



## Brewery Participation

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Thank you for your interest in participating in the California Craft Beer Summit & Brewers Showcase.

The 'Summit' is unlike any other consumer event ever held in the beer industry. This event will be an educational, hands-on, experiential trade show for consumers, retailers, wholesalers – and YOU! The two day event will allow attendees to see, smell, taste and feel beer while learning about beer styles, how beer is made and experience an inside view of the craft brewing industry.

We have confidence that in a few short years, the California Craft Beer Summit will be a renowned industry event, drawing craft beer enthusiasts and industry members from all across the country. As sole owner of the event, the CCBA will benefit from all proceeds. The Summit will profile the excellence of California craft beer, showoff our industry to the policymakers and **help fund our efforts to protect your business and industry.**

What do we need from you? **We need you!** We want you to attend the Summit Expo and pour your beer at the Showcase!

This is the story of craft beer in CA – please help us to evangelize a new community of craft beer lovers!!

**Brewers will have TWO Opportunities TO POUR their beer:**

### 1) **Brewers Showcase | Saturday, September 12<sup>th</sup>- 4:00pm-8:00pm | Capital Mall**

The Showcase is the grand finale of the Summit Weekend! There will be over 150 breweries in attendance pouring their beer in front of the CA State Capitol, the outdoor festival will highlight California beers only!

- **Participating Brewers will receive:**
  - 10' x 10' Booth space (Event organizers will provide all tent structures, you will NOT need your brewery pop-up tent)
  - 6' ft. Banquet Table, plastic cover, and two chairs
  - Signage on front of tent structure
  - Ice, Ice bucket, Dump bucket,
  - Brand visibility to more than 3,500 guests
- **Brewers will provide:**
  - Pour at the Brewers Showcase (must have at least 1 Brewery staff present at your booth at all times.) Staff present must be 21 and over.
  - Provide all equipment needed inside the booth for the proper dispensing of the beer.
  - Please bring minimum 2 brands maximum 4 (Kegs, bottles, or cans)
  - **Beer Delivery:** Please have beer delivered for the Brewers Showcase by Friday at 4pm. Location will be announced 30 days prior to the event

### 2) **Summit Expo Hall | Friday, September 11<sup>th</sup>- Saturday, September 12<sup>th</sup>| Sacramento Convention Center**

Inside the Sacramento Convention Center, the Summit Expo hall will feature food & beer pairings, demos and displays on everything craft beer, homebrewing demo areas, "Tap Talks" with the leaders in the craft beer industry.



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In the Summit expo hall there will be 4 regional beer tasting areas, we are coordinating with the following guilds on this effort- SF, NorCal, San Diego and LA.

You can donate beer to sample at these beer tasting areas, you can also schedule a time to hang out at the regional tasting area and pour your beer!

CCBA is also requesting breweries to donate any limited specialty releases that can be featured on either Friday or Saturday (new releases limited to 20 breweries as we are doing one per half hour - other beer will be on an ongoing sampling basis)

Please email [info@cacraftbeersummit.com](mailto:info@cacraftbeersummit.com) if you would like to donate ONE brand of beer and/or a Special Limited Release to be served at the Summit Expo Hall.

### Summit Expo Hall Hours:

Friday, 9/11: 12:00pm-5:30pm (educational focus for restaurant and hospitality professionals)

Saturday, 9/12: 10:00am-3:00pm

### **What the CCBA is offering for Participating Breweries:**

- Up to 4 complimentary Full Weekend passes to the Summit Expo Hall + all education sessions on Friday & Saturday and the Brewers Showcase on Saturday afternoon.
- Additional Full Weekend Passes available to purchase at a CCBA Member Discount:
  - Please contact [info@cacraftbeersummit.com](mailto:info@cacraftbeersummit.com) or call the CCBA offices to receive your personalized discount code.
- CCBA is hosting a Brewers Reception on Friday (9/11) night, 5:30pm-7:30pm at the Sacramento Convention Center. Come enjoy great beer and good company with the entire CA craft beer community! Participating breweries will receive up to 4 passes to the reception, Additional reception tickets may be purchased.
- Opportunity to attend a "Brewers Breakfast" - on Saturday (9/12) morning at the Sacramento Convention Center. Session includes breakfast. We will also be inviting wholesalers and retailers from across the state. This will be a private and intimate networking opportunity with our industry partners.

