SPONSORSHIP, ADVERTISING, AND EXHIBITING OPPORTUNITIES

GLOBAL COLD CHAIN ALLIANCE®

2021
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*As of February 2021. Subject to change.*
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 programing. Ideas and proposed topics are always welcome!

To maximize your company’s visibility this upcoming year, book an appointment with James Rogers, Sr. Director of Business Development, today (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

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>In Person / Virtual</th>
</tr>
</thead>
<tbody>
<tr>
<td>17 March</td>
<td>GCCA European Warehouse Forum</td>
<td></td>
<td>Virtual</td>
</tr>
<tr>
<td>22-25 April</td>
<td>IARW-WFLO Strategic Board Meeting</td>
<td>Scottsdale, AZ</td>
<td>In person</td>
</tr>
<tr>
<td>1-3 June</td>
<td>24th GCCA European Cold Chain Conference &amp; Expo</td>
<td></td>
<td>Virtual</td>
</tr>
<tr>
<td>13-15 July</td>
<td>WFLO Institute Latin America</td>
<td>Mexico City, Mexico</td>
<td>In person</td>
</tr>
<tr>
<td>26-28 July</td>
<td>GCCA Cold Chain Policy Forum</td>
<td>Washington, DC</td>
<td>In person</td>
</tr>
<tr>
<td>8-11 September</td>
<td>57th WFLO Institute East</td>
<td>Atlanta, GA</td>
<td>In person</td>
</tr>
<tr>
<td>26-29 September</td>
<td>57th WFLO Institute West</td>
<td>Tempe, AZ</td>
<td>In person</td>
</tr>
<tr>
<td>8-10 October</td>
<td>130th IARW-WFLO Convention</td>
<td>Austin, TX</td>
<td>In person</td>
</tr>
<tr>
<td>28 October</td>
<td>8th Brazilian Cold Chain Congress</td>
<td>Brazil</td>
<td>In person</td>
</tr>
<tr>
<td>2-4 November</td>
<td>41st CEBA Conference &amp; Expo</td>
<td>Las Vegas, NV</td>
<td>In person</td>
</tr>
<tr>
<td>8-9 November</td>
<td>5th Latin America Cold Chain Congress</td>
<td>Mexico City, Mexico</td>
<td>In person</td>
</tr>
<tr>
<td>November</td>
<td>GCCA South Africa Conference</td>
<td>Cape Town, South Africa</td>
<td>In person</td>
</tr>
<tr>
<td>18-19 November</td>
<td>GCCA European Warehouse Forum</td>
<td>Warsaw, Poland</td>
<td>In person</td>
</tr>
</tbody>
</table>

*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](https://www.gcca.org/events)
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.³

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
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.

**WHO GCCA REACHES**

### GCCA Members by Region

- **57%** United States
- **8%** Asia Pacific
- **8%** Europe
- **11%** Latin America & the Carribean
- **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
- **3%** Transportation
- **5%** Processor/Manufacturer, Retail, Food Service

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

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>PRICE (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>IARW-WFLO-CEBA Copper Canyon Wild West Fiesta (Day 1)</td>
<td>$15,000 each (3)</td>
</tr>
<tr>
<td>IARW &amp; WFLO-CEBA-IRTA Joint Board Reception (Day 2)</td>
<td>$15,000</td>
</tr>
<tr>
<td>IARW &amp; WFLO-CEBA-IRTA Joint Board Dinner (Day 2)</td>
<td>$15,000</td>
</tr>
<tr>
<td>IARW-WFLO-CEBA After Dinner Get-Together (Day 2)</td>
<td>$15,000</td>
</tr>
<tr>
<td>Health and Wellness Sponsor: Branded Hand Sanitizer &amp; Masks</td>
<td>$10,000</td>
</tr>
<tr>
<td>IARW-WFLO Joint Board Closing Reception (Day 4)</td>
<td>$10,000</td>
</tr>
<tr>
<td>IARW-WFLO Joint Board Closing Dinner (Day 4)</td>
<td>$10,000</td>
</tr>
<tr>
<td>Outdoor Board Activity - Hummer Desert Tour</td>
<td>$10,000</td>
</tr>
<tr>
<td>Golf Tournament: Beverage Cart (Day 2)</td>
<td>$7,500</td>
</tr>
<tr>
<td>Golf Tournament: Prizes &amp; Hole Contests (Day 2)</td>
<td>$7,500</td>
</tr>
<tr>
<td>Golf Tournament: Lunch (Day 2)</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

