AT INSTITUTE** **\$5,000**

#### **Choose one:**

*Exclusive to 1 sponsor per item*

- WiFi
- Trivia Night
- Graduate head shot booth
- Class t-shirts
- Health and wellness - branded sanitizer
- Coffee Break - Branded Mugs - Reserved

3.

### **SUPPORTER RECOGNITION PACKAGE (NO IN-PERSON)** **\$3,500**

#### **Choose one:**

*Exclusive to 1 sponsor per item*

- Classroom supplies - branded pens
- Classroom supplies - branded pads

\* 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 1 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.

\*\*\*Supporter must provide items.



**For all inquiries or to reserve an opportunity, contact:**

**James Rogers | +1 703 373 4303 | [jrogers@gcca.org](mailto:jrogers@gcca.org)**

# WORKFORCE DEVELOPMENT INITIATIVES

## NEW: 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.

# WORKFORCE DEVELOPMENT INITIATIVES

## PARTICIPATING COMPANIES

Almacenes Refrigerados Consolidados SA de CV	Interstate Cold Storage, Inc.	T.C. Trading Company, Inc.
Americold Logistics	Interstate Warehousing, Inc.	Trenton Cold Storage, Inc.
Arctic Cold Refrigeration	J.B. Hunt Transport, Inc.	Unicold Corporation
Baker Cold Storage/Lineage Logistics Vernon	Kool Solutions India	United States Cold Storage, Inc.
Bellingham Cold Storage Co.	Lamb Weston	VVS Cold Storage and Processing Plant
Bradner Cold Storage Ltd.	Lineage Logistics	WCS Logistics / Winchester Cold Storage Co.
Burris Logistics	Los Angeles Cold Storage Co.	
Central Storage	Merchandise Warehouse Co., Inc.	
Central Storage & Warehouse Company	Mesa Cold Storage, Ltd.	
ColdPoint Logistics	Midwest Refrigerated Services, Inc.	
Commercial Cold Storage, Inc.	Minnesota Freezer Warehouse	
Commercial Warehousing, Inc.	MTC Logistics	
Conestoga Cold Storage	Newport-St Paul Cold Storage, Co.	
Confederation Freezers	Nor-Am Cold Storage, Inc.	
Congebec Logistics, Inc.	Nor-Am Ice and Cold Storage	
Florida Freezer L. P.	Overture Star Partners Holding LLC	
Frez-N-Stor, Inc.	Port of Morrow Warehousing	
Frialsa Frigorificos S.A. De C.V.	Premier Refrigerated Warehouse	
Georgia Institute of Technology	Quality Refrigerated Services	
Giant Tiger Wholesale	RLS Logistics- Corporate	
Hanson Logistics	San Diego Refrigerated Services	
	SnoTemp Cold Storage	
	Southeast Cold Storage	

“ For RLS, we use a variety of L&D platforms but the most impactful for us are the tools and resources provided by the GCCA as they are specific to our industry which makes the content instantly impactful. The teachers, the quality of the product, the insight put in the development are all top notch and we are very thankful for the partnership!

- LORI COGIT, VICE PRESIDENT, HUMAN RESOURCES, RLS LOGISTICS

For all inquiries or to reserve an opportunity, contact:  
James Rogers | +1 703 373 4303 | [jrogers@gcca.org](mailto:jrogers@gcca.org)



# 2022 ADVERTISING OPPORTUNITIES

## ADVERTISING CONTACT

For all advertising inquiries or to book space, contact:

Jeff Rhodes

MCI USA

[jeff.rhodes@wearemci.com](mailto:jeff.rhodes@wearemci.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 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	FEATURED CONTENT	BONUS DISTRIBUTION
January–February 2022	Trends/Best Practices	WFLO Institute (East & West)
March–April 2022	Supply Chain/Logistics	IARW-WFLO -CEBA Strategic Board Meeting GCCA European Cold Chain Conference
May–June 2022	Transportation	
July–August 2022	Warehouse Operations PLUS Refrigerated Warehousing & Logistics Showcase	IARW-WFLO Convention WLFO Latin America Institute GCCA Africa Cold Chain Conference
September–October 2022	Controlled Environment Construction PLUS Automation, Construction and Cold Chain technology Showcase	CEBA Conference & Expo GCCA Latin America Cold Chain Congress GCCA Brazil Cold Chain Congress
November–December 2022	Customer Perspectives	WFLO Institute (East & West)

*\*Editorial calendar subject to change*

All issues of Cold Facts Magazine feature articles covering warehousing logistics, transportation, construction, and other subject areas of interest to cold chain companies. Each issue features its own theme. See below for editorial focus and bonus distribution.

### ADVERTISING RATES

SIZE	PRICE (USD)		
	1X	3X	6X
Belly Bands	N/A	N/A	\$5,200
Cover 4	\$3,495	\$2,970	\$2,700
Cover 3	\$3,195	\$2,715	\$2,475
Cover 2	\$3,095	\$2,630	\$2,475
Full Page	\$2,995	\$2,700	\$2,500
Half Page	\$2,250	\$2,050	\$1,835
Third Page	\$1,500	\$1,350	\$1,195
Quarter page	\$985	\$885	\$790



# GCCA COLD FACTS MAGAZINE

## DEADLINES & DIMENSIONS

### EDITORIAL DEADLINES

ISSUE	AD PLACEMENT DEADLINE	ARTWORK DEADLINE
January–February 2022	19 November 2021	3 December 2021
March–April 2022	28 January 2022	4 February 2022
May–June 2022	25 March 2022	1 April 2022
July–August 2022	27 May 2022	3 June 2022
September–October 2022	29 July 2022	5 August 2022
November–December 2022	30 September 2022	7 October 2022

### 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@wearemc.com](mailto:jeff.rhodes@wearemc.com)

# REFRIGERATED WAREHOUSING LOGISTICS SHOWCASE & DIRECTORY

The Refrigerated Warehousing Logistics Showcase & Directory is an industry promotion opportunity for IARW warehouses to showcase to customers the many benefits of partnering with a 3PL Company. The one or two pages you purchase in the special edition issue will be included in the 2022 July-August Cold Facts Magazine that also includes a full warehouse directory list. Don't miss this prime marketing opportunity to reach customers and showcase your value in partnering!

