

2027

SPONSORSHIP, ADVERTISING & EXHIBITING OPPORTUNITIES

A guide to connecting your brand with the leaders of the global temperature-controlled supply chain — at events across North America, Europe, Latin America, Brazil, Africa and Asia, and across GCCA print and digital media.

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NORTH AMERICA

02

GLOBAL EVENTS

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**GLOBAL
PARTNERSHIP**

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THE GLOBAL COLD CHAIN ALLIANCE

The Global Cold Chain Alliance (GCCA) delivers leadership and excellence for a resilient temperature-controlled supply chain. Representing over 1,400 facilities across 75+ countries, the GCCA brings together the global temperature-controlled supply chain with a focus on storage and warehousing, transportation and logistics, construction, and supply sectors.

As demand for cold chain solutions continues to grow, the industry is evolving fast. Now is the perfect time to join GCCA and gain access to exclusive benefits, like industry insights and benchmarking, regulatory and technical guidance, advocacy and legislative influence, powerful networking opportunities and forums to discuss your top challenges and solutions for your business, and valuable resources to stay ahead.

[Learn more about membership with GCCA.](#)



2026 TEMPERATURE-CONTROLLED WAREHOUSE GROWTH

GCCA MEMBERS OPERATE OVER 8 BILLION CUBIC FEET OF TEMPERATURE-CONTROLLED SPACE

Global Top 25 capacity increased by

460 million cubic ft

North America Top 25 capacity increased by

260 million cubic ft

European Top 10 capacity increased by

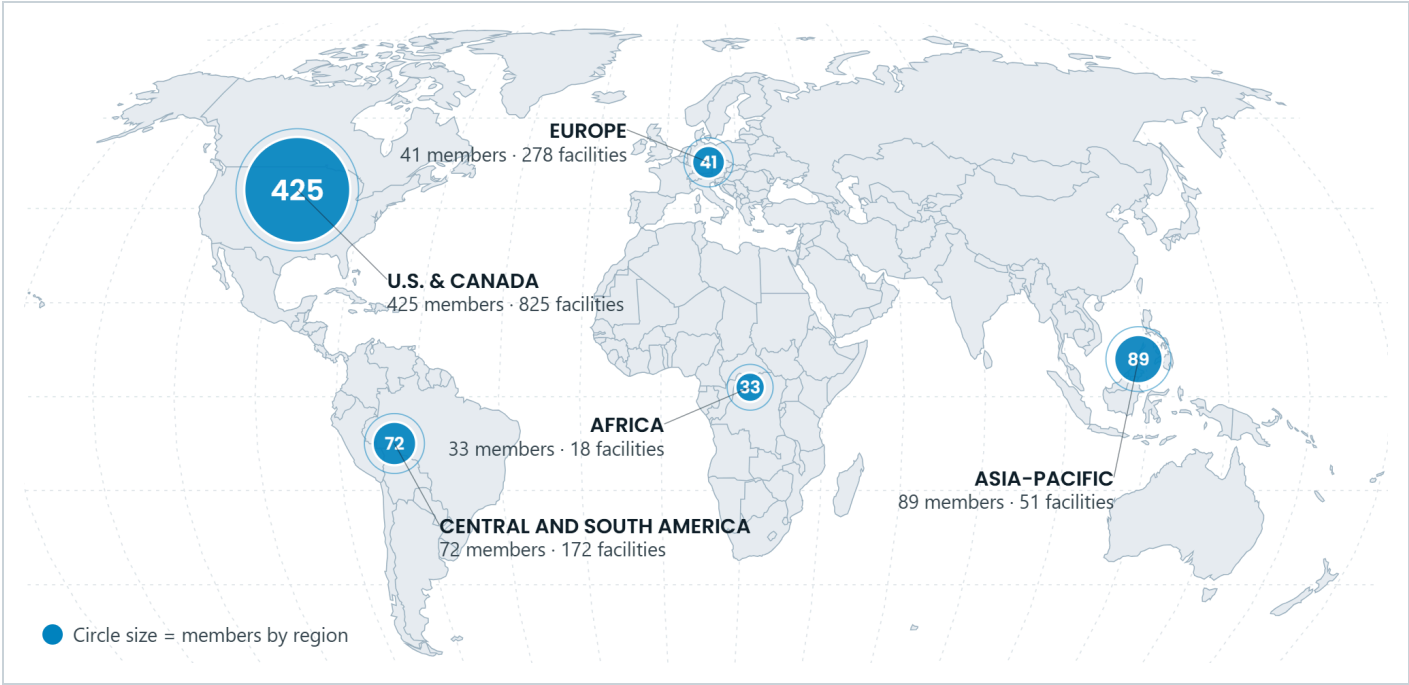
172 million cubic ft

Latin America Top 10 capacity increased by

56.2 million cubic ft

GCCA MEMBERSHIP AROUND THE WORLD

GCCA represents 700+ members and over 1,400 facilities with membership across 75+ countries — more than 8B ft³ of cold storage capacity around the world.



