

# Sponsorship and Exhibiting Opportunities

Dec. 1-3, 2021  
Sacramento, CA  
Sheraton Grand Sacramento Hotel



# 2021 WINTER MEMBERS CONFERENCE

**DECEMBER 1-3** SHERATON GRAND  
SACRAMENTO HOTEL



## Why Participate in the CCBA Winter Conference?

The California Craft Brewers Association invites you to participate as a sponsor at the CCBA Winter Conference happening Dec. 1-3, 2021 at the Sheraton Grand Sacramento Hotel.

Reserve your sponsorship or exhibitor package by emailing [laurie@californiacraftbeer.com](mailto:laurie@californiacraftbeer.com) or calling (916) 228-4260

**Get your Company in front of California Brewers!**

- Over 450 attendees
- Owners, executives, brewers, and decision makers
- 15+ educational sessions, beer receptions, off-site networking events, and more!



# Become an Exhibitor

As an exhibitor, you'll have the opportunity to network and present to over 450 craft brewery owners, brewers, decision makers and brewery startups. Reserve your exhibitor booth by contacting [laurie@californiacraftbeer.com](mailto:laurie@californiacraftbeer.com)



## Exhibitor Pricing:

CCBA Allied Trade Member Price: \$1,500

Non-CCBA Member: \$1,800

## Exhibitor table sponsorship includes the following:

- 6' x 6' space
- 6 foot table (tablecloth & two chairs)
- Company logo on CCBA event webpage
- Company contact information listed in the online conference page
- Two conference exhibitor passes
- Attendee contact list sent to you prior to event and a final attendee list sent after the event



# Sponsorship Packages Available

- **Exclusive Conference Room Sponsor** | \$4000
- **Exclusive Welcome Reception Sponsor** | \$3500
- **Conference Luncheon Session Sponsor** | \$3000 | two session dates available
- **Beer Station Sponsors** | \$2500, three available
- **Friday Morning Breakfast and Michelada & Beermosa Station Sponsor** | \$2500, one available
- **Thursday Brewers Breakfast Burritos & Coffee Sponsor** | \$2000, one available
- **Sponsored Educational Presentations** | \$1500, two available
- **Thursday Brews & Bites Reception Sponsor** | \$1200, one available
- **Associated Event Sponsor** | \$1000, multiple available
- **Brewery Partner** | Multiple Available
- **Conference Attendee Bag Sponsor** | \$1500 (Plus the cost of the bag), one available
- **Conference Lanyard Sponsor** | \$1500 (Plus the cost of the lanyard), one available
- **Conference Printed Schedule-at-a-Glance Sponsor** | \$1000, one available
- **Conference Attendee Bag Inserts** | \$300 (plus cost of shipping) | multiple available



# Exclusive Conference Room Sponsorship \$4000 | One Available

The CCBA invites you to participate as the exclusive sponsor of the seminar conference rooms during the two day conference. As the exclusive sponsor for the meeting rooms, your company will have the opportunity to display your brand to over 450 craft brewery owners, brew masters, decision makers, and brewery startups.

## Sponsorship Benefits:

- Two (2) sponsor banners at the front of the ballroom during both days of the conference (signs and/or banners provided by the sponsors)
- Your customized merch (pads, pens, etc.) on attendee tables/chairs in meeting room
- Prominent placement of your company logo on the CCBA conference webpage
- Your logo on the conference name badges
- Company logo on the sponsorship banner displayed at the registration table
- Opportunity to add an insert to the attendee bag
- Four conference registration passes





## Welcome Reception Sponsorship | \$3500 | One Available

The CCBA Winter Conference Welcome Reception will take place on Wednesday, Dec. 1 2021, the day before the conference kicks off, at **Drake's The Barn**, in West Sacramento. The sponsorship provides an exclusive table location at the venue and gives you an opportunity to meet new brewers in the area along with over 250 conference attendees who are just getting into town. Come enjoy a casual evening with great beer and refreshments and make valuable contacts with brewery owners and staff.

**Date:** Wednesday, December 1, 2021

**Timeframe:** 5:30pm-7:30pm

**Location:** **Drake's The Barn, West Sacramento**

### Sponsorship Benefits:

- 6' Table at the reception to display company info and products
- Opportunity to distribute your company products or materials to attendees
- Opportunity to display pop-up banners (banners provided by the sponsor)
- Company logo placed on event webpage
- Company listed as Welcome Reception Presenting sponsor in all emails and marketing
- Company logo on the sponsorship banner displayed at the Conference registration table
- Four conference registration passes



# Conference Luncheon Session Sponsor \$3000 | Two Session Dates Available

As the exclusive sponsor for the buffet luncheon session, your company will have the opportunity to present and network to over 450 craft brewery owners, decision makers, and brewery startups.

## TWO LUNCHEON SESSIONS AVAILABLE:

- **Thursday Luncheon + Legislative Update Session**  
Date: Thursday, December 2, 2021  
Timeframe: 12:10-1:30pm
- **Friday Luncheon + Closing Brewers Panel Session**  
Date: Friday, December 3, 2021  
Timeframe: 11:50 am-1:00 pm

**Location:** Magnolia Ballroom, Sheraton Sacramento Hotel

## Sponsorship Benefits:

- **NEW! Recognition at luncheon with 2-minute speaking opportunity at the beginning of the session**
- 8ft. display table at the buffet Lunch serving area, located in the ballroom foyer
- Opportunity to display two (2) sponsor banners around the luncheon buffet tables (banners provided by the sponsor) located in the ballroom foyer.
- Sign with your name at the lunch buffet
- Prominent placement of your company logo on the CCBA conference webpage
- Company image on the sponsorship banner displayed at the registration table
- Four conference registration passes



# Beer Station Sponsor | \$2500 | Three Available

This sponsorship includes a beer station space in the exhibitor area and the listing of the beer station in conference materials. We will also provide the beer station sponsor with a 6ft table next to the station for you to exhibit and pass out your company's materials. The beer station sponsorship will include pouring opportunities for both Thursday and Friday lunches, and Thursday beer reception.

