

# IGA AT THE NGA SHOW

## SUNDAY, FEBRUARY 26

| Time                 | Event  |
|----------------------|--|
| 10:00 a.m.-1:00 p.m. | Technology Summit  |
| 1-2:30 p.m.          | WGA Luncheon   |
| 1-4:00 p.m.          | Financial Symposium  |
| 2:45-4:00 p.m.       | Snack & See: Creative Choice Campaigns   |
| 5-6:30 p.m.          | Opening Social   |
| 6:30-7:30 p.m.       | <p><b>IGA Opening Reception*</b><br/>Gather with IGA's close-knit family of retailers, wholesalers, and Red Oval partners in a casual, fun celebration – with light hors d'oeuvres, an open bar, and member awards recognizing retailers for best practices in marketing, advertising, fundraising, and more.</p> <p><i>Located in Caesar's Forum foyer, under the escalators.</i></p> |

# IGA AT THE NGA SHOW

## MONDAY, FEBRUARY 27

| Time            | Event   |
|-----------------|---|
| 7:00–8:30 a.m.  | Super Breakfast Session: Consumer Trends  |
| 8:45 a.m.       | <p><b>Rebooting Our Destiny: How Independent Grocers are Leveling the Playing Field by Gaining Control of Their Businesses through the Adoption of a Modern GroceryOS*</b></p> <p>Join IGA CEO John Ross as he explores the smart technology applied to Vori’s B2B grocery operating system that is streamlining and simplifying inventory management and ordering for independent grocers, giving them the control and visibility they need to more easily replenish shelves, manage prices, control inventory, and reduce waste. Hear the vision for how the same tech can solve other obstacles independents face, arming them with the tools they need to become more competitive, profitable, and efficient.</p> |
| 9:45 a.m.       | <p><b>The Future of the Advertising Mix*</b></p> <p>Ready to dive into digital advertising but don’t know where to start? Think targeted display ads and television advertising are out of reach for independents? Looking for an advertising plan to help you compete with chains and get noticed by CPGs? Learn how the Independent Grocers Alliance Retail Media Network is using affordable and effective advertising to increase sales and awareness in independent grocery stores across the country and supply the customer and product movement data CPGs want—without exorbitant agency fees.</p>  |
| 11:30 a.m.      | <p><b>Exploring the Economic Outlook for the Grocery Industry: 2023 and Beyond*</b></p> <p>Inflation, labor, supply chain, increased legislation, block chain, digital currency, ransomware. The threats to independent retailers are relentless. In this general session, IGA CEO John Ross breaks down how these obstacles will impact the grocery industry – both as a whole and the independent sector – this year and in the future, and shares how independents can fight and come out ahead.</p>   |
| 5:00–7:00 p.m.  | Best Bagger Competition & After Party   |
| 6:00–11:00 p.m. | <p><b>IGA Awards of Excellence Ceremony*</b></p> <p>This invitation-only event, sponsored by The Coca-Cola Company, honors the best of the best in independent grocery.</p> <p><b><i>Transportation information was sent via email to all attendees. Please contact your Independent Grocers Alliance representative with questions.</i></b></p>  |

# IGA AT THE NGA SHOW

## TUESDAY, FEBRUARY 28

| Time           | Event   |
|----------------|---|
| 7:00–8:30 a.m. | Super Breakfast Session: Financial & Market Trends  |
| 2:00 p.m.      | <p><b>Ransomware: The Biggest Threat to Your Business May Be One You Aren't Even Thinking About*</b></p> <p>Did you know the average ransomware attack costs businesses an average of 15 days downtime? Small, local grocers with busy management, slim margins, and often outdated and vulnerable technology systems are particularly susceptible to a ransomware attack that can shut down the POS and other essential systems and cost thousands—or even hundreds of thousands of dollars—to resume business. Hear why and how cyber criminals target independent retailers, and what simple steps you can take to protect your business in as little as a week.</p>   |
| 3:00 p.m.      | <p><b>Build Shopper Loyalty &amp; Improve Store Culture with Multichannel Consumer Feedback*</b></p> <p>Think you have a good understanding of what customers want from your store? Wouldn't it be better to know you do? Hear firsthand from independent grocery retailers are using multichannel customer feedback—from store assessments and always-available feedback forms to tailored surveys—to gain a deeper understanding of each stage of the customer journey. Learn how this voice of the consumer methodology is being used in operational planning to help store teams identify and fix issues, elevate the buying experience, and ultimately increase customer satisfaction, loyalty, and sales.</p> |
| 4:00–5:00 p.m. | General Session: Employee Recruitment & Retention   |
| 4:45–5:15 p.m. | <p><b>Taking Control of our Future – Retail Strategies for a Tumultuous World*</b></p> <p>As IGA CEO John Ross details in his Monday session, threats to independent retailers are omnipresent. But it's not all doom and gloom. In this session, Ross details the advanced resources and strategies that are now available to independents, including affordable digital marketing, merchandising strategies for the modern grocery industry, and recruitment techniques that leverage our stores' best assets.</p>  |
| 6:00–8:00 p.m. | Closing Celebration   |