MEMBERSHIP BY REGION

U.S. & Canada	425 members 825 facilities
Asia-Pacific	89 members 51 facilities
Central and South America	72 members 172 facilities
Europe	41 members 278 facilities
Africa	33 members 18 facilities

MEMBERSHIP BY SECTOR

47%	Supplier, Service Provider, & Vendor
32%	Warehouses
17%	Academia, Government, Non-Profit
3%	Transportation
1%	Processor/Manufacturer, Retail, Food Service

GCCA GLOBAL PARTNERSHIP PROGRAM

\$75,000.00 Minimum investment required

GLOBAL PARTNER RECOGNITION

Acknowledged as a Global Partner across all GCCA marketing and websites for the calendar year.

FULL MARKET INTELLIGENCE ACCESS

Complete access to all GCCA market intelligence products and platforms.

DEDICATED MARKETING EMAIL

One marketing email distributed to the GCCA membership list annually.

THOUGHT LEADERSHIP PLATFORM

Magazine and newsletter features, webinar presentations, and in-person content delivery throughout the year.

WAREHOUSE LEADERSHIP ACCESS

First opportunity for exclusive engagement with warehouse leadership.

ENHANCED DIRECTORY VISIBILITY

Enhanced placement in the GCCA Directory & Buyers Guide.



Looking to partner year-round or across multiple global events? Contact Adam Thocher, Senior Vice President, Global Market Engagement — +1-703-785-6693 | athocher@gcca.org

2027 GCCA GLOBAL EDUCATION, TRAINING, AND NETWORKING CALENDAR

JANUARY

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FEBRUARY

6-9 Cold Chain Institute East, US**16-17** Cold Chain Connection Latin America – Dominican Republic**Feb 28-March 3** Cold Chain Institute West, US

MARCH

Early-Mid Cold Chain Connection Europe – Italy**24** Brazil Regulatory Forum**Mid-Late** Cold Chain Connection Africa

APRIL

23-24 Cold Chain Connection Latin America – Colombia**Mid** Cold Chain Connection Asia Pacific – Singapore**TBD April or November** Cold Chain Connection Southeast

MAY

17-19 GCCA Convention

JUNE

9-10 GCCA Europe Cold Chain Conference**16-17** Brazil Congress**23-25** Cold Chain Institute Australia

JULY

TBD Cold Chain Connection Canada**19-21** Cold Chain Institute Latin America, Mexico City**21** Cold Chain Connection Latin America – Mexico City

AUGUST

Mid Cold Chain Institute Brazil**Mid** Cold Chain Connection Brazil**25-26** Cold Chain Connection Midwest, US**TBD** Cold Chain Connection Africa – Multiple Cities

SEPTEMBER

6-8 Cold Chain Institute Europe, Netherlands**8** Cold Chain Connection Europe – Netherlands**19** Strategic Board Retreat

OCTOBER

13-14 Cold Chain Connection East, US**TBD** Cold Chain Connection West, US**TBD** Latin America Cold Chain Congress – Monterrey

NOVEMBER

16-18 Cold Chain Connection Europe – Romania**23-25** Cold Chain Connection Brazil

DECEMBER

—

SECTION 01

NORTH AMERICAN SPONSORSHIPS

136TH CONVENTION
May 17-19, Miami, Florida

COLD CHAIN CONNECTIONS
West, Midwest, East and South

COLD CHAIN CONNECTION
CANADA

136TH GCCA CONVENTION

JW Marriott Miami Turnberry Resort & Spa, Miami, Florida, USA

Attracting 550+ participants in 2026, connect with executive level leaders including CEOs and top executives addressing the challenges and needs in the temperature-controlled warehousing and logistics space.



ENGAGE WITH EXECUTIVE LEADERS

Forge valuable relationships with C-suite professionals through exclusive networking events, including evening receptions and the Cold Chain Café—moderated roundtable discussions focused on the industry’s most pressing topics.

SHARE EXPERT INDUSTRY INSIGHTS

Offer respected perspectives on the key trends shaping the cold chain — from economic outlooks and regulatory shifts to cybersecurity, warehouse automation, sustainability, and capital investment strategies.

SHOWCASE INNOVATIVE SOLUTIONS

Spotlight your cutting-edge products and services in the Innovation Showcase. (See page 11 for a list of exhibitor product categories).

ENJOY SOCIAL & COMMUNITY ACTIVITIES

Unwind with networking activities like golf, pickleball and paddleball, and an Everglades tour — and give back through local food bank volunteer opportunities.



PLATINUM LEVEL

PLATINUM LEVEL

BOARD LEADERSHIP RECEPTION & DINNER

16 May

\$37,900

KEYNOTE PRESENTER SPONSOR

18 May, 2 Available

\$27,560

WELCOME RECEPTION

17 May

\$27,560

CONVENTION LANYARDS

\$25,000

KEYNOTE & LUNCH PRESENTER SPONSOR

19 May, 1 Available

\$24,255

COLD CHATS STAGE

\$24,255

Speaking opportunity plus stage branding.

MOBILE APP SPONSOR

\$21,000

MORNING KEYNOTE PRESENTER SPONSOR

19 May, 1 Available

\$20,000

NIGHT 2 PARTY COCKTAIL HOUR & BAR

18 May, 1 Available

\$20,000

Includes a branded signature drink. Limit one (1) company.

HOTEL KEY CARDS

\$20,950

NIGHT 2 PARTY LIVE BAND

18 May, 1 Available

\$20,000

Includes stage branding and acknowledgement from stage.

PLATINUM LEVEL · BRANDING

Convention branding is offered as separate placements so several member companies share the cohesive look of the event. Each is limited to one (1) company. Contact GCCA for location and to view sample branding.

