



# CRAFT BEVERAGE EXPO

THE BUSINESS OF CRAFT BEVERAGE

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DECEMBER 4-6, 2018 | LOUISVILLE, KY

THE  
ELEMENTS  
OF

A background photograph of two men in a workshop or brewery setting. One man is holding a bottle of craft beer, and they appear to be examining it together. The image is overlaid with a semi-transparent orange filter.

CRAFT

[craftbeverageexpo.com](http://craftbeverageexpo.com)

# PRESENTING SPONSOR GENERAL SESSION (1 AVAILABLE)

**\$15,000**

## **PROGRAM PARTICIPATION**

- 1-2 Minute introduction, to be presented by a senior executive of sponsoring company, prior to designated General Session, subject to approval by show management.
- Company branding within General Session area
- Opportunity to have promotional item available during the sponsored Keynote

## **CONFERENCE AND EXHIBITION PRESENCE**

- One 10X20 exhibit space
- Signage promoting the sponsorship
- Full page 4C print ad in conference directory

## **MARKETING IMPRESSIONS**

- Click-through logo placement on Craft Beverage Expo website
- Recognition in official press release announcing the General Sessions speakers
- Inclusion as presenting sponsor in all advertising, marketing, and promotion of the event
- Logo recognition on official CBE press releases

## **RELATIONSHIP BUILDING**

- Eight full-conference passes
- Promotional code valid for clients and prospects granting \$100 off the current full conference rate OR free access to the exhibit hall
- Pre-Show email blast to all attendees (sent by show management, content from sponsor)

# BREAKOUT ROOM SPONSOR (4 AVAILABLE)

**\$4,500**

## **CONFERENCE PRESENCE**

- Exclusive signage in the one of three break-out rooms!
- Distribution of literature or promotional item to be available in break-out room (provided by sponsor & subject to approval by show management)!
- Signage promoting the sponsorship!
- Full page, 4C print ad in program directory !

## **MARKETING IMPRESSIONS**

- Inclusion as sponsor in some advertising, marketing and promotion of the event!
- Logo recognition on official CBE press releases!
- Click-through logo placement on Craft Beverage Expo website!

## **RELATIONSHIP-BUILDING**

- Four full-conference passes!
- Promotional code valid for clients and prospects granting \$100 off
- the current full conference rate OR free access to the exhibit hall!

# BREAKFAST SPONSOR

\$3,500

## CONFERENCE PRESENCE

Branded décor, including:

- Custom napkins branded with sponsors logo
- Distribution of literature or promotional item during break (provided by sponsor & subject to approval by show management)
- Custom placards on all food and beverage stations with sponsor branding
- Signage promoting the sponsorship
- Insertion of marketing piece into each tote bag
- Half-page 4C print ad in program directory

## MARKETING IMPRESSIONS

- Inclusion as sponsor in some advertising, marketing and promotion of the event
- Click-through logo placement on Craft Beverage Expo website
- Logo recognition on official CBE press releases

## RELATIONSHIP-BUILDING

- Four full-conference passes
- Promotional code valid for clients and prospects granting \$100 off the current full conference rate OR free access to the exhibit hall

# LUNCH SPONSOR (2 AVAILABLE)

**\$5,000**

## **CONFERENCE AND EXHIBITION PRESENCE**

Branded décor during reception, including:

- Distribution of literature or promotional item during lunch break (subject to approval by show management)
- Custom placards on all food and beverage stations with sponsor branding
- Signage promoting the sponsorship
- Full-page 4C print ad in conference directory

## **MARKETING IMPRESSIONS**

- Inclusion as sponsor in some advertising and marketing promoting the opening receptions
- Recognition in an official CBE press release
- Click-through logo placement on Craft Beverage Expo website
- Logo recognition on official CBE press releases

## **RELATIONSHIP-BUILDING**

- Four full-conference passes
- Promotional code valid for clients and prospects granting \$100 off the current full conference rate OR free access to the exhibit hall

