

CALIFORNIA CRAFT BEER SUMMIT GUILD BOOTH PARTICIPATION

SACRAMENTO CONVENTION CENTER – EXHIBIT HALL A/B
THURSDAY & FRIDAY- SEPTEMBER 8 & 9 2016

PARTICIPATING BREWERIES

Need to Know

- 4 regional beer stations on the show floor representing the following guilds: **San Diego, Los Angeles, San Francisco & Northern California**
- **Donate** your beer to be sampled right on the show floor at your respective guild
- **Special releases** will take place throughout the day. If you would like to release a specialty beer on the floor at your guild booth, please contact beer@cacraftbeersummit.com (space is limited).

HOW TO SIGN UP

- **Registration for the guild booths will be released in April/May** online at www.cacraftbeersummit.com
- You will be able to find the participation form by clicking on the **"BREWER INFO"** link at the top of the webpage and following the directions.
- **Separate registrations** for the Summit Guild Booths & Brewfest. Be sure to sign up to pour at both events!

WHAT YOU MUST PROVIDE!

- Spend some dedicated time at you guild booth pouring beer, talking with consumers and industry professionals.
- Consistent marketing of the Summit through your social media channels from May-September
- Display Posters for the event in your breweries from July-September
- This is a chance to market your product and educate others on the importance of the California Craft Brewers Association!

SUPPORT YOUR GUILD



For questions please call (916) 228-4260 or e-mail beer@cacraftbeersummit.com