



# **VIRTUAL INNOVATION PROGRAM**

Occurring October 14 - November 10, 2020



**COLD CHAIN  
ESSENTIALS**



**COLD CHAIN  
COLLABORATION**

**B2B Meetings Suite Program  
Prospectus & Sponsorship  
Program Overview**



**GLOBAL COLD CHAIN  
ALLIANCE®**



# VIRTUAL B2B MEETINGS SUITE PROGRAM

**Cold Chain Collaboration Virtual B2B Meetings are not part of a virtual trade show. The B2B Meetings Program enables strategic and pre-scheduled dialogue between GCCA members and key industry contacts.**

To provide quality connectivity and business conversations that would have occurred at both the IARW-WFLO Convention and GCCA Cold Chain Conference & Expo, the Global Cold Chain Alliance has built a virtual business meeting platform for members from across the world to engage in strategic dialogue to expand existing relationships and provide access to new business contacts.

## BENEFITS OF PARTICIPATING:

- **Efficient Program & Platform** – Pre-scheduled meetings ensure that the time spent participating delivers the same ROI as an in-person event in a more streamlined approach and with greater value than waiting in a virtual booth.
- **Convenient & Flexible Process** – Meetings occur via video over a two-week period to provide scheduling flexibility and convenience. Instead of asking you to schedule 3 full days to participate in a virtual event, meetings will be spaced out over a two-week period to complement your business development activities and enhance your productivity. The B2B Meetings won't take over your week, they will supplement it.
- **Dynamic & Custom Experience** – Through the B2B platform, participants can host one-on-one meetings or invite teams (up to 25) in their branded meeting suite to engage with one another. The meeting suites provide in-platform high-quality video connectivity, the ability to showcase video, slide deck presentations, and share sales and marketing information.
- **Exposure Opportunities** – Not only will participants receive branded meeting suites to host clients, they will also receive heightened exposure through marketing of their participation, in platform discoverability of their company profile, and by featuring a multitude of content to educate buyers.
- **Comfort & Safe Environment** – Participating through GCCA, buyers and sellers can feel confident they are communicating in a safe and secure environment. Since all communication goes through the platform, customers can feel at ease engaging with new prospective partners. Scheduling and messaging can be linked to email, providing multiple ways to schedule meetings with one another.







# VIRTUAL B2B MEETINGS SUITE PROGRAM

## GROW AND STRENGTHEN YOUR NETWORK

The temperature-controlled logistics industry is more essential than it has ever been and the need for dialogue has never been greater. With industry partners unable to connect in-person, the Cold Chain Collaboration Virtual B2B Meetings program provides a streamlined solution that convenes the industry. Leverage the investment GCCA has made in this custom platform to communicate with all your clients and prospects in one place to discuss their 2021 needs and upcoming plans. There is no better way to drive your business development activities for the coming year!

### WHO WILL PARTICIPATE:

Engage meaningfully with companies that handle, store, transport or are involved in the distribution of perishable products and are looking to optimize your supply chain, improve operations, and/or construct a facility. All of which will take place from the comfort of your facility or home office.

The virtual platform provides new opportunities for warehouse & logistics operators, transportation companies, construction firms, product & solutions providers, and other cold chain leaders to engage in exchanges with each other that help strengthen existing, and build new, partnerships.



#### Desired Decision Maker Profile:

- C-Suite Executives/Ownership
- Supply Chain/Logistics Executives, Directors and Managers
- Operations & Transportation Leaders
- Facility Engineers & Maintenance
- HR/Talent Management
- CIO/CTO/VP/Dir. of IT
- Management/Project Managers at General Contracting Companies



#### B2B Suite Participant Company Types:

- Automation
- Material Handling Equipment
- Energy Management
- Alternative Energy/Sustainability Solutions
- Refrigeration Equipment
- Refrigeration Engineering Contractors
- Design/Build Contractors
- Door Providers
- Dock Equipment
- WMS & TMS
- Fire Prevention/Protection
- Clothing & Personal Protective Equipment
- Finance, HR and Administrative Solutions
- Roofing Contractors
- Racking
- Insulated Panels and Materials
- Flooring and More!