BALLROOM DOOR BRANDING

\$25,000

MEETING SPACE DOOR BRANDING

\$21,000

FLOOR CLINGS

\$20,000



GOLD & SILVER LEVEL

GOLD LEVEL

GOLF CLASSIC BEVERAGE CART \$18,190	COLD CHAIN CAFÉ \$18,000 New for 2027 – Introduction of the Cold Chain Café, selection of table hosts, and supporter of the refreshments.	CONVENTION WIFI \$16,000
GENERAL SESSION BREAKFAST \$15,000	NIGHT 2 PARTY LED PHOTO BOOTH 18 May, 1 Available \$15,000 Branding on photos and signage. Limit one (1) company.	GOLF CLASSIC REFRESHMENT OASIS 2 Available \$13,230
INNOVATION SHOWCASE TABLETOP DISPLAY \$12,900 Exhibiting package — see page 11.	PICKLEBALL & PADDLEBALL \$14,900	LUNCH IN INNOVATION SHOWCASE \$15,000

SILVER LEVEL

BREAKFAST IN INNOVATION SHOWCASE 19 May, 1 Available \$12,130	FOCUS SESSION EDUCATION TRACKS \$9,900	REFRESHMENT BREAK SPONSOR Daily, 3 Available \$9,900
GOLF CLASSIC PRIZES \$9,900	GOLF CLASSIC LUNCH \$9,900	BRANDED GOLF BALLS \$9,470
ACTIVITIES SUNSCREEN \$9,370 Golf, pickleball and the Everglades tour.	GOLF CLASSIC CIGAR BAR \$9,370	ACTIVITIES COOLING TOWELS \$5,000 Golf, pickleball and the Everglades tour.
COLD CHAIN CHATS 8 MINUTES OF STAGE TIME \$6,500 Present your solution to the challenges cold chain operators face daily in an 8 minute interactive presentation on the Cold Chain Chats Stage located at the entrance to the expo.	BOARD GIVE BACK SPONSOR \$5,000 Logo on signage, recognition in board meeting and slides, participation with GCCA and GCCF Board members.	EVERGLADES TOUR \$5,000
FOOD BANK ACTIVITY \$5,000		

INNOVATION SHOWCASE EXHIBITING

CONVENTION EXHIBITOR PRICING

TABLETOP DISPLAY

\$12,900 USD

60 Tabletop exhibits available

EXHIBITING BENEFITS INCLUDE

- (2) Full-access attendee badges
- Draped table with two chairs and identification signage
- Guaranteed traffic: breakfast, lunch and refreshment breaks, and the Welcome Reception are all held in the Innovation Showcase



WHO EXHIBITS IN THE INNOVATION SHOWCASE

Audit and Inspection Provider
Automation & Material Handling
Clothing and Personal Protective Equipment
Consulting Services
Construction & Design/Build
Doors & Air Curtains
Energy Management/Monitoring Equipment/Services
Fire & Smoke Protection Systems
Generators & Engine Generators
Insulated Panels
Maintenance or Repair Services
Racking
Refrigeration Equipment & Machinery
Roofing and Roofing Products
Solar/Alternative Energy Solutions
Thermal Envelope Services
Valves or Refrigeration Equipment Parts
WMS and TMS Products and Support

GCCA membership is required for all sponsorship opportunities; the non-member rate includes a one-year trial GCCA membership [Learn More](#). Interested in sponsoring multiple events? Contact Josh Meyers, Vice President, Stakeholder Growth & Impact +1-703-373-4300 ext. 2345 | jmeyers@gcca.org.

WHAT EVERY CONVENTION SPONSOR RECEIVES

Benefits are tiered by total investment. Sponsor level is set by the value of the opportunities you select.

BENEFIT	SILVER \$12,899 and below	GOLD \$12,900 – \$20,999	PLATINUM \$21,000 and above
Logo on website; pre-show promotions; onsite signage and mobile app	×	×	×
Verbal and visual recognition during all general sessions	×	×	×
Designated sponsor level ribbon with registration badge	×	×	×
First right of refusal for sponsorship of same offerings, if available, for 2028	×	×	×
Included full-access attendee badges	–	2	4

CUSTOM OPPORTUNITIES

DON'T SEE THE RIGHT FIT? LET'S BUILD IT.

Every Convention opportunity in this guide can be combined, split or tailored to your goals and budget. Start a conversation with the GCCA team and we will design a package around the audience you want to reach.



GCCA membership is required for all sponsorship opportunities; the non-member rate includes a one-year trial GCCA membership [Learn More](#). For new exhibit and sponsorship inquiries contact Josh Meyers, Vice President, Stakeholder Growth & Impact +1-703-373-4300 ext. 2345 | jmeyers@gcca.org

NORTH AMERICA COLD CHAIN CONNECTIONS

GCCA Cold Chain Connections offer engaging and dynamic experiences, uniting professionals from warehousing, logistics, transportation, design/build, food, retail, and pharma. Professionals come together at in-person gatherings to exchange regional market insights, engage in meaningful discussions, expand their networks, and gain valuable education.