# LANYARD SPONSOR

**\$3,500\***

**Official sponsor of the Event Lanyard distributed at registration to all conference attendees.**

## **CONFERENCE PRESENCE**

- Customized 2-clip lanyards featuring company logo in 1 color print to be handed out to all attendees and exhibitors
- On-site signage promoting the sponsorship
- Half page 4C print ad in conference directory

## **MARKETING IMPRESSIONS**

- Inclusion as sponsor in some advertising, marketing and promotion of the event
- Click-through logo placement on Craft Beverage Expo website
- Logo recognition on official CBE press releases

## **RELATIONSHIP-BUILDING**

- Two full-conference passes
- Promotional code valid for clients and prospects granting \$100 off the current full conference rate OR free access to the exhibit hall.

**\*plus the costs of lanyards**

# OPENING RECEPTION SPONSOR

**\$7,500**

## **CONFERENCE AND EXHIBITION PRESENCE**

Branded décor during reception, including:

- Custom napkins branded with sponsor logo
- Distribution of literature or promotional item during reception (subject to approval by show management)
- Custom placards on all food and beverage stations with sponsor branding
- Signage promoting the sponsorship
- Full-page 4C print ad in conference directory

## **MARKETING IMPRESSIONS**

- Inclusion as sponsor in some advertising and marketing promoting the opening receptions
- Recognition in an official CBE press release
- Click-through logo placement on Craft Beverage Expo website
- Logo recognition on official CBE press releases

## **RELATIONSHIP-BUILDING**

- Six full-conference passes
- Promotional code valid for clients and prospects granting \$100 off the current full conference rate OR free access to the exhibit hall

# TOTE SPONSOR

**\$4,500\***

## **CONFERENCE AND EXHIBITION PRESENCE**

- Branding of the event tote bag in 1 color print
- (Event logo on one-side of bag—Sponsor logo on other side of bag).
- On-site signage promoting the sponsorship
- half-page 4C print ad in conference directory

## **MARKETING IMPRESSIONS**

- Inclusion as sponsor in some advertising, marketing and promotion of the event
- Click-through logo placement on Craft Beverage Expo website

## **RELATIONSHIP-BUILDING**

- Four full-conference passes
- Promotional code valid for clients and prospects granting \$100 off the current full conference rate OR free access to the exhibit hall

**\*plus the costs of totes**



# PEN SPONSOR

**\$2,000**

- Your company logo on pens distributed at registration, info booth and other prominent places during CBE
- Listed as sponsor on all onsite sponsor signage
- Click-through logo placement on Craft Beverage Expo website
- Two full-conference passes
- Promotional code valid for clients and prospects granting \$100 off the current full conference rate OR free access to the exhibit hall

# COMMEMORATIVE GLASS SPONSOR

TBD

## CONFERENCE AND EXHIBITION PRESENCE

- Branding of the event glass in 1 color print
- (Event logo on one-side of glass—Sponsor logo on other side of glass).
- On-site signage promoting the sponsorship
- half-page 4C print ad in conference directory

## MARKETING IMPRESSIONS

- Inclusion as sponsor in some advertising, marketing and promotion of the event
- Click-through logo placement on Craft Beverage Expo website

## RELATIONSHIP-BUILDING

- Four full-conference passes
- Promotional code valid for clients and prospects granting \$100 off the current full conference rate OR free access to the exhibit hall

# SUPPORTING SPONSOR

\$750

- Listed as supporting sponsor on all onsite sponsor signage
- Click-through logo placement on Craft Beverage Expo website
- Promotional code valid for clients and prospects granting \$100 off the current full conference rate OR free access to

## **CUSTOM SPONSORSHIPS**

Let us build you a CUSTOM SPONSORSHIP PACKAGE to meet your marketing and branding goals at this new and exciting event. We have a team ready to help you create a custom sponsorship that fits your budget – Get only benefits you want!