# VIRTUAL B2B MEETINGS SUITE PROGRAM

## HOW DOES THE COLD CHAIN COLLABORATION B2B MEETINGS PROGRAM WORK?

- Pre-scheduled meetings between GCCA attendee participants and B2B Suite hosts will be held virtually October 19-30, 2020.
- A two way online scheduling platform will open in late September/early October for participants to begin scheduling meetings. Scheduling will remain open through Oct. 30.
- Meetings can be scheduled by either party. As a B2B Suite owner, buyers can book a meeting with you through your suite company profile or directly with company representatives registered for the program. You can search and filter attendees by interest area, so you better know who to target and who is interested in your product/service and vice-versa.

## WHO IS ELIGIBLE TO PARTICIPATE?

Companies that provide various services, tools, equipment, technologies, and products that are IARW Associate, CEBA, and/or IRTA Members are eligible to participate as a "Cold Chain Collaboration B2B Meetings Suite Participant."

## PARTICIPATION OPTIONS & COSTS:

### OPTION 1 | B2B MEETINGS SUITE & BRAND ENHANCEMENT PACKAGE | COST: \$3,650

- Ability to host and schedule B2B Meetings
- Branded virtual company meeting room
- Company profile in Cold Chain Collaboration platform
- Priority discoverability in Sponsor & B2B Meetings Suite Company Directory
- Enhanced listing in digital event guide (distributed to attendees prior to event)
- Included in "B2B Cold Chain Collaboration" edition of Cold Connection E-newsletter promoting participation
- Four registrations for company representatives, which provides individual profiles in the meetings platform, access to participate in B2B meeting and Cold Chain Essentials Education

### OPTION 2 | B2B MEETINGS SUITE | COST: \$2,995

- Ability to host and schedule B2B Meetings
- Company profile in Cold Chain Collaboration platform
- Branded virtual company meeting room
- Four registrations for company representatives, which provides individual profiles in the meetings platform, access to participate in B2B meeting and Cold Chain Essentials Education

## HOW TO PARTICIPATE:

Visit the Virtual Innovation Program at [www.gcca.org/ve](http://www.gcca.org/ve) to reserve your B2B Meetings Suite or contact James Rogers at +1 703 373 4303 | [jrogers@gcca.org](mailto:jrogers@gcca.org) to sign up today! Not a member? Contact James for additional details and pricing.



JAMES ROGERS | 1-703-373-4303 | [JROGERS@GCCA.ORG](mailto:jrogers@gcca.org)



# SPONSORSHIP PROGRAM

Virtual Innovation Program Sponsorships offer special opportunities designed specifically to gain brand recognition in front of an audience of top executives and decision makers in operations, engineering, construction, supply chain, and transportation in the cold chain from North America and around the world.

## THOUGHT LEADERSHIP SPONSOR (PLATINUM LEVEL) | \$15,000 (4 AVAILABLE)

Thought Leadership Sponsors receive the highest level of visibility and recognition across GCCA's Virtual Event Series. The exclusive sponsorship has been built to provide significant impact and engagement with key decision maker audiences.

Sponsors will be featured over the course of the five-week program, before and after, totaling to over three months of substantial branding linked to GCCA strategic initiatives. Portions of the Essentials education program linked to your brand will live in perpetuity on the GCCA website generating multi-year value to your company.

Designed to target various levels and types of decision makers, the customized sponsorship will spotlight your company and leave a lasting impression to generate extended ROI.

**Sponsors will be exclusively featured as the GCCA Thought Leadership Sponsor for one of the following four areas:**

- Executive Leadership
- Engineering and Construction
- Operational Excellence
- Supply Chain & Transportation

### Thought Leadership Sponsorship Benefits:

- Thought-leadership track sponsorship branding throughout event platform
- Showcased in November/December Issue of Cold Facts Magazine article
- Branded live education theater
- Recognition during General Session opening remarks
- Recognition on event website, email promotions, and other materials
- Social media promotion
- Session introductions over the four-week Cold Chain Essential Education Sessions
- Includes brand visibility advertising package (*see below*)
- Featured content "Innovation Spotlight" session in event platform (pre-recorded)





# SPONSORSHIP PROGRAM

## COLD CHAIN SECTION SPONSOR (GOLD LEVEL) | \$7,500

Gold Level Sponsors receive branding across the virtual platform and will be featured as the exclusive sponsor of a section of the event platform (Ex. Networking Directory, On Demand Video Library, Agenda, Help Desk, etc.)