## Sponsorship Benefits:

- Sponsor will host a beer station that will be set up by the CCBA and integrated into the supplier trade show
- Includes an exhibitor space next to the beer station (6 ft table and two chairs)
- Opportunity to display your company signage at Beer Station and to distribute and display company products at the station and your exhibit space
- CCBA will provide signage indicating the area as your company's Beer Station
- Company logo on the sponsorship banner displayed at the registration table
- Two conference registration passes





# Friday Morning Breakfast and Michelada & Beermosa Station Sponsor | \$2500 | One Available

Sponsor the breakfast and NEW Michelada and Beermosa station on Friday, Dec. 2, 2021 from 8:00am- 10am in the exhibitor ballroom. Your company logo will be featured next to the bagels, pastries and new Michelada and Beermosa station.

## Sponsorship Benefits:

- Company signage displayed around the breakfast buffet and venue (signage or banner to be provided by the sponsor)
- Your company name and logo on tabletop signs around exhibitor space, and bagel + coffee station, and michelada & beermosa station.
- Opportunity to distribute company literature to attendees
- Company logo placed on event webpage
- Company listed as official sponsor of the Friday Breakfast in the conference agenda
- Company logo on the sponsorship banner displayed at the registration table
- Two conference registration passes





# Sponsored Educational Presentations

## \$1500 | 2 Available

Join us as a speaker at the CCBA Winter Conference, these sponsored presentations will be hosted in the conference meeting rooms on **Friday, Dec. 3rd from 9:00-9:45 am.**

### Sponsorship Benefits:

- Ability to host an educational presentation with a topic and speakers of your choosing.
- Presentations are 45 minutes long and will be hosted in the second floor meeting room
- Your presentation will be listed on the CCBA conference website page prior to the event, promotion in marketing emails to CCBA members pre-event, and listed in the printed schedule brochure at the event.
- Two additional conference passes for your company (your presentation speakers will receive complimentary registration as a speaker)



## Thursday Brews & Bites Reception Sponsor \$1200 | One Available

As a sponsor for the Thursday Brews & Bites Lounge, your company will have the opportunity network and highlight your brand at the Brews & Bites session in the trade-show area. This will be set up in a lounge style area with bites, near the beer serving stations.

### Sponsorship Benefits:

- Company signage displayed around the breakfast buffet and venue (signage or banner to be provided by the sponsor)
- Your company name and logo on tabletop signs around exhibitor space, and bagel + coffee station
- Opportunity to distribute company literature to attendees
- Company logo placed on event webpage
- Company listed as official Thursday Brewers Breakfast sponsor in the conference agenda
- Company logo on the sponsorship banner displayed at the Conference registration table
- Two conference registration passes





## Associated Event Sponsor | \$1000 | Multiple Available

Coordinate an event around the Winter Conference at nearby breweries or taprooms. Partner with the CCBA to list and promote your event in the conference guide schedule (must not conflict with CCBA Conference schedule events).



**Dates:** Thursday, December 2, 2021 OR Friday, Dec. 3, 2021 after the close of the event

**Timeframe:** Your choice – Must be outside conference hours posted. On Thursday, the conference ends at 5:30 pm and on Friday the conference ends at 1 pm.

### Sponsorship Benefits:

- Your event is listed in the Winter Conference online schedule and printed schedule -at-a-glance as a sponsored event
- Company logo placed on event webpage
- Company logo on the sponsorship banner displayed at the Conference registration table

# Brewery Partners | Multiple Available



Is your brewery interested in showcasing your beer brand during one of the CCBA's beer receptions?

CCBA is looking for brewery partners that have specialty beer cocktails, micheladas, beermosas, and more!

Contact [laurie@californiacrafter.com](mailto:laurie@californiacrafter.com) to learn more about this opportunity to pour your beer for conference attendees.



# Conference Advertising Opportunities

## Conference Attendee Bag Sponsor | \$1500 (Plus the cost of the bag) | 1 Available

The Conference attendee bag will be given out at to each attendee at registration, filled with event information and products. It will have your company logo displayed prominently across the front and will be co-branded with the Conference graphics.

- Includes an insert item of your choosing
- Your company logo on the Conference website sponsor page and on Conference Guide sponsor page
- Two conference registration passes



# Conference Advertising Opportunities

## Conference Lanyard | \$1500 (Plus the cost of the lanyard) | 1 Available

As the exclusive sponsor for the Winter Conference lanyard, your company's name & logo will be front and center and worn by each attendee.

- Your company name and logo on the conference lanyards
- Company logo placed on event webpage
- Company logo on the sponsorship banner displayed at the Conference registration table
- Two conference registration passes





# Conference Advertising Opportunities

## Conference Attendee Bag Inserts | \$300 | Multiple Available

Your company's promotion material inserted into the Conference Event Bag provided to all attendees at registration (must be pre-approved by CCBA – approx. 600 units): \$300\*

\*Sponsor is responsible for shipping costs.



## Conference Schedule-at-Glance Exclusive Sponsor - \$1000

As the exclusive sponsor for the Winter Conference printed schedule-at-a-glance brochure your company's name & logo will be top of mind for conference attendees.

- Your company name and logo on the printed schedule-at-a glance
- One conference registration pass
- Opportunity for a half page ad in the schedule at a glance



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