

Sponsorship and Exhibiting Opportunities

April 3-5, 2022
San Diego, CA
San Diego Mission Bay Resort



2022 CCBA MEMBERS CONFERENCE

APRIL 3-5 SAN DIEGO
MISSION BAY RESORT



Why Participate in the CCBA 2022 Members Conference?

The California Craft Brewers Association invites you to participate as a sponsor at the CCBA Members Conference happening April 3-5, 2022 at the San Diego Mission Bay Resort.

Reserve your sponsorship or exhibitor package by emailing laurie@californiacraftbeer.com or calling (916) 228-4260

Get your Company in front of California Brewers!

- Over 450 attendees
- Owners, executives, brewers, and decision makers
- 15+ educational sessions, beer receptions, off-site networking events, and more!



Become an Exhibitor

As an exhibitor, you'll have the opportunity to network and present to over 450 craft brewery owners, brewers, decision makers and brewery startups. Reserve your exhibitor booth by contacting laurie@californiacraftbeer.com



Exhibitor Pricing:

CCBA Allied Trade Member Price: \$1,500

Non-CCBA Member: \$1,800

Exhibitor table sponsorship includes the following:

- 6' x 6' space
- 6 foot table (tablecloth & two chairs)
- Company logo on CCBA event webpage
- Company contact information listed in the online conference page
- Two conference exhibitor passes
- Attendee contact list sent to you prior to event and a final attendee list sent after the event



Conference General Session Sponsorship - multiple available

The CCBA invites you to participate as a sponsor of the general session talks during the two day conference. Your company will have the opportunity to display your brand to over 450 craft brewery owners, brew masters, decision makers, and brewery startups.

This sponsorship is available for the following talks:

- Monday, April 4 from 9-10:10am: **Opening Session- Industry Update** | \$1500
- Monday, April 4 from 11:20 am-12:10pm: **CCBA Legislative Update** | \$1200
- Tuesday, April 5 from 9:30-10:20 am: **Second Day Opening Session** | \$1200



Sponsorship Benefits:

- Opportunity to put sponsor banner at the front of the ballroom during the session
- Opportunity to put out company flyers or promotional items on attendee seats/tables.
- Your company logo on the presentation slide at the start of the session
- **Recognition as the session sponsor with 2-minute speaking opportunity at the beginning of the session**
- Your company logo on website and sponsor banner displayed at the registration table
- One conference registration pass



Welcome Reception Sponsorship | \$3500 | SOLD

The CCBA Conference Welcome Reception will take place on Sunday, April 3, 2022, the day before the conference kicks off, at The sponsorship provides an exclusive table location at the venue and gives you an opportunity to meet new brewers in the area along with over 250 conference attendees who are just getting into town. Come enjoy a casual evening with great beer and refreshments and make valuable contacts with brewery owners and staff.

Date: Sunday, April 3, 2022

Timeframe: 5:30pm-7:30pm

Location: Stone Brewing World Bistro & Gardens - Liberty Station.

2816 Historic Decatur Rd #116

San Diego, CA 92106

Sponsorship Benefits:

- 6' Table at the reception to display company info and products
- Opportunity to distribute your company products or materials to attendees
- Opportunity to display pop-up banners (banners provided by the sponsor)
- Company logo placed on event webpage
- Company listed as Welcome Reception Presenting sponsor in all emails and marketing
- Company logo on the sponsorship banner displayed at the Conference registration table
- Four conference registration passes

Beer Station Sponsor |\$2500 | Three available

This sponsorship includes a beer station space in the exhibitor area and the listing of the beer station in conference materials. We will also provide the beer station sponsor with a 6ft table next to the station for you to exhibit and pass out your company's materials. The beer station sponsorship will include pouring opportunities for both Monday and Tuesday beer receptions .

Sponsorship Benefits:

- Sponsor will host a beer station that will be set up by the CCBA and integrated into the supplier trade show
- Includes an exhibitor space next to the beer station (6 ft table and two chairs)
- Opportunity to display your company signage at Beer Station and to distribute and display company products at the station and your exhibit space
- CCBA will provide signage indicating the area as your company's Beer Station
- Company logo on the sponsorship banner displayed at the registration table
- Two conference registration passes





Exclusive Monday Luncheon Sponsor | \$2500 | One Available

Sponsor the outdoor **Monday luncheon on April 4, 2022 from 12:10- 1:20 pm** in the picturesque setting, Garden by the bay. Your company will have the opportunity to have a sponsor table at the lunch, sponsor the beer stations by the lunch area. This is an exclusive sponsorship opportunity to get your company in front of 450 conference attendees.

Sponsorship Benefits:

- 6ft table for sponsor at the lunch venue
- Sponsor the beer stations at the lunch venue, have signage at the beer station.
- Company signage displayed around the lunch buffet and venue (signage or banner to be provided by the sponsor)
- Your company name and logo on tabletop signs around the lunch tables
- Opportunity to distribute company literature to attendees
- Company logo placed on event webpage
- Company listed as official sponsor of the luncheon in the conference agenda
- Company logo on the sponsorship banner displayed at the registration table
- Two conference registration passes

Monday Afternoon Beer Cocktails and Bites Sponsor | \$2500 | One Available

As a sponsor for the Monday afternoon beer cocktails and bites station from 3:20-5:30 pm, your company will have the opportunity network and highlight your brand at the in the trade-show area. This will be set up in a lounge style area with bites, near the beer cocktail serving stations.

