

THE Elements of *Craft*



The Business of Craft Beverage
NOVEMBER 7-9, 2017 | PORTLAND, OR

**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

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 bags

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 the exhibit hall

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!

ADVERTISING OPPORTUNITIES

A number of advertising opportunities are also available to augment your sponsorship package!

Back Cover ad in conference directory	\$1,400
Inside Back Cover ad in conference directory	\$1,200
Inside Front Cover ad in conference directory	\$1,200
Full page ad in conference directory	\$1,000
Half page ad in conference directory	\$750