



# CRAFT BEVERAGE EXPO AND DISTRIBUTION CONFERENCE

THE BUSINESS OF CRAFT BEVERAGE

## 3 VIRTUAL EVENTS

DEC 2-3, 2020 | MAR 9-10 + JUN 21-22, 2021



# WOMEN IN CRAFT

THE BUSINESS OF CRAFT BEVERAGE

## APRIL 21, 2021 | VIRTUAL EVENT

### Craft Beverage Expo and Distribution Conference - Now Online in Real-time

Craft Beverage Expo and Distribution Conference and Women in Craft is now ALL VIRTUAL! While we will miss the in-person exchange at this year's event, we are excited to bring you a new and interactive experience allowing you to easily set up appointments while showcasing your brand, increasing your sales, and connecting - all in one location- during various times leading us to the return to our in-person event in 2021.

### Virtual Event Vendor Packages

	Platinum	Gold	Silver	Bronze
<b>Virtual Price</b>	\$2,500	\$1,950	\$1,750	\$1,550
<b>Virtual Three-Event Full Conference Registration</b>	7	5	4	3
<b>Vendor Showcase</b>	✓	✓	✓	✓
Features include company name, logo, appointment slot, company description, social media links (LinkedIn, Facebook, Instagram), contact details, product and services listing, video upload, and document uploads (PDF, Prezi, and photos).				
<b>Total Available Appointments Requests</b>	12 per hour	10 per hour	8 per hour	6 per hour
<b>Inbound &amp; Outbound Appointment Requests</b>	✓	✓	✓	✓
Create meaningful connections by requesting meeting appointments with registered attendees				
<b>Product/Service Listing Keywords for Filtering</b>	15	15	10	7
Showcase products and services to increase your visibility among attendees as they find you via the search filter.				
<b>Recognition in Vendor Listing</b>	Logo	Logo	Logo	Text
Vendors will be presented in order of category (Platinum, Gold, Silver, and Bronze)				
<b>Ability to share your screen</b>	✓	✓	✓	✓
<b>Ability to upload collateral</b>	✓	✓	✓	✓
<b>Live chat</b>	✓	✓	✓	✓
A chat box on your page allows attendees to send you an immediate message.				
<b>Ability to upload video</b>	✓	✓	✓	✓
<b>Vendor logo on home page</b>	✓	✓	✓	✓
Your logo will appear on the lower half of the event home page and can link to either your virtual booth or your company website				
<b>Banner ad on home page</b>	✓	✓		
Ad will display on the event home page and can link to your virtual booth or company website				
<b>Logo on e-blast</b>	✓	✓		
<b>Push notification</b>	2	1		
Attendees will receive push notifications from your company via the Swapcard platform				
<b>Session Sponsorship</b>	✓			
Pre-recorded video promo message in program				
<b>Add-On</b>	<b>Vendor Session</b> \$500 each session (8 opportunities available in each 2-day event): By hosting your own 20-minute sponsor session, you can reach members in an educational manner. Session can be presented pre-recorded with live chat feature (deadlines for pre-recorded video submission will apply). This content can be viewed on-demand for up to one-year post-conference.			

While we know nothing beats face-to-face interaction, we're excited that the virtual platform we're using has one of the most robust exhibitor experiences that we've ever seen. Swapcard is known for its AI-driven matchmaking, allowing event attendees (including sponsors) to connect with each other based on their platform profiles. Connections can be via chat, video calls, or scheduled meetings. Showcase vendors will have early access to the platform to complete their setup, create their company teams, and set up their user profiles before attendees are invited to join.

For More Information Contact

Annmarie Kennick at [sales@craftbeverageexpo.com](mailto:sales@craftbeverageexpo.com)