### **What the Brewery must provide:**

- Spend some dedicated time at the Summit Expo Hall during the weekend either at the guild booth or the CCBA Hub. This is an opportunity to connect with consumers and promote your brewery!
- Consistent marketing of the Summit through all your social media channels from May – September
- Display posters for the event in your breweries from July - September



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### IMPORTANT DATES:

**July 1<sup>st</sup> 2015-** Brewers Showcase beer registration begins. Forms will be sent via email to all participating brewers.

**August 11<sup>th</sup> 2015:** Deadline to register the brands and quantities you will be pouring at the Brewers Showcase.

### HOTEL RESERVATIONS:

Brewers are encouraged to stay at the **CCBA Headquarter Hotel: Sheraton Grand Sacramento Hotel** which has some special amenities set up for brewers and is close to the action - steps away from the Convention center and the downtown Capitol Mall.

Group Room rate: \$139 a night [Book your Hotel Room Now!](#)

We are also offering limited rooms at both the [Holiday Inn Express](#) and the [Holiday Inn Capitol Plaza](#), but note that these rooms are limited and are farther from the Convention Center and downtown Capitol Mall.

### Summit Weekend – Itinerary:

#### Friday September 11<sup>th</sup>, 2015

**9:00am – 2:00pm – ‘Experience the Craft’ Educational Sessions**  
**Location: Sacramento Convention Center**

Experience the craft educational sessions will bring top craft beer professionals together to provide phenomenal opportunities to learn more about craft beer and the business of brewing it, bring your brewery employees to these great educational seminars!

**12:00pm– 5:30pm – Summit Expo Hall Open**  
**Location: Sacramento Convention Center**

Summit Hall opens at Noon, Guild stations will be pouring, Tap Talks, Masters Demos, Interactive Displays and Beer Releases!

**5:30pm – 7:30pm - Brewers Reception (invite only)** Location: Sacramento Convention Center

Come enjoy great beer and good company with the entire CA craft beer community!

#### Saturday, September 12, 2015

**9:00am – 11:00am – “Brewers Breakfast” a 3-tier Meet & Mingle**  
Location: Sacramento Convention Center

Breakfast and networking with brewers, wholesalers, and retailers.

**10:00am – 3:00pm - Summit Expo Hall Open**  
**Location: Sacramento Convention Center**



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Summit Hall opens at 10:00 am, Guild stations will be pouring, Tap Talks, Masters Demos, Interactive Displays and Beer Releases!

**4:00pm – 8:00pm - *Brewers Showcase***

***Location: Capitol Mall***

The Showcase is the grand finale of the Summit Weekend! There will be over 150 breweries in attendance pouring their beer in front of the CA State Capitol, the outdoor festival will highlight California beers only! **Set Up time for Brewers: 1pm**

**Thank you for your support! We look forward to partnering with your brewery!**  
Questions please email [info@cacraftbeersummit.com](mailto:info@cacraftbeersummit.com) or call the CCBA Office 916-228-4260

### Interested in Additional Participation Opportunities?

**Brewery Participation Add-Ons:** Check out these opportunities to get more exposure for your Brewery at both the Summit and the Showcase

PLEASE EMAIL [sponsorships@cacraftbeersummit.com](mailto:sponsorships@cacraftbeersummit.com) to get more details on the sponsorships below:

#### Hotel Presence

- **Get your flyers placed under the doors for all attendees of the conference**  
\$250 (please provide the flyer)
- **Be on a brewery welcome sign in the lobbies of all attendee hotels**  
\$250 (please provide your logo)
- **Have your logo on all entrance banners at all events as a CCBA supporting brewery**  
\$250 (please provide your logo)

#### Summit Sponsorships

- **Lanyards - \$5,000**  
*Have your name walking around town on all the Summit badges!*
- **Tap Talks - \$1,500**  
*You can be a part of making the show floor energized by hosting some of our masters for their Tap Talks*
- **Chef Demo Stage - \$1,500**  
*Still openings for your brewer to pair with one of our chefs for a dynamic food and beer demonstration*
- **Summit Attendee Drawing Gift - \$250 plus your gift**  
*Help the CCBA host hourly drawings for attendees and get your products out there*

#### Showcase Sponsorships

- **Wristband Sponsor - \$2,000 (plus cost of wristband)**  
*Everyone will see your name as they wear their wristbands at the showcase*
- **Volunteer T-shirts - \$1,000 (plus cost of T-shirt)**  
*Your name on all volunteer brightly colored T-shirts*
- **Bike Valet Sponsor - \$750**  
*Your banner on the fence for all to see*

#### Advertising Opportunity

Buy a ¼ to a full page in the conference guide for your Brewery!