

- ★ **RETAILER EXPOSURE**
- ★ **ON STAGE RECOGNITION**



- ★ **GOLDEN TICKETS**
- ★ **PODCAST OPPORTUNITY**

Building on the success of its inaugural event, the WAFC is proud to partner again with the Navigator Lighthouse Foundation to present the 2nd Annual NextOnShelf at the 2027 WAFC Convention on May 1, 2027. This collaboration continues to spotlight innovation and entrepreneurship within the food industry by showcasing scaling and emerging brands, providing them with a premier platform to present their products, connect with leading retailers, and gain valuable exposure to industry decision-makers.



Retailer Access & Visibility

Gain exposure to more than 350 retailers from 40+ retail companies through meetings and networking opportunities during the convention



Showcase Space

Exhibit in a 10' x 10' booth in the ballroom, the only trade show space at the WAFC Convention, designed for product showcasing, sampling, and connecting with retailers



Membership & Coaching

Access the premier CPG organization dedicated to building grocery industry relationships, including a pre-convention webinar designed to help you maximize your success at the WAFC Convention

Participation Fee includes:

- NextOnShelf Showcase at the 2027 WAFC Convention
 - Saturday, May 1, 2027 | 11:30am - 4:00pm
- Ability to request pre-scheduled retailer business meetings
- One year Illuminators Membership (\$350 Value)
- Social media & onsite promotion
- Opportunity to appear on "Pour Decisions" podcast
- Eligibility for "Best in Show" voting and recognition
- Eligibility for Navigator Lighthouse Foundation Lifetime Membership

Participation Guidelines:

- Must be present at WAFC Convention
- Be an emerging or scaling brand located in the U.S.
- \$500k to \$10M in annual sales
- Be ready to distribute in the West by July 2027 through traditional grocery distributors

\$10,000 Participation Fee Includes:

- Two convention registrations, no hotel (\$5,000 value)
- Access to all convention activities, including business meetings & town halls

Accepting Applications via RangeMe Oct. 15th - Nov. 29th
<http://rangeme.com/nextonshelfparticipantscampaign>



Contact Us
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www.wafc.com



2027 WAFC Convention
May 1-5, 2027 | Palm Desert, CA
JW Marriott Desert Springs Resort