THANK YOU TO OUR 2020 SPONSORS:
### 130th 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:

<table>
<thead>
<tr>
<th>AGRO Merchants Group, LLC</th>
<th>Hanson Logistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americold Logistics</td>
<td>Henningsen Cold Storage Co.</td>
</tr>
<tr>
<td>BASAL - IRESA Monterrey</td>
<td>Innovative Cold Storage Enterprises, Inc.</td>
</tr>
<tr>
<td>Bellingham Cold Storage Co.</td>
<td>Interchange Group, Inc.</td>
</tr>
<tr>
<td>Bradner Cold Storage Ltd.</td>
<td>Interstate Warehousing, Inc.</td>
</tr>
<tr>
<td>Burris Logistics</td>
<td>Konoike-Pacific (KPAC)</td>
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<tr>
<td>CAP - Logistica Frigorificada LTDA</td>
<td>Laverton Cold Storage</td>
</tr>
<tr>
<td>Confederation Freezers</td>
<td>Lineage Logistics</td>
</tr>
<tr>
<td>Classic Warehousing, Inc.</td>
<td>Lone Star Cold Storage, Inc.</td>
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<tr>
<td>Cloverleaf Cold Storage Co.</td>
<td>Los Angeles Cold Storage Co.</td>
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<tr>
<td>Coldstar</td>
<td>Mandich Group</td>
</tr>
<tr>
<td>Commercial Cold Storage, Inc.</td>
<td>Mattingly Cold Storage</td>
</tr>
<tr>
<td>Commercial Warehousing, Inc.</td>
<td>Merchandise Warehouse Co., Inc.</td>
</tr>
<tr>
<td>Conestoga Cold Storage</td>
<td>Merchants Cold Storage Company, LLC</td>
</tr>
<tr>
<td>Congebec Logistics, Inc.</td>
<td>MHW Group</td>
</tr>
<tr>
<td>Dick Cold Storage</td>
<td>Midwest Refrigerated Services, Inc.</td>
</tr>
<tr>
<td>Doboy Cold Stores Pty, Ltd.</td>
<td>Minnesota Freezer Warehouse</td>
</tr>
<tr>
<td>Emergent Cold Pty Ltd</td>
<td>MTC Logistics</td>
</tr>
<tr>
<td>Eskimo Cold Storage, LLC.</td>
<td>NewCold Advanced Logistics</td>
</tr>
<tr>
<td>Florida Freezer L. P.</td>
<td>Nor-Am Cold Storage, Inc.</td>
</tr>
<tr>
<td>Friopuerto Investment, SLU</td>
<td>Oxford Logistics Group</td>
</tr>
<tr>
<td>Hall's Warehouse Corp.</td>
<td>Philadelphia Warehouse &amp; Cold Storage, Co.</td>
</tr>
<tr>
<td></td>
<td>Pioneer Cold</td>
</tr>
<tr>
<td></td>
<td>Premier Refrigerated Warehouse</td>
</tr>
<tr>
<td></td>
<td>Quality Refrigerated Services</td>
</tr>
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<td></td>
<td>RLS Logistics</td>
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<tr>
<td></td>
<td>San Diego Refrigerated Services, Inc.</td>
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<tr>
<td></td>
<td>SnöTemp Cold Storage</td>
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<td></td>
<td>Southeast Cold Storage</td>
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<td></td>
<td>Stockhabo bv.b.a</td>
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<tr>
<td></td>
<td>Superfrío Armazéns Gerais Ltda</td>
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<tr>
<td>Traverse Cold Storage, LLC</td>
<td>Trenton Cold Storage, Inc.</td>
</tr>
<tr>
<td>United States Cold Storage, Inc.</td>
<td>Valley Cold Storage &amp; Transportation</td>
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<tr>
<td>VersaCold Logistics Services</td>
<td>Washington Cold Storage, Inc.</td>
</tr>
<tr>
<td>WCS Logistics / Winchester Cold Storage</td>
<td>Western Distribution Services, LLC</td>
</tr>
<tr>
<td>Wiginton Fire Systems</td>
<td>Zero Mountain, Inc.</td>
</tr>
</tbody>
</table>

