



FLORIDA BREWERS CONFERENCE 2018

August 6-8 • Renaissance Orlando at SeaWorld

Become a Conference Sponsor

Thank you for supporting the inaugural Florida Brewers Conference. This event will provide your company with direct access to the leaders of Florida's growing brewing community. To reserve a sponsorship or design a custom package, send an email to fbgsponsor@gmail.com.

Audience: Florida Brewers Guild brewery owners and operators, brewers, industry partners, distributors and craft beer retailers and hospitality professionals.

500 Expected Attendees · 30+ Exhibitors and Sponsors · 2 Days of Exhibiting Hours · 3 Levels of Sponsorship Opportunities

Level 1 Sponsorship | \$10,000

Presenting Sponsor | \$10,000 – SOLD

- Your company name or logo listed prominently on all electronic and printed conference material
- Your company signage on the main stage and podium throughout the conference
- Your company logo on conference name badges
- Your company logo on all signage
- Promotion of your sponsorship in correspondence leading up to the event
- One email blast sent on your behalf
- Directory of conference attendees one-time use
- Full page ad on back of conference program
- One complimentary room for two nights (Tuesday and Wednesday) at host hotel
- 6 registrations for full conference
- One 10'x10' expo booth with first-choice of placement in trade show hall

Level 2 Sponsorship | \$7,500-\$1,000

Lunchtime Catering | \$7,500 – 2 Available (Tuesday and Wednesday)

- Your company logo displayed on presentation screen during lunch
- Your company logo on all expo hall signage
- Your company listed on printed conference agenda as Lunch Sponsor
- Your company logo on the conference program sponsor page
- Opportunity to distribute company literature in lunch area
- Promotion of your sponsorship in correspondence leading up to the event
- ½ page ad in conference program
- 4 registrations for full conference
- One 10'x10' expo booth in trade show hall

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Brewers Welcome Reception (Monday Night) | \$7,500 (+ cost of food) – 1 Available

- Your company logo on signage at reception
- Your company name or logo listed on event invitation that will be sent to all member breweries
- Your company listed on printed conference agenda as Welcome Reception Sponsor
- Opportunity to distribute company literature at reception
- Promotion of your sponsorship in correspondence leading up to the event
- ½ page ad in conference program
- 4 registrations for full conference
- One 10'x10' expo booth in trade show hall

Evening Event Sponsor (Tuesday) | \$7,500 – 1 Available

- Your company logo on signage at event
- Your company name or logo listed on event invitation that will be sent to all member breweries
- Your company listed on printed conference agenda as Evening Event Sponsor
- Opportunity to distribute company literature at event
- Promotion of your sponsorship in correspondence leading up to the event
- ½ page ad in conference program
- 4 registrations for full conference
- One 10'x10' expo booth in trade show hall

AV Sponsor | \$5,000

- Your company listed on printed conference agenda as AV Sponsor
- Opportunity to insert up to 2 items of your choosing into attendee bag
- Your company logo on the conference program sponsor page
- Promotion of your sponsorship in correspondence leading up to the event
- 3 registrations for full conference
- ½ page ad in conference program

Attendee Bag | \$2,500

- Your company name or logo on attendee bag distributed to all conference attendees
- Opportunity to insert up to 2 items of your choosing into attendee bag
- Your company logo on the conference program sponsor page
- Promotion of your sponsorship in correspondence leading up to the event
- 2 registrations for full conference
- ½ page ad in conference program

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Breakout Session | \$2,500 |

- Your company logo on networking lobby
- Your company listed on printed conference agenda as Breakout Session Sponsor
- Your company logo on conference program sponsor page
- Opportunity to display company literature in networking lobby
- Marketing of the breakout sessions in conference program
- Promotion of your company in correspondence leading up to the event
- ¼ page ad in conference program
- 2 registrations for full conference



Hospitality Suite (1 day) | \$1500 (+ cost of food) - 1 available

- Gain market exposure while attendees relax and socialize in your custom suite
- Your company listed on printed conference agenda as Hospitality Suite Sponsor
- Marketing of the hospitality suite in conference program
- Your company logo on the conference program sponsor page
- Your company can demonstrate a product or host a short presentation
- 2 registrations for full conference
- ¼ page ad in conference program

Commemorative Tasting Glass | \$1,000

- Your company logo (on commemorative tasting glasses distributed to all conference attendees)
- Your company logo on conference program sponsor page
- Promotion of your company in correspondence leading up to the event
- 2 registrations for full conference
- ¼ page ad in conference program



Refillable Water Bottles | \$1,000

- Your company logo (on refillable water bottle distributed to all conference attendees)
- Your company logo on conference program sponsor page
- Promotion of your company in correspondence leading up to the event
- 2 registrations for full conference
- ¼ page ad in conference program



Beer Station | \$1000

- 10'x10' booth to pour craft brands during the two-day conference expo
- Your company logo on your beer station
- Small space to display swag items and/or company literature
- Marketing of the beer station in conference program
- 2 registrations for full conference
- ¼ page ad in conference program



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Level 3 Sponsorship | \$750-\$250

Charging Station | \$750

- Your company logo on signage at the charging station
- Small space to display branded giveaway items
- Marketing of the charging station in conference program
- Your company logo on the conference program sponsor page
- 1 registration for full conference

Water Station | \$750

- Your company logo on signage at all water stations
- Marketing of the water station in conference program
- Your company logo on the conference program sponsor page
- 1 registration for full conference

Lanyards | \$500

- Your company logo on lanyard that will be worn by all conference attendees
- Your company logo on the conference program sponsor page
- 1 registration for full conference

Cookie Break | \$500 – 1 available (Wednesday)

- Your company logo on signage at refreshment table
- Small space to display branded giveaway items and/or company literature
- Marketing of the cookie break in conference program
- 1 registration for full conference

Morning Brew Station | \$500

- Your company logo on signage at your coffee station
- Small space to display branded giveaway items and/or company literature
- Marketing of the coffee station in conference program
- 1 registration for full conference

Mimosa + Bloody Mary Bar | \$500

- Your company logo on signage at bar during the two-day conference expo
- Small space to display branded giveaway items and/or company literature
- Marketing of the mimosa + bloody mary bar in conference program
- 1 registration for full conference

Conference Attendee Bag Inserts | \$250 (unlimited; all items must fit inside the conference bag)

- Your company's promotional material inserted into the attendee bag (must be pre-approved by the Florida Brewers Guild)
- Bags are provided to all attendees at registration



Trade Show Exhibiting

Expo Showcase | \$150-\$500

Highlight your business to all conference attendees! Vendors have the opportunity to distribute company literature, demonstrate a product or host a short presentation. Your company will be listed on the conference program trade show page. All exhibitors receive 2 badges for the conference. Additional badges can be purchased at the member rate.

Expo Table | \$300 per day members // \$150 per day for current FBG members

- One 6-foot table and 6 chairs

Expo Booth | \$500 per day members // \$300 per day for current FBG members

- 10'x10' booth with one 6-foot table and chairs

Conference Program Advertising

Advertising in Conference Program

Advertising in the Florida Brewers Conference Program is a great way to gain exposure for your brand and share your corporate message with conference attendees.

- Inside back cover | \$1000
- ~~Inside front cover | \$1000~~
- Full page | \$750
- ½ Page | \$500
- ¼ page | \$250