LOCATION	DATE
West	TBD October
Midwest	August 25-26
East	October 13-14
South	TBD April or November
Canada	TBD July

SPONSOR BENEFITS

- Two (2) complimentary event registrations
- Recognition on event website, event marketing emails, and event signage
- Attendee list (does not include email addresses)
- Your organization's marketing materials displayed onsite

SPONSORSHIP OPPORTUNITY

NORTH AMERICA

\$5,500 each

SPONSORSHIP OPPORTUNITY

WAREHOUSE DINNER AND ROUND TABLE SPONSOR

\$6,500



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SECTION 02

GLOBAL OPPORTUNITIES

The Strategic Board Retreat, regional Cold Chain Connections, the Cold Chain Institute, Africa Cold Chain Connections, the Brazil Cold Chain Congress and the GCCA Europe Cold Chain Conference.

STRATEGIC BOARD RETREAT

Reach the executives leading the cold chain industry and support the strategic direction of the full organization. Sponsorship opportunities span the Boards of Directors of the Global Cold Chain Alliance (GCCA) and the Global Cold Chain Foundation (GCCF).

MULTIPLE AVAILABLE

JOINT BOARD WELCOME RECEPTION & DINNER

\$15,750 USD

SPONSORSHIP BENEFITS

- Recognition and participation in all board networking activities and Board breakfasts
- Recognition of sponsorship on event signage
- Recognition of sponsorship during the Board Retreat with logo on screen and verbal recognition from podium
- Participation in select portions of the Board Retreat
- Designated sponsor level ribbon with registration badge
- First right of refusal for sponsorship of same offerings, if available, for 2028



GCCA BOARD



GCCF BOARD

GCCA membership is required for all sponsorship opportunities [Learn More](#). Interested in sponsoring multiple events? Contact Adam Thocher, Senior Vice President, Global Market Engagement +1-703-785-6693 | athocher@gcca.org.

2027 GLOBAL EVENTS AT A GLANCE

GCCA convenes the industry across five regions. Cold Chain Connections unite professionals from warehousing, logistics, transportation, design/build, food, retail, and pharma to exchange regional market insights, expand their networks, and gain valuable education. The Institute, Congress and Conference are listed below with page references.

LOCATION	DATE	LOCATION	DATE
Santo Domingo, Dom. Republic	16-17 February	Midwest, US	August 25-26
Milan, Italy	Early-Mid March	Rotterdam, Netherlands	8 September
Singapore	Mid April	South Africa	TBD August
Cartagena, Colombia	April 23-24	Kenya	TBD August
West, US	TBD October	Egypt/Morocco	TBD August
Mexico City, Mexico	21 July	East, US	October 13-14
Sao Paulo, Brazil	Mid August	South, US	TBD April or November
		Romania	16-18 November
		Brazil	November 23-25

COLD CHAIN CONNECTION SPONSORSHIP · PER EVENT

UNITED STATES & CANADA \$5,500 each	EUROPE €3,350 each	LATIN AMERICA, AUSTRALIA, ASIA \$5,000 each	AFRICA \$3,000 each \$7,500 for all three — page 19
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OTHER 2027 GLOBAL EVENTS · PRICED SEPARATELY

Strategic Board Retreat	September 19	Page 15
Cold Chain Institute (6 locations)	Feb–Sept	Page 17
Brazil Cold Chain Congress	June 16-17	Page 21
Latin America Cold Chain Congress	TBD October	Page 20
Brazil Regulatory Forum	March 24	Page 20
Europe Cold Chain Conference	June 2-3	Page 24

CONNECTION SPONSOR BENEFITS

- Two (2) complimentary event registrations
- Recognition on event website, event marketing emails, and event signage
- Attendee list (does not include email addresses)
- Your organization's marketing materials displayed onsite

COLD CHAIN INSTITUTE

The Cold Chain Institute is a premier, multi-year educational program designed to transform dedicated professionals into industry experts. This is an immersive, three-day experience that dives deep into the critical pillars of the cold chain. Over three consecutive years, students master a comprehensive curriculum covering warehouse operations, transportation, food safety, employee safety, and leadership development.

2027 DATES

INSTITUTE	DATES	LOCATION
Cold Chain Institute East	Feb 6-9	Atlanta, GA
Cold Chain Institute West	Feb 28 – Mar 3	Tempe, AZ
Cold Chain Institute Australia	June 23-25	Melbourne
Cold Chain Institute Latin America	July 19-21	Mexico City
Cold Chain Institute Brazil	Mid August	Sao Paulo
Cold Chain Institute Europe	Sept 6-8	Rotterdam



INSTITUTE SUPPORTER PROGRAM

SUPPORT THE FUTURE OF THE COLD CHAIN

The Cold Chain Institute is developing the next generation of leaders who will shape the future of the temperature-controlled supply chain.

Creating a best-of-class learning experience while keeping the program accessible and affordable is essential to maximizing participation and developing industry talent. By supporting the Institute, your company is investing in the future of the industry while building meaningful connections with emerging professionals, faculty, and industry leaders.

SUPPORTER LEVELS ON PAGE 18

GCCA membership is required for all sponsorship opportunities [Learn More](#). Interested in sponsoring multiple events? Contact Adam Thocher, Senior Vice President, Global Market Engagement +1-703-785-6693 | athocher@gcca.org.

BECOME AN INSTITUTE PARTNER

Companies can participate as an Institute Partner at one of two levels. All Partners receive recognition throughout the Institute experience and are associated with an important industry initiative focused on developing future talent.

