



SACRAMENTO SEPT. 7-9, 2017

## Promotional Sponsorships and Advertising

### Sponsor at the Summit

The three-day Summit is a celebration of the craft beer community in California and the best way to connect with owners and decision makers from the breweries that produce more than 90 percent of our state's craft beer. Expand your reach, meet the decision makers and show your support for the thriving craft beer industry.

**Audience:** CCBA member brewery owners, brewers, craft beer industry partners, distributors and hospitality professionals

**2,000+** Attendees

**90+** Exhibitors and Sponsors

**28+** Educational Presentations

**2** Full-Days of Exhibiting hours

**3** Levels of Sponsorship Choices

### Advertising in the Summit Program

Placing Ads in our Summit Program is a great way to gain exposure for your brand & your messaging to conference attendees.

- Full Back Cover: \$1,500
- Full Inside Cover: \$1,200
- Full Back Inside Cover: \$1,200
- Full Page: \$750
- 1/2 page: \$500
- 1/4 page: \$300

### Summit App Rotating Ad | \$200 | Multiple Available

- Rotating List Ad Position in the California Craft Beer Summit Attendee App
- Pre-Promotional Support: Summit App mentioned in periodic media posts (CCBA Blog, Bulletin, social media, etc.); Summit App described in the schedule on the Summit website; Half-page ad in the Summit Conference Guide advertising the app

For reservations and inquiries please contact Scott Marks at [scott@californiacraftbeer.com](mailto:scott@californiacraftbeer.com) or 916-228-4260



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### **Summit Attendee Bag Inserts | \$750 | Multiple Available**

- Your company's promotion material inserted into the Summit Event Bag (must be pre-approved by CCBA)
- Attendee Bags provided to all attendees at registration

### **Hotel Room Drops | \$500 | Multiple Available**

Placement of your company's branded merchandise or marketing material placed in the CCBA host hotel (single night) (company must supply the merchandise or materials)

### **Marketplace Bites | \$200 (food supplied by sponsor) | Multiple Available**

Manufacturers, suppliers, farmers and other specialty food vendors are welcome to share samples of their product in the marketplace.

Rotating cuisine samples will be paired with beer to complete the education of food and beer pairing.

- Restaurants can send staff to help educate guests
- Together we choose which beers and food products will be sampled
- Sponsors are announced from the Chef Demo stage
- Sponsors are listed on the Where to Visit recommendations page of the Summit website
- All beer is donated thru our brewery members
- Volunteers will be on hand to help serve