### 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
130TH 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).

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

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supplier</td>
<td>48%</td>
</tr>
<tr>
<td>Contractor - Design/Build</td>
<td>31%</td>
</tr>
<tr>
<td>Food Industry and Warehouse Representative</td>
<td>21%</td>
</tr>
</tbody>
</table>

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.
Boz 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.
Condibec 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.
Everedge
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
GroupP Reps
Henningsen 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
Mett-Span
Midwest Materials Company
Midwest Refrigerated Services, Inc.
Minnesota Freezer Warehouse
MTC Logistics
NewCold Cooperative 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 (CHIEFEXECcoach)
PowerSecure
Premier Refrigerated Warehouse
Primus Builders, Inc.
Quest/Thermastor
RC&E, Inc.
Republic Refrigeration, Inc.
RIHT Foam Systems Inc.
Ricker Thermline
RLS Logistics - Corporate
Romakowski GmbH & Co. KG
Ryan Companies US, Inc.
Rytec High Performance Doors
S&S Refrigeration
Safri 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 Saftey
Wagner Group GmbH
Ware Malcom
Weiland Doors
Wiginton Fire Systems
Williams Company

TAKING THE COLD CHAIN INDUSTRY TO NEW LEVELS WORLDWIDE
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
- Insulation
- Lighting
- Materials Handling
- Racking
- Refrigeration Contractors
- Machinery
- Roofing
- Solar

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:

<table>
<thead>
<tr>
<th>SIZE</th>
<th>PRICE (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table top display</td>
<td>$3,500</td>
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</table>

2019 EXHIBITORS:

- Albany Entrematic
- All Weather Insulated Panels
- AutoMak Assembly, Inc.
- Berner Air Curtains
- Brucha Corp
- Carnot Refrigeration Inc.
- Colmac Coil Manufacturing Inc.
- Everidge
- Evapco Inc.
- Frank Door Company
- Green Span Profiles
- Honeywell
- Jamison Door Company
- Johns Manville
- Johnson Controls
- Kingspan Insulated Panels
- KPS Global

Logix Refrigeration Controls
Metl-Span
NORDOCK Inc.
PowerSecure
Quest/Therma-stor
Republic Refrigeration, Inc.
RHH Foam Systems Inc.
Rytec High Performance Doors
The Fricks Company
The Raymond Corporation
Thermomass
Tippmann Innovation
TrueCore
Twintec USA
Vapor Armour
Viking Cold Solutions, Inc
Wagner Fire Safety, Inc.

Weiland Doors
Wiginton Fire Systems

Event Features:
- Industry Presentations
- Exhibit Hall
- Networking Receptions
- Committees
- Built by the Best Award
41ST 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

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

Attendees by Company Type:
- 47% Warehouse
- 30% Supplier
- 5% Construction
- 5% Transportation
- 13% Other

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
Armadilla 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
Fortress America LLC
Frex-N-Stor, Inc.
General Mills
Global Cold Chain Alliance
Gray Construction
GridBeyond (US)
GT + Logistics
Gunther U.S. LLC
Hanson Logistics
Horvath & Weaver PC
Interchange Group, Inc.
International Institute of Ammonia Refrigeration
Interstate Warehousing, Inc.
Jackson Lewis PC.
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/Therm-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
Sodus 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
Unicold 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
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

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL</th>
<th>SPONSORSHIP</th>
<th>PRICE (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLATINUM LEVEL</td>
<td>Welcome Reception</td>
<td>$5,000</td>
</tr>
<tr>
<td></td>
<td>Opening General Session Luncheon</td>
<td>$5,000</td>
</tr>
<tr>
<td></td>
<td>Closing General Session Luncheon</td>
<td>$5,000</td>
</tr>
<tr>
<td></td>
<td>Closing Industry Reception</td>
<td>$5,000</td>
</tr>
<tr>
<td></td>
<td>Registration &amp; Wifi</td>
<td>$5,000</td>
</tr>
<tr>
<td>GOLD LEVEL</td>
<td>Mobile App</td>
<td>$4,000</td>
</tr>
<tr>
<td></td>
<td>Coffee and Refreshments Break (Tues &amp; Wed)</td>
<td>$3,500</td>
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<td></td>
<td>Breakfast (Tuesday)</td>
<td>$3,500</td>
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<td></td>
<td>Breakfast (Wednesday)</td>
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<tr>
<td></td>
<td>Health and Wellness Sponsor (Branded Masks)</td>
<td>$4,000</td>
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<tr>
<td></td>
<td>Health and Wellness Sponsor (Branded Sanitizers)</td>
<td>$3,000</td>
</tr>
<tr>
<td></td>
<td>Education Session (6)</td>
<td>$3,000</td>
</tr>
</tbody>
</table>
NEW OPPORTUNITY: WFLO INSTITUTE SUPPORT AND SCHOLARSHIP PROGRAM