ALL INSTITUTE PARTNERS RECEIVE

- Recognition at key Institute experiences, including the following:
 - General Sessions
 - Receptions: Welcome Reception & Graduation Reception
- Company logo on event signage
- Company featured in the student workbook
- Company logo recognition on the Institute webpage
- Recognition as an Institute Partner in Cold Chain Institute communications
- Opportunities to connect with students, faculty, and industry leaders at designated times during the program
- Ability to provide branded giveaways
- **Institute Partner Logo:** Receive a Cold Chain Institute Partner logo for use in your company's marketing and promotional materials, recognizing your support of the Institute and the future of the cold chain.

PREMIER

PREMIER PARTNER

\$10,000

Take an active role in supporting the Institute and gain additional access to the program experience.

INCLUDES EVERYTHING IN THE INSTITUTE PARTNER PACKAGE, PLUS:

- **Faculty Dinner Access:** Send one company representative to the faculty dinner to engage with Institute faculty and industry leaders.
- **Exclusive Institute Access:** Send one company representative to attend and observe Institute classes via the Executive Track, gaining firsthand exposure to the Institute curriculum and participant experience.
- **Networking:** Ability to attend all general sessions, including graduation and networking receptions
- **Premier Partner Recognition:** Enhanced recognition as a Premier Partner across Institute communications and on-site materials

SUPPORTING

SUPPORTING PARTNER

\$5,000

Support the development of future cold chain leaders while building visibility for your company throughout the Institute experience.

INCLUDES:

- All Institute Partner benefits listed above
- **Attendance:** Opportunities to connect with students, faculty, and industry leaders during general sessions and receptions (1 company rep)

GCCA membership is required for all sponsorship opportunities [Learn More](#). Interested in sponsoring multiple events? Contact Adam Thocher, Senior Vice President, Global Market Engagement +1-703-785-6693 | athocher@gcca.org.

2027 GCCA AFRICA COLD CHAIN CONNECTIONS

South Africa, Kenya, Egypt/Morocco

PACKAGE DEAL

ALL THREE CONNECTIONS

\$7,500

Cold Chain Connection program, facility tours, industry executives meeting.

PIECEMEAL

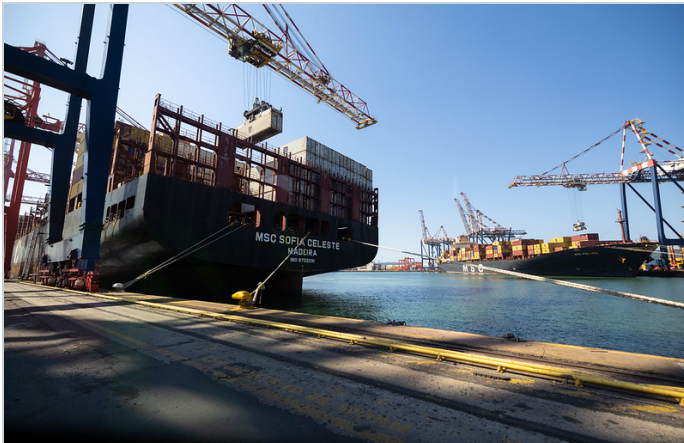
INDIVIDUAL

\$3,000 each

Or piecemeal at higher price, individually per event.

SPONSORSHIP BENEFITS

- Logo recognition on promotional emails
- Your organization's marketing collateral displayed at each event
- Logo featured on event website



Looking to partner year-round or across multiple global events? Contact Adam Thoche, Senior Vice President, Global Market Engagement — +1-703-785-6693 | athoche@gcca.org

COLD CHAIN CONNECTIONS IN LATIN AMERICA & BRAZIL

Latin American Cold Chain Connections deliver a dynamic experience, bringing together 50-100 members of the warehouse/3PL construction, and supplier communities to meet face-to-face in various Latin American markets for focused regional market updates, high-quality discussions, networking, and education. Connections will be hosted over breakfasts, luncheons, and receptions before, during or after the program.

LOCATION	DATE	SPONSOR BENEFITS
Dominican Republic	February 16-17	• Two (2) complimentary event registrations • Recognition on event website, marketing emails, and event signage • Attendee list (does not include email addresses) • Your organization's marketing materials displayed onsite
Cartagena, Colombia	April 23-24	
Mexico City, Mexico	July 21	
Sao Paulo, Brazil	Mid August	
Itajaí, Brazil	November 23-25	

SPONSORSHIP OPPORTUNITIES

ALL LATIN AMERICA COLD CHAIN CONNECTIONS

\$4,500 each

SPONSORSHIP OPPORTUNITIES

ALL BRAZIL COLD CHAIN CONNECTIONS

\$3,300 each

OTHER 2027 EVENTS IN LATIN AMERICA & BRAZIL · PRICED SEPARATELY

Brazil Regulatory Forum	March 24	Contact GCCA Brazil
Brazil Cold Chain Congress, Sao Paulo	June 16-17	Page 21
Latin America Cold Chain Congress, Monterrey	TBD October	Contact GCCA Latin America

Contact Ana Regina Garcia, Director, GCCA Latin America — +502 4296-9503 | agarcia@gcca.org. For Brazil, contact Isabela Perazza, Director, GCCA Brazil — +55 11 99230-2024 | iperazza@gcca.org

2027 BRAZIL COLD CHAIN CONGRESS

The GCCA Brazil Cold Chain Congress is designed for senior-level executives and suppliers involved in temperature-controlled logistics, transportation, and warehousing, including decision-makers and industry leaders looking to drive innovation and improve operational efficiency.