Sponsorship Benefits:

- Company signage displayed around the beer cocktail station and food stations (signage or banner to be provided by the sponsor)
- Your company name and logo on tabletop signs around the pavilion.
- Opportunity to distribute company literature to attendees
- Company logo placed on event webpage
- Company listed as official Monday Beer Cocktail and Bites sponsor in the conference agenda
- Company logo on the sponsorship banner displayed at the Conference registration table
- Two conference registration passes



Tuesday Morning Breakfast and Michelada & Beermosa Station Sponsor | \$2500 | One available

Sponsor the breakfast and Michelada and Beermosa station on Tuesday, April 5 from 8:00-9:30 am in the exhibitor ballroom. Your company logo will be featured next to the bagels, pastries and Michelada and Beermosa station.

Sponsorship Benefits:

- Company signage displayed around the breakfast buffet and venue (signage or banner to be provided by the sponsor)
- Your company name and logo on tabletop signs around exhibitor space, and bagel + coffee station, and michelada & beermosa station.
- Opportunity to distribute company literature to attendees
- Company logo placed on event webpage
- Company listed as official sponsor of the Tuesday Breakfast in the conference agenda
- Company logo on the sponsorship banner displayed at the registration table
- Two conference registration passes





Monday Morning Brewers Breakfast Burritos & Coffee | \$1500 | One Available

Sponsor the Monday morning Brewers hot breakfast on April 4, 2022 from 8:00am- 9am in the exhibitor ballroom. Your company logo will be featured next to the breakfast buffet and coffee stations.

Sponsorship Benefits:

- Company signage displayed around the breakfast buffet and venue (signage or banner to be provided by the sponsor)
- Your company name and logo on tabletop signs around exhibitor space, breakfast buffet, and coffee station.
- Opportunity to distribute company literature to attendees
- Company logo placed on event webpage
- Company listed as official sponsor of the Monday Breakfast in the conference agenda
- Company logo on the sponsorship banner displayed at the registration table
- Two conference registration passes



Sponsored Educational Presentations \$1500 | multiple available

Join us as a speaker at the Conference, these sponsored presentations will be hosted in the conference meeting rooms on Tuesday April 5 from 10:30-11:15 am.

Sponsorship Benefits:

- Ability to host an educational presentation with a topic and speakers of your choosing.
- Presentations are 45 minutes long and will be hosted in conference meeting rooms
- Your presentation will be listed on the CCBA conference website page prior to the event, promotion in marketing emails to CCBA members pre-event, and listed in the printed schedule brochure at the event.
- Two additional conference passes for your company (your presentation speakers will receive complimentary registration as a speaker)



Associated Event Sponsor | \$1000 | Multiple Available

Coordinate an event around the conference at nearby breweries or taprooms. Partner with the CCBA to list and promote your event in the conference guide schedule (must not conflict with CCBA Conference schedule events).



Dates: Monday, April 4, 2022 OR Tuesday, April 5, 2022 after the close of the event

Timeframe: Your choice – Must be outside conference hours posted. On Monday, the conference ends at 5:30 pm and on Tuesday the conference ends at 1:30 pm.

Sponsorship Benefits:

- Your event is listed in the conference online schedule and printed schedule -at-a-glance as a sponsored event
- Company logo placed on event webpage
- Company logo on the sponsorship banner displayed at the Conference registration table

Brewery Partners | Multiple Available



Is your brewery interested in showcasing your beer brand during one of the CCBA's beer receptions?

CCBA is looking for brewery partners that have specialty beer cocktails, micheladas, beermosas, and more!

Contact laurie@californiacrafter.com to learn more about this opportunity to pour your beer for conference attendees.

Conference Advertising Opportunities

Conference Attendee Bag Sponsor | \$1500 (Plus the cost of the bag) | 1 Available

The Conference attendee bag will be given out at to each attendee at registration, filled with event information and products. It will have your company logo displayed prominently across the front and will be co-branded with the Conference graphics.

- Includes an insert item of your choosing
- Your company logo on the Conference website sponsor page and on Conference sponsor signage
- Two conference registration passes



Conference Advertising Opportunities

Conference Lanyard | \$1500 (Plus the cost of the lanyard) | 1 Available

As the exclusive sponsor for the CCBA Member Conference lanyard, your company's name & logo will be front and center and worn by each attendee.

- Your company name and logo on the conference lanyards
- Company logo placed on event webpage
- Company logo on the sponsorship banner displayed at the Conference registration table
- Two conference registration passes





Conference Advertising Opportunities

Conference Mobile App Sponsor | \$2000 | 1 Available

As the exclusive sponsor for the CCBA Members Conference mobile app, your company's logo will be front and center when attendees download the conference app, make their itinerary, and search for speakers and sessions.

- Your company logo on the main app image co-branded with the conference logo, and a banner ad on the app
- Your company mentioned in pre-event promotion to attendees as the mobile app sponsor
- Company logo placed on event webpage
- Company logo on the sponsorship banner displayed at the Conference registration table
- Contact list of attendees
- Two conference registration passes

Conference Advertising Opportunities

Conference Face Mask | \$1000 (Plus the cost of the face masks) | 1 Available

As the exclusive sponsor for the Member Conference face mask, your company's logo will be front and center!

- Your company logo on facemasks that will be given to each attendee
- Company logo placed on event webpage
- Company logo on the sponsorship banner displayed at the Conference registration table
- Two conference registration passes





Conference Advertising Opportunities

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.



Conference Schedule-at-Glance Exclusive Sponsor - \$1000

As the exclusive sponsor for the conference printed schedule-at-a-glance brochure your company's name & logo will be top of mind for conference attendees.

- Your company name and logo on the printed schedule-at-a glance
- One conference registration pass
- Opportunity for full page ad in the schedule at a glance



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MISSION BAY RESORT

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Package Today!

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