

# NC CRAFT BREWERS CONFERENCE



**November 7-9, 2017**

Benton Convention Center, Twin City Quarter, Winston-Salem NC

Expected Attendance: 600+ beer industry members

## 2017 Sponsorship Opportunities

**We would love to customize a sponsorship opportunity for you!** To book any of the sponsorships listed below, or to find out more about a custom package, contact Fawn Pattison: [fawn@ncbeer.org](mailto:fawn@ncbeer.org) or 919-526-0938.

### Find your perfect sponsorship by attribute:



Speaking opportunity



High visibility



Enhanced Trade Show Booth



Take-Home Branding



VIP Access



Conference Discounts








Product Placement






Target Your Audience

**Presenting Sponsorship** (1 available)        **SOLD OUT**

**Awards Dinner Sponsorship** (1 available)      **SOLD OUT**

**Day Sponsor** (2 available)       **SOLD OUT**

**Lunch Sponsorship** (2 available)   

- Option to make remarks on mic immediately following the morning plenary and/or host a raffle or giveaway during the lunch break
- Your company thanked by the emcee before and after lunch
- One email blast to all conference attendees on your behalf
- Your company logo on the presentation screen during lunch
- Your company logo on signage during lunch
- Your company listed on printed conference agenda and advance conference promotions as sponsor of lunch
- Half-page ad in the printed conference program
- 2 registrations to the full conference
- Choose Wednesday or Thursday





Cost: \$3,000




**Welcome Gift Drop** (1 available) - *new this year!*    

Be the first to welcome attendees to the NC Craft Brewers Conference by having a branded welcome gift placed in their hotel room when they arrive. Your generosity will be remembered. Benefits include:

- Option to include your product samples / packaging in the Welcome Gift
- One email blast to all conference attendees on your behalf
- Half-page ad in the printed conference program
- 2 registrations to the full conference

Cost: \$3,000 + cost of item

**Pre-Conference Sponsorship** (1 available)     **SOLD OUT**

**Game Lounge** (1 available) - *new this year!*   

Help attendees relax and have fun together and learn all about your products or services in your very own branded game lounge. We'll set up branded foosball, pinball, or ping-pong tables in a special section of the trade show. Benefits include:

- Your company branding on signage in the Game Lounge
- Placement of your trade show booth adjacent to / within the Game Lounge
- Option to include your branded items as prizes
- Half-page ad in the conference program
- 2 registrations to the full conference

Cost: \$2,500

### **Attendee Bag Sponsorship** (1 available) **SOLD OUT**

### **Conference Hotel Key Card** (1 available) - *new this year!*

Put your name into the hand of every attendee who stays onsite by branding the hotel key cards with your company logo and key message.

Includes 2 registrations to the full conference.

Cost: \$2,000

### **Pop-Up Business Center** (1 available) - *new this year!*

Give attendees an area to relax, conduct business, hold short meetings, and learn all about your products or services in your very own branded business center. We'll set up a printer, comfortable seating and work tables off the main walkway where you can place pull-up banners, table top collateral and a nice display. Benefits include:

- Your company branding on signage in the Business Center
- 2 registrations to the full conference

Cost: \$2,000

### **VIP Party Sponsorship** (1 available) **SOLD OUT**

### **Breakout Track Sponsorship** (4 available)

A unique opportunity to sponsor a specific topical track and target a key group of brewery principals and professionals. Choose from:

- Sales, Marketing & Distribution;
- Quality, Safety & Sustainability; or
- Operations & Compliance (including legal and government affairs).

Benefits Include:

- Your company representative serves as moderator for all workshops in the Breakout Track;
- Your company listed on printed conference agenda and advance conference promotions as sponsor of each session in your track;
- Your company logo on signage outside your breakout session room and on the presentation screen throughout workshops in your track;
- Your company thanked by the emcee before & after each presentation; and
- 1 registration to the full conference.

Cost: \$1,500

### **Break Sponsorship** (2 available) 🍷 🍷

Treat our conference-goers to a snack during the afternoon break on November 2 or 3. Benefits Include:

- Option to host a raffle and make brief remarks during the break
- Your company logo on signage during the break in the Social Lobby
- Your company thanked by the emcee before and after the break
- Your company listed on printed conference agenda and advance conference promotions as sponsor of break

Cost: \$1,200

### **Happy Hour Sponsorships** (3 available) 🍷 **SOLD OUT**

### **Water Station sponsor** (1 available) - *new this year!* 🍷 📦

Keep conference attendees hydrated by sponsoring the multiple water stations that will be set up continuously in the main lobby throughout the 3 days of the conference. Benefits include:

- Your company logo on signage at all Water Stations
- Exclusive option to insert branded reusable water bottles into the attendee tote bag or provide at your trade show booth
- Option to provide branded recyclable drink cups at the water station

Cost: \$1,000

### **Hanging Banner** (several available) - *new this year!* 🚫

Stand out and get noticed! Brand your company with a vertical hanging banner that welcomes guests to the conference center. Several locations available in the Convention center lobby and Trade Show entrance. Price includes installation. You may provide your own double-sided banner if it meets specs.

Cost: \$850 + \$150 printing cost = \$1,000

### **Kitty Corner Sponsorship** - **SOLD OUT**

Cost: \$500

### **Trade Show Flair** - *New this year!* 🚫 ⚡

Choose one of these creative strategies (or invent your own!) to create a buzz and drive more traffic to your trade show booth. Your company covers the cost of any vendors, special equipment, booth size upgrades, and/or power to your trade show booth. The Guild promotes your service to conference-goers in the conference program, email promos and on-mic announcements.

#### **One of each available:**

- Massage relaxation station
- Tattoo touch-ups
- Beard trims and/or glitter
- Photo booth
- [Your awesome idea here]

Cost for any: \$250

### **Tasting Cup Sponsor** (1 available) 🚫 🛒 **SOLD OUT**

### **Lanyard Sponsor** (1 available) - *New this year!* 🚫 🛒 **SOLD OUT**

### **Hospitality Suite Sponsorship** (2 available) 🚫 **SOLD OUT**

### **Power Station Sponsorship** (1 available) 🚫 ⚡ **SOLD OUT**

### **Beer Station Sponsorships** (10 available) 🚫 ⚡ **SOLD OUT**

~~Morning Recovery Station~~ (1 available) 🚗 🌟 **SOLD OUT**

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