



# CRAFT BEVERAGE EXPO AND DISTRIBUTION CONFERENCE

THE BUSINESS OF CRAFT BEVERAGE

OCTOBER 19-20, 2021 | LOUISVILLE, KY

THE  
ELEMENTS  
OF

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

CRAFT

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

# PRESENTING SPONSOR GENERAL SESSION

(1 AVAILABLE)

**\$10,000**

## **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

## **MARKETING IMPRESSIONS**

- Click-through logo placement on Craft Beverage Expo and Distribution Conference 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)

# BREAKFAST SPONSOR (1 AVAILABLE)

**\$5,000**

## **CONFERENCE PRESENCE**

Branded décor for all three days, including:

- Custom napkins branded with sponsor's 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

## **MARKETING IMPRESSIONS**

- Inclusion as sponsor in some advertising, marketing and promotion of the event
- Click-through logo placement on Craft Beverage Expo and Distribution Conference 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 (1 AVAILABLE)

**\$5,000**

## **CONFERENCE AND EXHIBITION PRESENCE**

Branded décor for two lunches, including:

- Custom placards on all food and beverage stations with sponsor branding
- Signage promoting the sponsorship

## **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 and Distribution Conference 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

## **MARKETING IMPRESSIONS**

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

## **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 and Distribution Conference 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

**\$3,500\***

## **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

## **MARKETING IMPRESSIONS**

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

# COMMEMORATIVE GLASS SPONSOR

TBD

## CONFERENCE AND EXHIBITION PRESENCE

- On-site signage promoting the sponsorship

## MARKETING IMPRESSIONS

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

## **CONFERENCE AND EXHIBITION PRESENCE**

- Listed as supporting sponsor on all onsite sponsor signage

## **MARKETING IMPRESSIONS**

- Click-through logo placement on Craft Beverage Expo and Distribution Conference website

## **RELATIONSHIP-BUILDING**

- 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. We have a team ready to help you create a custom sponsorship that fits your budget—get only the benefits that you want!

**For more information, please contact Annmarie Kennick at [annmarie@craftbeverageexpo.com](mailto:annmarie@craftbeverageexpo.com)**