ATTENDEE DEMOGRAPHICS — ORGANIZATION TYPE

44%	Warehouse
36%	Supplier
20%	Food industry, Other

JOB TITLE

38%	Manager
32%	Specialists/Consultants
22%	Director
6%	C-Suite
2%	Partner

WHO EXHIBITS & SPONSORS

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



GCCA membership is required for all sponsorship opportunities; the non-member rate includes a one-year trial GCCA membership [Learn More](#). Membership and sponsorship questions? Contact Isabela Perazza, Director, GCCA Brazil — +55 11 99230-2024 | iperazza@gcca.org.

BRAZIL CONGRESS SPONSORSHIP LEVELS

PLATINUM LEVEL

\$6,930

- 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
- Distinctive "Sponsor Ribbon" to wear throughout event
- Four event registrations
- List of attendees with phone and mailing information (excl. email addresses)

GOLD LEVEL

\$4,620

- Recognition of sponsorship on conference website, conference marketing emails, and event signage
- Distinctive "Sponsor Ribbon" to wear throughout event
- List of attendees with phone and mailing information (excl. email addresses)
- Three event registrations
- Expo table-top available in the hall of the event

SILVER LEVEL

\$3,390

- Recognition of sponsorship on conference website, conference marketing emails, and event signage
- Distinctive "Sponsor Ribbon" to wear throughout event
- List of attendees with phone and mailing information (excl. email addresses)
- Two event registrations

Expo table-top: included in the Gold Level package. Platinum and Silver sponsors can add an expo table-top in the hall of the event for an additional fee — contact GCCA Brazil for pricing.



GCCA membership is required for all sponsorship opportunities; the non-member rate includes a one-year trial GCCA membership [Learn More](#). Membership and sponsorship questions? Contact Isabela Perazza, Director, GCCA Brazil — +55 11 99230-2024 | iperazza@gcca.org.

COLD CHAIN CONNECTIONS IN BRAZIL

Brazil's Cold Chain Connection delivers a dynamic experience, bringing together members of the warehouse/3PL construction, and supplier communities to meet face-to-face in various Latin American markets for focused regional market updates, high-quality discussions, networking, and education. Connections will be hosted over breakfasts, luncheons, and receptions before, during or after the program.

LOCATION	DATE
Sao Paulo, Brazil	Mid August
Itajaí, Brazil	November 23-25

- SPONSOR BENEFITS**
- Two (2) complimentary event registrations
 - Recognition on event website, event marketing emails, and event signage
 - Attendee list (does not include email addresses)
 - Your organization's marketing materials displayed onsite

SPONSORSHIP OPPORTUNITIES

BRAZIL

\$3,300 each



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2027 GCCA EUROPE COLD CHAIN CONFERENCE

Join leading professionals from warehousing, transportation, construction, technology, and equipment sectors at this dynamic two-day conference. Connect with 100+ representatives from across Europe to explore the latest industry trends, challenges, innovations, and business opportunities. Strengthen your brand presence by exhibiting or sponsoring and forge valuable connections with key decision-makers in the European cold chain industry.

SPONSORSHIP BENEFITS

- Logo on website, event marketing emails, onsite signage, and mobile app
- Verbal and visual recognition from the stage
- Designated sponsor level ribbon with registration badge
- Strategic brand placement at sponsored function
- Listed in select pre-event marketing only for specific packages
- First right of refusal for sponsorship of same offerings, if available, for 2028
- Complimentary event registrations: Silver & Gold – (1); Platinum and Diamond – (2)

ATTENDEE DEMOGRAPHICS — ORGANIZATION TYPE

45%	Warehouse & Logistics
39%	Supplier
7%	Academia / Government / Non-Profit
7%	Press/Spouse-Guest/Staff
2%	Food Company

JOB TITLE

47%	Executive Team: Senior VP, VP, C-Suite
45%	Director or Manager
16%	Executive: CEO, President, Owner
8%	Other



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EUROPE CONFERENCE SPONSORSHIP LEVELS

PLATINUM LEVEL

WELCOME RECEPTION IN EXPO

2 June

€7,525

EVENING COLD CHAIN RECEPTION

3 June

€7,525

OPENING KEYNOTE / PLENARY SESSION

2 June, 1 Available

€7,525

EUROPEAN COUNCIL DINNER

€6,000

GOLD LEVEL

COLD CHAIN CAFÉ

€4,725

BRANDED WIFI CONNECTION

€3,820

KEYNOTE / PLENARY SESSION

3 June, 2 Available

€3,725

LUNCH IN EXPO

3 June

€3,725

BRANDED BADGE LANYARDS

€3,725

CLOSING KEYNOTE / PLENARY SESSION

3 June, 1 Available

€3,725

REGISTRATION

€3,725

CONFERENCE MOBILE APP

€3,725

SILVER LEVEL

FACILITY TOUR

4 June, 2 Available

€3,500

NETWORKING BREAK IN THE EXPO

3 June, 1 Available

€3,500



EUROPE CONFERENCE EXHIBITING

CONFERENCE EXHIBITOR PRICING
TABLETOP DISPLAY

20 Available

Member

€4,200

Non-Member

€7,350

EXHIBITING BENEFITS INCLUDE

- 2-meter draped table with two chairs and identification signage
- Recognition on GCCA website
- Company name and contact information in mobile app
- Guaranteed traffic: meals, refreshment breaks and happy hour are all held in the Expo
- One (1) full-access attendee badge



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

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COLD CHAIN CONNECTIONS IN EUROPE

GCCA Cold Chain Connections offer engaging and dynamic experiences, uniting professionals from warehousing, logistics, transportation, design/build, food, retail, and pharma. Professionals come together at in-person gatherings to exchange regional market insights, engage in meaningful discussions, expand their networks, and gain valuable education.

