



CCBA Winter Conference, 2021 Sponsor FAQ's

What are the hours of the conference?

If you're an exhibitor or sponsor with an exhibitor table (6 ft x 30 in.), your setup times are listed below. All other sponsorships span a specific day and time. Please contact laurie@californiacraftbeer.com if you're unsure of the exact timing of your sponsorship.

Exhibit tables will be in the Camellia and Gardenia rooms within the Grand Nave Ballroom event space. Below are the dedicated tradeshow hours (in bold) where attendees will walk the trade show area and interact with exhibitors. Please note that every exhibitor table is accessible to attendees at any time throughout the two-day event.

Conference Schedule

Wednesday, December 1

- **Registration and Exhibitor Setup:** 12-5:30PM in the Sheraton Ballroom Foyer
- **OFF-SITE NETWORKING EVENT:** 5:30 pm– 7:30 pm – **Complimentary** Welcome Reception-Drake's The Barn in West Sacramento. Conference attendees & exhibitors welcome. [RSVP required.](#)

Thursday, December 2

- **Exhibitor Set-Up:** 7:00 AM-8:00 AM
- **Breakfast & Tradeshow:** 8:00 AM-9:15 AM
- **Luncheon & Keynote:** 12:10 PM-1:30 PM-- **Beer will be served in the Tradeshow**
- **Beer Reception and Tradeshow:** Opens at 3:30pm- 5:30 pm
- Off-site networking events happening around downtown Sacramento. Events will be listed in the guide

Friday, December 3

- **Breakfast Reception & Tradeshow** (*NEW Beer mimosa & Michelada stations*): 8:00 AM-10AM
- **Luncheon & Closing Session:** 11:50 AM-1 PM --**Beer will be served in the Tradeshow**
- **Exhibitor Breakdown:** 1:00 PM – 2:00 PM

Does our exhibitor space or sponsorship come with badges?

Yes. Each exhibitor space comes with 2 complimentary conference exhibitor badges. Sponsorships also include a specific number of badges. Please contact Laurie Navas laurie@californiacraftbeer.com if you're unsure what the badge quantity is for your sponsorship. Badges provide access to both days of the conference and the exhibitor set-up times.

You can register your exhibitor and sponsor passes [here](#). For exhibitors, make sure you use the promo code: **EXHIBITOR2** and select the "Sponsor Conference Pass" ticket option. These badges are

transferable, meaning if you have one staff member attending Thursday, they can give their badge to another staff to use on Friday.

Can I bring extra staff to the event?

Yes. If you're bringing additional staff or guests, registration opens for the Winter Conference on 9/1 [here](#). Use the member price.

Where is the event being held and what are the travel accommodations?

[Sheraton Grand Sacramento Hotel](#) - Address: 1230 J Street, Sacramento CA 95814 - (916) 447-1700
Discounted rate: \$189/night- [book your hotel room here](#).

How do I ship items to and from the Conference?

Please use the Exhibitor **Shipping Form** ([provided here](#)) to schedule packages coming in or going out of the venue. Please follow instructions on the form and, when complete, email the form to anne.pang@sheraton.com

How do I order electricity or other technology?

Use the **AV order form** ([provided here](#)) to order any technology (Wi-Fi, electrical, etc.). When complete, email the AV order form to Encore representative- Meuy Saevang, sacramentosales@encoreglobal.com

Can we display larger equipment at the Winter Conference?

Ceiling height is 15' and the door height is 80". However, the hotel does not provide forklift or pallet jack services to get equipment in or out of the exhibitor area.

To drop off larger equipment, please use the loading dock located behind the Sheraton. You can reach the dock by coming down J St., turning right on 12th St. and immediately turning left into the first alley. The Sheraton dock will be on your left. There is an elevator from the dock to the ballroom level. The Valet in front of the hotel can also provide instructions.

Where can I find a list of attendees?

The list of attendees will be sent to all exhibitors and sponsors 1 week before the event and again within one week after the close of the conference.

How can I advertise at the conference?

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.

Contact laurie@californiacraftbeer.com to reserve a bag insert.