### Sponsorship Benefits:

- Section sponsor in event platform
- Logo on home page gold-level sponsor scroll
- Featured in Sponsor and B2B Meetings Suite Partner Directory
- Featured content "Innovation Spotlight" session in event platform (pre-recorded)
- Recognition on event website, email promotions, and other materials
- Recognition during General Session opening remarks
- Includes Brand Visibility Advertising Package (*see below*)

## ELEVATED ENGAGEMENT GOLD LEVEL SPONSORSHIP PACKAGE ADD-ON OPTIONS | \$2,500 PLUS COST

Elevated engagement sponsorship packages have it all! In addition to branding across the virtual platform they provide a unique experience for attendees adding substantial value to their experience and your company.

### Branded VIP Swag in a Box - (4 co-branded sponsors)

Highlight your involvement in the Virtual Innovation Program and put your brand in the hand of every participant. The branded VIP Swag Box sends thoughtful branded gifts to attendees. Choose from golf hats, golf balls, golf shirt, face mask, hand sanitizer, coffee mugs, and more. Materials will be exclusively branded with your company logo. Company logos will also be placed on the box. Four sponsors will be able to participate in this sponsorship.

### Cocktail Hour - Sponsor fee plus cost (4 available)

**Wine Option:** Treat your target list's taste buds to a walk through wine country from the convenience of their couches. The Wine Cellar Reception sponsorship provides an at-home wine tasting experience in a virtual reception environment. Attendees will be mailed distinct vintage and varietals of wines. While they sample their vino, they can network through "wine cellar" virtual rooms to discuss the bouquet of their glass while connecting with friends, colleagues, and new contacts.

**Cocktail of the Week Option:** Create a craft cocktail with GCCA CEO, Matt Ott. Prior to the week's cocktail hour, ingredients for your company's branded custom cocktail will be mailed to your targeted attendee list. Reception participants will make their cocktail with some guided instruction and then have the opportunity to move throughout a number of virtual rooms to network with friends, colleagues and meet new contacts.







# SPONSORSHIP PROGRAM

## ELEVATED ENGAGEMENT GOLD LEVEL SPONSORSHIP PACKAGE ADD-ON OPTIONS | \$2,500 PLUS COST

### **Coffee & Refreshments Break** - Sponsor fee plus cost (4 available)

Running an essential business can be taxing! Provide attendees with a caffeine boost while they learn and network with you during the virtual event series. GCCA will mail a personal coffee bag and sweet treat to participants to fuel them through their day. Branded with a letter from the sponsor, this unforgettable touchpoint will be sure to get the attention of your clients and prospects.

### **Business Meal** - Sponsor fee plus cost (4 available)

Drive your B2B experience and appointments by buying your clients and prospects a meal to enjoy during the Virtual Innovation Program. A gift card accompanied by a branded letter will be sent to participants with a custom message from the sponsor.

## SILVER LEVEL SPONSOR (SILVER LEVEL) | \$5,000

### **Sponsorship Benefits:**

- Logo on home page silver-level sponsor scroll
- Featured in Sponsor and B2B Company Suite Directory
- Featured content "Innovation Spotlight" session in event platform (pre-recorded)
- Recognition on event website, email promotions, and other materials
- Recognition during General Session opening remarks
- Includes Brand Visibility Advertising Package (see below)

## BRAND VISIBILITY ADVERTISING PACKAGE (B2B ADD ON) | \$655

- Priority discoverability in B2B Company Suite Participant Directory
- Enhanced listing in digital event guide (distributed to attendees prior to event)
- Featured "B2B Cold Chain Collaboration" edition of Cold Connection E-newsletter promoting participation and link to virtual profile to schedule a meeting



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