LOCATION	DATE
Italy	Early-Mid March
Rotterdam, Netherlands	September 8
Romania	November 16–18

- SPONSOR BENEFITS**
- One (1) complimentary event registration
 - Recognition on event website, event marketing emails, and event signage
 - Attendee list (does not include email addresses)
 - Your organization's marketing materials displayed onsite

SPONSORSHIP OPPORTUNITIES

EUROPE

€3,350 each



GCCA membership is required for all sponsorship opportunities; the non-member rate includes a one-year trial GCCA membership [Learn More](#). Contact Josh Meyers, Vice President, Stakeholder Growth & Impact — +1-703-373-4300 ext. 2345 | jmeyers@gcca.org

SECTION 03

ADVERTISING: GCCA PUBLICATIONS

COLD FACTS Magazine, the Innovation Buyers Guide, COLD FACTS Weekly Newsletter, the GCCA Directory, and banner advertising on GCCA.org.

COLD FACTS MAGAZINE

COLD FACTS Magazine is read by over 4,000 cold chain executives in more than 90 countries worldwide. Each issue features articles spanning all sectors of the cold chain industry, along with member updates, association news, and interviews with innovative industry leaders. COLD FACTS Magazine includes in-depth articles on warehousing logistics, transportation, construction, and other key topics relevant to cold chain businesses, and maintains a strong digital presence. Editions are centered around a specific theme — see the next page for 2027 editorial focus and bonus distribution details.



ADVERTISING RATES

SIZE	1X	3X	6X
Belly Bands	N/A	N/A	\$5,665
Cover 4	N/A	N/A	\$3,190
Cover 3	N/A	N/A	\$2,990
Cover 2	N/A	N/A	\$2,830
Full Page	\$3,500	\$3,350	\$3,190
Half Page	\$2,630	\$2,420	\$1,800
Third Page	\$1,700	\$1,545	\$1,440
Quarter Page	\$1,240	\$1,110	\$1,000

AD DIMENSIONS

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 | jeff.rhodes@wearemc.com

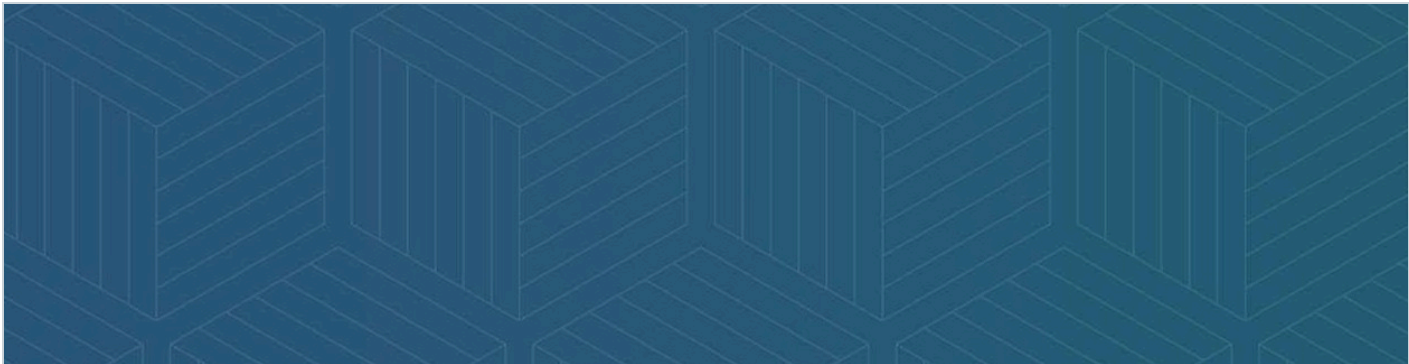
2027 EDITORIAL CALENDAR

ISSUE 1 · JAN/FEB COLD CHAIN LEADERSHIP: 2027 STATE OF PLAY	ISSUE 2 · MAR/APR THE GLOBAL ECONOMY	ISSUE 3 · MAY/JUN FOOD WASTE
ISSUE 4 · JUL/AUG STORYTELLING IN THE COLD CHAIN: EVOLUTION IN BRAND, MARKETING, AND COMMUNICATIONS	ISSUE 5 · SEPT/OCT BUILD: CONSTRUCTION, TECHNOLOGY, & NEW MARKETS	ISSUE 6 · NOV/DEC YEAR IN REVIEW (TBD)

*Editorial calendar subject to change.