WEST: 26-29 SEPTEMBER 2021 | TEMPLE MISSION PALMS | TEMPE, AZ &
EAST: 8-11 SEPT 2021 | GEORGIA TECH HOTEL & CONFERENCE CENTER | ATLANTA, GA

The World Food Logistics Organization (WFLO) has a mission of both delivering education and research to the cold chain industry and empowering economic development by strengthening the global cold chain. Hosted for over 50 years by the association, the WFLO Institute is the industry’s premier cold chain training program for professionals engaged in temperature-controlled logistics. Supporting WFLO and the Institute is an exceptional opportunity to demonstrate support of the mission, your customers’ talent, and thought leadership in training and development in the cold chain. Supporters will be able to connect with industry leaders on site, develop relationships with future leaders, and showcase their company through various support opportunities or the Scholarship Fund.

SUPPORT 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

BENEFITS:
- Logo visibility at WFLO Institute East and West**
- Special recognition at the IARW-WFLO Convention
- Branded Signage at the event
- Company materials featured at registration
- Logo featured in event website
- Materials included in Institute resources USB
- 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
## WFLO INSTITUTE SUPPORT AND SCHOLARSHIP PROGRAM (CONT.)

### SUPPORT OPPORTUNITIES**

<table>
<thead>
<tr>
<th>AVAILABLE AT EAST &amp; WEST</th>
<th>PRICE (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institute Bag</td>
<td>$10,000</td>
</tr>
<tr>
<td>Institute Welcome Reception</td>
<td>$7,500</td>
</tr>
<tr>
<td>Scholarship Program</td>
<td>$7,500</td>
</tr>
<tr>
<td>Faculty and VIP Dinner (West only, Day 3)</td>
<td>$7,500</td>
</tr>
<tr>
<td>Graduation Reception (Day 3)</td>
<td>$7,500</td>
</tr>
<tr>
<td>Faculty and VIP Dinner (Day 1)</td>
<td>$7,500 each</td>
</tr>
<tr>
<td>Opening General Session Keynote (Day 2)</td>
<td>$7,500 each</td>
</tr>
<tr>
<td>WiFi</td>
<td>$5,500</td>
</tr>
<tr>
<td>Trivia Night</td>
<td>$5,000</td>
</tr>
<tr>
<td>Graduate Head Shot Booth</td>
<td>$5,000</td>
</tr>
<tr>
<td>Class T-Shirts</td>
<td>$5,000</td>
</tr>
<tr>
<td>Health and Wellness (Branded Masks)</td>
<td>$5,000</td>
</tr>
<tr>
<td>Coffee Break Branded Mugs</td>
<td>$5,000</td>
</tr>
<tr>
<td>Room Drops***</td>
<td>$3,500</td>
</tr>
<tr>
<td>Mobile App</td>
<td>$3,500</td>
</tr>
<tr>
<td>Institute Bag - Giveaway***</td>
<td>$3,500</td>
</tr>
<tr>
<td>Classroom Supplies - Branded Pens</td>
<td>$3,500</td>
</tr>
<tr>
<td>Classroom Supplies - Branded Pads</td>
<td>$3,500</td>
</tr>
<tr>
<td>Health and Wellness (Branded Sanitizer)</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

* 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.

***Supporter must provide items
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. 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

**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

**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

In addition to helping protect your own business, Policy Fund Supporters will receive recognition and visibility in front of their customer throughout the year on the GCCA Advocacy website and at GCCA events.

**LEVELS OF CONTRIBUTION:**
- Founder $25,000
- Champion $10,000
- Leader $5,000
- Builder $2,500
- Advocate $1,000
- Patron $0

To learn more about how you can contribute contact Lowell Randel (lrandel@gcca.org) or visit advocacy.gcca.org.

Visit ADVOCACY.GCCA.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.

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:

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.