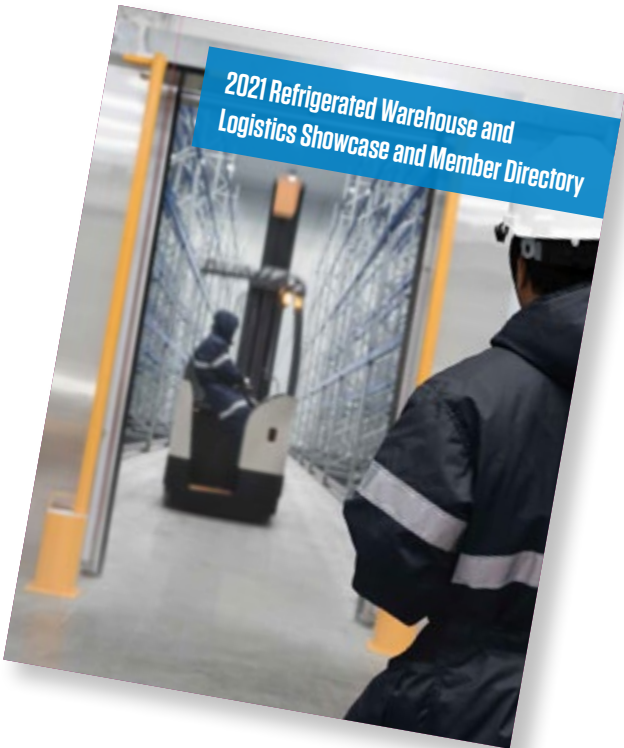
## SELECT YOUR ADVERTISING PACKAGE

(Ad reservation deadline: May 27; material deadline June 3)

SIZE	COST
One-page article/ad	\$2,050
Two-page article/ad	\$3,085
Back Cover	\$3,085
Inside Front Cover or Inside Back Cover	\$2,850

## 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@wearemci.com](mailto:jeff.rhodes@wearemci.com)

# COLD CHAIN INNOVATION SHOWCASE & BUYERS GUIDE

The special issue distributed with the September-October issue of COLD FACTS Magazine is being updated for 2022! 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 insights, 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 29; material deadline August 5)

SIZE	COST
One-page article/ad	\$2,050
Two-page article/ad	\$3,085
Back Cover	\$3,085
Inside Front Cover or Inside Back Cover	\$2,850

## 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 overprinted 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@wearemci.com](mailto:jeff.rhodes@wearemci.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

\$3,100

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

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

### B TOP BANNER

\$2,850

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

\$2,475

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

\$2,475

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

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

### E FULL BANNER

\$2,475

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@wearemci.com](mailto:jeff.rhodes@wearemci.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.....

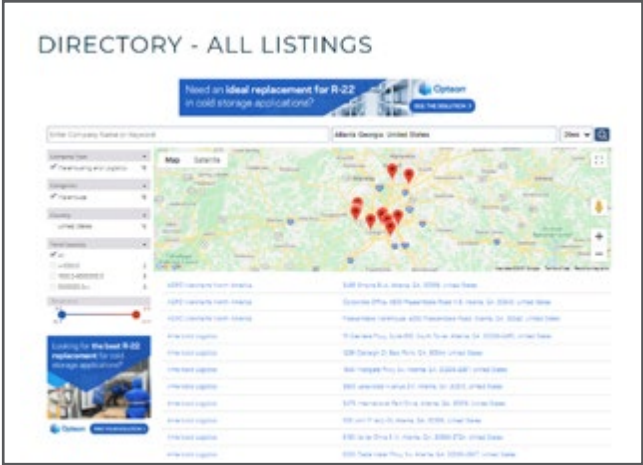
\$1,500

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@wearemci.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.

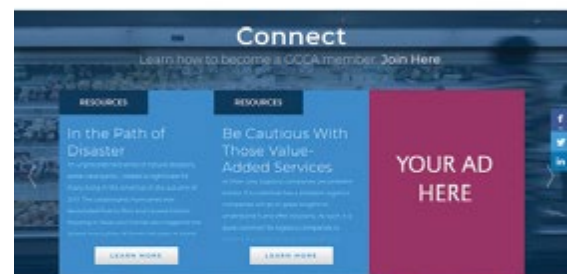
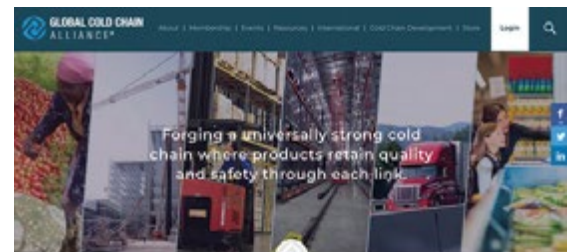
## ADVERTISING RATES & OPTIONS

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?

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## GCCA CORE PARTNER ASSOCIATIONS