DEADLINES

ISSUE	COPY DEADLINE / AD RESERVATION	TO PRINT & POST
Jan/Feb Volume 1 '27	18 November 2026	February 2027
March/April Volume 2 '27	27 January 2027	April 2027
May/June Volume 3 '27	24 March 2027	June 2027
July/Aug Volume 4 '27	26 May 2027	August 2027
Sept/Oct Volume 5 '27	28 July 2027	October 2027
Nov/Dec Volume 6 '27	29 September 2027	December 2027
2027 GCCA Innovation Buyer's Guide	28 July 2027	October 2027



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GCCA INNOVATION BUYERS GUIDE

This special edition is published alongside the September–October issue of COLD FACTS Magazine. It offers readers valuable insights, updates, and emerging trends in automation, controlled environment design and construction, and the latest innovations in cold chain technology.

This issue includes company listings for all GCCA associate members, suppliers and contractors. Serving as a comprehensive guide to industry updates and resources, this edition is a one-stop resource for cold chain operators and builders to discover and connect with leading service providers.

ADVERTORIAL OPTIONS

Advertisers can purchase one or two pages in this special edition, with the option to run traditional ads, advertorials, or a combination of both. These pages will also be overprinted for bonus distribution at select industry events, maximizing your exposure.

You have full creative control over your content. For example, you might feature an article by your CEO discussing industry trends, highlighting a successful customer case study, or showcasing a new product launch. One-page articles should be approximately 650 words, while two-page spreads can accommodate up to 1,300 words. If it includes photos or graphics, word counts will be adjusted accordingly.

SELECT YOUR ADVERTISING PACKAGE

SIZE	COST
One-page article/ad	\$2,420
Two-page article/ad	\$3,605
Back Cover	\$3,605
Inside Front Cover or Inside Back Cover	\$3,450

Ad Reservation Deadline: July 28, 2027
Material Deadline: August 4, 2027



Advertising questions? Contact Jeff Rhodes — +1-410-584-1994 | jeff.rhodes@wearemci.com

COLD FACTS WEEKLY NEWSLETTER

GCCA's weekly newsletter, Cold Facts Weekly, delivers timely insights on the latest trends and critical issues shaping the cold chain industry. Each edition offers a concise overview of key developments, combining original content with curated news from trusted sources such as The Associated Press, The New York Times, Financial Times, and top industry publications. Reaching more than 7,600 cold chain professionals, Cold Facts Weekly keeps industry leaders informed on topics that influence their business. Its readership includes high-level decision-makers with purchasing power — the professionals who drive the industry forward.

SUPER TOP BANNER \$6,695 Leaderboard above the masthead, guaranteed first ad to be seen on the newsletter. JPG, GIF, PNG 468x60px 3 months	TOP BANNER \$6,180 Premium position at the top of the eNewsletter guarantees all will see your ad when they open the newsletter. JPG, GIF, PNG 468x60px 3 months
FEATURED CONTENT \$5,356 Banner allows companies to combine imagery, color and text in an intersecting and compelling manner. JPG, GIF, PNG 144x92px Max. size: 20K 100 characters for title plus 250 characters for message 3 months	MEDIUM RECTANGLE \$5,356 These versatile squares can be used for branding or product promotion. JPG, GIF, PNG 300 x 250px 3 months
FULL BANNER \$5,356 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. JPG, GIF, PNG 486x60px 3 months	

GCCA DIRECTORY

The GCCA Directory 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. The Directory is consistently among the top three landing pages on GCCA.org, making it an excellent opportunity for advertisers looking for increased visibility.

12 MONTHS
\$5,191

6 MONTHS
\$2,472

3 MONTHS
\$1,545

Rates include 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.



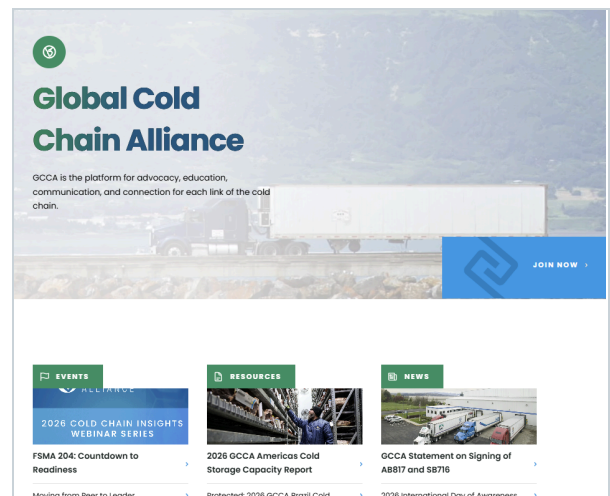
GCCA WEBSITE ADVERTISING

The Global Cold Chain Alliance website 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.

TWO ADS · 12 MONTHS
\$5,191 USD

ADVERTISING OPTIONS

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



Advertising questions? Contact Jeff Rhodes — +1-410-584-1994 | jeff.rhodes@wearemc.com

CONNECT WITH US TO LEARN MORE

At GCCA, we're committed to strengthening the global temperature-controlled supply chain through meaningful connections and strategic partnerships. We welcome the opportunity to learn more about your organization and explore how your goals can align with GCCA sponsorship opportunities.

GLOBAL PARTNERSHIPS

ADAM THOCHER

Senior Vice President,
Global Market Engagement

Direct: +1-703-785-6693
athocher@gcca.org

SPONSORS AND EXHIBITORS

JOSH MEYERS

Vice President, Stakeholder Growth
& Impact

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NORTH AMERICA ADVERTISING INQUIRIES

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Direct: +1 410-584-1994
jeff.rhodes@wearemci.com



Global Cold Chain Alliance (GCCA)

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