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 24th European Cold Chain Conference
### Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Sponsorship</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PLATINUM</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry Perspective Tech Talk (Max. 2)</td>
<td>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. This is not a commercial — must be a high-level industry overview. Benefits:</td>
<td>€5,250</td>
</tr>
<tr>
<td></td>
<td>• 7-minute presentation to the audience</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Logo branding before, during and after the event on the conference website</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Profile page on conference website</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Logo branding and verbal recognition throughout the event</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• One pre-event email announcement to attendees</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Logo branding and recognition in all conference-related communications</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 3 registrations</td>
<td></td>
</tr>
<tr>
<td><strong>GOLD</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Session Sponsor</td>
<td>Welcome word at session opening and introduction to first speaker</td>
<td>€4,250</td>
</tr>
<tr>
<td></td>
<td>Slide promoting company (logo, website, picture, contact info) during the session</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Video playing at the end of the session with web reference and contact info</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Logo branding before, during and after the event on the conference website</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Profile page on conference website</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Logo branding and verbal recognition throughout the event</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2 registrations</td>
<td></td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor</td>
<td>Logo branding before, during and after the event on the conference website</td>
<td>€3,250</td>
</tr>
<tr>
<td></td>
<td>Profile page on conference website</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Logo branding and verbal recognition throughout the event</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2 registrations</td>
<td></td>
</tr>
</tbody>
</table>

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

Amercold Logistics
BASAL - IRESA Monterrey
Bradner Cold Storage Ltd.
British Frozen Food Federation
Burris Logistics
Chiltern Distribution Ltd
Cold Chain Federation
Coldbox Builders Inc.
Coldstar
Conestoga Cold Storage
Dick Cold Storage
Dreisbach Enterprises, Inc.
Fowler Welch
Friapuerto Investment, SLU
GEA Group Aktiengesellschaft
Henningsen Cold Storage Co.
ISOPAN SPA
Kloosbeheer B.V.
Lineage Logistics
Lockton Companies, LLC
Lone Star Cold Storage, Inc.
Maersk
Magnavale Ltd
MTC Logistics
NewCold Advanced Logistics
Newport-St Paul Cold Storage, Co.
Nor-Am Cold Storage, Inc.
Norish Ltd.
Premier Refrigerated Warehouse
RLS Logistics - Corporate
Southeast Cold Storage
Stockhabo b.v.b.a
Superfrío Armazéns Gerais Ltda -

For all inquiries, contact our European Director Julie Hanson at jhanson@gcca.org or by phone +32 496 065 865.
The 5th 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.

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

93% of exhibitors & sponsors said the event was worth their time and money.

100% satisfaction rating from attendee participants!
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
- 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 received 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:

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL</th>
<th>SPONSORSHIP</th>
<th>PRICE (USD)</th>
</tr>
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<tbody>
<tr>
<td>PLATINUM LEVEL</td>
<td>Keynote Presenter</td>
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<tr>
<td></td>
<td>Farewell Reception</td>
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<tr>
<td></td>
<td>Networking Luncheon</td>
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<tr>
<td>GOLD LEVEL</td>
<td>Cold Chain Café</td>
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<tr>
<td></td>
<td>Health and Wellness Sponsor (Branded Masks)</td>
<td>$3,000</td>
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<tr>
<td></td>
<td>Pocket Agendas</td>
<td>$3,000</td>
</tr>
<tr>
<td></td>
<td>Lanyards</td>
<td>$3,000</td>
</tr>
<tr>
<td></td>
<td>Industry Trends Tech Talk</td>
<td>$3,000</td>
</tr>
<tr>
<td>SILVER LEVEL</td>
<td>Conference WiFi</td>
<td>$2,500</td>
</tr>
<tr>
<td></td>
<td>Health and Wellness Sponsor (Branded Sanitizer)</td>
<td>$2,500</td>
</tr>
<tr>
<td></td>
<td>Coffee Break</td>
<td>$2,000</td>
</tr>
<tr>
<td></td>
<td>Pads &amp; Pens</td>
<td>$2,000</td>
</tr>
<tr>
<td></td>
<td>Tour of Facility</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

For all inquiries, contact our Latin America Director Debbie Corado at 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:

<table>
<thead>
<tr>
<th>SIZE</th>
<th>PRICE (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table Top Display</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

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 2019 LATIN AMERICA CONGRESS:

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


COMPANIES THAT ATTENDED THE 2019 BRAZILIAN COLD CHAIN CONGRESS:

- ABOL
- ABPA
- Arfrio
- BRF
- CAP Logistica
- Catupiry
- Comfrio
- Confiance Log
- Danfoss
- FM Approvals
- Frigorifico Marbà Ltda
- Friopuerto Montevideo
- Friovale Log
- Friozem Armazéns Frigoríficos
- Friozem Armazéns Frigoríficos
- GCCA
- GS&Libbra
- Guentner
- Iceport
- Marba
- Marfrig
- Martini Meat
- Mayekawa
- Olegel Alimentos
- Refrio
- Revista Tecnológica
- RLS Logistics
- Senso Solutions
- Sonda Supermercados
- Superfrío Armazéns Gerais
- Tedesco Engenharia e Logistica
- 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
Blitzer, Tyco Fire Protection

Lockton Seguros, Emerson
Automation Solutions
Johnson Controls

SPONSORSHIP & EXHIBITING OPPORTUNITIES

Sponsorships in USD

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL</th>
<th>SPONSORSHIP</th>
<th>PRICE (USD)</th>
</tr>
</thead>
</table>
| PLATINUM LEVEL    | • Opportunity to introduce one of the speakers of the event on stage and briefly present your company (5 minutes)  
• Recognition of sponsorship on conference website, conference marketing emails, and event signage  
• Recognition at the official opening of the Symposium  
• All sponsors in attendance will receive distinctive “Sponsor Ribbon” to wear throughout event  
• List of attendees with contact details  
• Four event registrations  
**Platinum Level: Additional Opportunities:**  
**Expo table-top available in the hall of the event**  
**Optional Additional Benefit (one per Platinum sponsor):**  
  • Water bottles with your company’s logo: add $400  
  • Fabric bag with your company’s logo: add $400  
  • Back of the chair with your company’s logo: add $400 | $3,000 |
| GOLD LEVEL        | • Recognition of sponsorship on conference website, conference marketing emails, and event signage  
• Recognition at the official opening of the Symposium  
• All sponsors in attendance will receive distinctive “Sponsor Ribbon” to wear throughout event  
• List of attendees with contact details  
• Three event registrations  
**Additional Benefit: Expo table-top available in the hall of the event** | $2,000 |
| SILVER LEVEL      | • Recognition of sponsorship on conference website, conference marketing emails, and event signage  
• Recognition at the official opening of the Symposium  
• All sponsors in attendance will receive distinctive “Sponsor Ribbon” to wear throughout event  
• List of attendees with contact details  
• Two event registrations | $1,000 |
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.

<table>
<thead>
<tr>
<th>DATE</th>
<th>LOCATION</th>
<th>EVENT NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>NORTH AMERICA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13-14 May 2021</td>
<td>Dallas, TX (Four Seasons – Las Colinas)</td>
<td>Cold Chain Connection (with Golf)</td>
</tr>
<tr>
<td>23 April 2021</td>
<td>Scottsdale, AZ</td>
<td>Cold Chain Connection (with Golf) in conjunction with Board Meeting</td>
</tr>
<tr>
<td>24-26 May 2021</td>
<td>Atlanta, GA (Barnsely Resort)</td>
<td>Cold Chain Connection (with Golf)</td>
</tr>
<tr>
<td>Late June 2021</td>
<td>Kansas City, St. Louis, Wisconsin</td>
<td>Cold Chain Connection (with Golf)</td>
</tr>
<tr>
<td>25 or 29 July 2021</td>
<td>Philly-South NJ/Northern NY Toronto/Quebec City</td>
<td>Cold Chain Connection (with Golf)</td>
</tr>
<tr>
<td>August 2021</td>
<td>Toronto, Canada</td>
<td>Cold Chain Connection (with Golf)</td>
</tr>
<tr>
<td>September 2021</td>
<td>Pacific Region</td>
<td>Cold Chain Connection (with Golf)</td>
</tr>
</tbody>
</table>

**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-site signage
- Marketing materials displayed on-site
- 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:**

<table>
<thead>
<tr>
<th>SPONSORSHIP*</th>
<th>PRICE (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>North American</td>
<td>$5,000 each</td>
</tr>
<tr>
<td>Cold Chain Connection</td>
<td></td>
</tr>
</tbody>
</table>
## GCCA GLOBAL COLD CHAIN CONNECTIONS

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

### 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:

<table>
<thead>
<tr>
<th>SPONSORSHIP*</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>GCCA Cold Chain Connection - (All Regions Except Europe)</td>
<td>$2,000 each</td>
</tr>
<tr>
<td>GCCA Cold Chain Connection - (Europe)</td>
<td>€2,500</td>
</tr>
</tbody>
</table>

**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 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 - SOLD
- 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
- Package includes 3 sessions
- 12 sessions available per year
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.

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: 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.

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 or by phone +(502) 22193497.
2021 ADVERTISING OPPORTUNITIES

ADVERTISING CONTACT
For all advertising inquiries or to book space, contact:
Jeff Rhodes
MCI USA
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

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

ADVERTISING RATES

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<tr>
<td>Cover 3</td>
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<tr>
<td>Cover 2</td>
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<tr>
<td>Half Page</td>
<td>$2,170</td>
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<td>Third Page</td>
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<td>Quarter page</td>
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EDITORIAL DEADLINES

<table>
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<th>ISSUE</th>
<th>AD PLACEMENT DEADLINE</th>
<th>ARTWORK DEADLINE</th>
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<tbody>
<tr>
<td>January–February 2021</td>
<td>13 November 2020</td>
<td>20 November 2020</td>
</tr>
<tr>
<td>March–April 2021</td>
<td>15 January 2021</td>
<td>22 January 2021</td>
</tr>
<tr>
<td>May–June 2021</td>
<td>16 March 2021</td>
<td>23 March 2021</td>
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<tr>
<td>July–August 2021</td>
<td>14 May 2021</td>
<td>21 May 2021</td>
</tr>
<tr>
<td>September–October 2021</td>
<td>16 July 2021</td>
<td>22 July 2021</td>
</tr>
<tr>
<td>November–December 2021</td>
<td>17 September 2021</td>
<td>24 September 2021</td>
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</table>

ADVERTISING SIZES

<table>
<thead>
<tr>
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<th>DIMENSIONS</th>
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<td>Cover 4–Bleed</td>
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</tr>
<tr>
<td>Cover 4–No Bleed</td>
<td>7 3/8&quot; x 10&quot;</td>
</tr>
<tr>
<td>Full Page–Bleed</td>
<td>8 5/8&quot; x 11 1/8&quot;</td>
</tr>
<tr>
<td>Full Page–No Bleed</td>
<td>7 3/8&quot; x 10&quot;</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>7 3/8&quot; x 5&quot;</td>
</tr>
<tr>
<td>Half Page Island</td>
<td>4 27/32&quot; x 7 1/2&quot;</td>
</tr>
<tr>
<td>One Third Page Square</td>
<td>4 27/32&quot; x 5&quot;</td>
</tr>
<tr>
<td>One Quarter Page Vertical</td>
<td>3 9/16&quot; x 5&quot;</td>
</tr>
</tbody>
</table>

Advertising Questions?
Contact Jeff Rhodes +1-410-584-1994 or jeff.rhodes@mci-group.com
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 2021 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 14; material deadline May 21)

<table>
<thead>
<tr>
<th>SIZE</th>
<th>COST</th>
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<tbody>
<tr>
<td>One-page article/ad</td>
<td>$1,995</td>
</tr>
<tr>
<td>Two-page article/ad</td>
<td>$2,995</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$2,995</td>
</tr>
<tr>
<td>Inside Front Cover or Inside Back Cover</td>
<td>$2,745</td>
</tr>
</tbody>
</table>

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
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 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 2; material deadline July 13)

<table>
<thead>
<tr>
<th>SIZE</th>
<th>COST</th>
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</thead>
<tbody>
<tr>
<td>One-page article/ad</td>
<td>$1,995</td>
</tr>
<tr>
<td>Two-page article/ad</td>
<td>$2,995</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$2,995</td>
</tr>
<tr>
<td>Inside Front Cover or Inside Back Cover</td>
<td>$2,745</td>
</tr>
</tbody>
</table>

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@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.

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<th>Ad Type</th>
<th>Cost</th>
<th>Description</th>
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| 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

*If you are interested in targeting specific regions outside of North America, contact James Rogers at jrogers@gcca.org*
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

**Directory - All Listings**

**Advertising Questions?**

Contact Jeff Rhodes +1-410-584-1994 or jeff.rhodes@mci-group.com
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