

# CA CRAFT BEER SUMMIT

*Crafting Momentum*

IRVINE, CA   
NOV. 10 - 12, 2025



**Sponsor & Exhibitor Opportunities**

# THE AUDIENCE AT A GLANCE

**YOUR PERFECT TARGET AUDIENCE: Brewers, Owners, and Decision Makers!**

The California Craft Brewers Association (CCBA) presents the CA Craft Beer Summit, our premier event bringing together California's most engaged craft beer professionals. This includes brewers, business owners, and key decision-makers from breweries across the state. It's the ideal opportunity to connect with influential leaders and grow your business within California's craft beer community.

Attendees are top-level leaders shaping the craft beer industry – brewmasters, operational managers, marketing professionals, taproom managers, and more – coming together to exchange knowledge, explore solutions, and address industry challenges. With a focus on education, collaboration, and networking, the CA Craft Beer Summit is a dynamic space to celebrate all things craft beer while learning and networking with the heart of California's craft beer scene.



Summit attendees are some of the most innovative and creative craft beer professionals that make up California's craft beer scene. Below are the most common attendee titles that your company will have the opportunity to showcase your products and services to:

**Brew Master** Home Brewer COO **OWNER** Brand Manager **Founder**  
Director of Packaging & Logistics Lab Tech **CEO** Director of Hospitality **Co-Founder** Director of National Chain Accounts  
**HEAD BREWER** Regional Sales Manager **President** Director of Legal, Regulatory & Compliance  
Director of Sales and Distribution **Co-Owner** Packaging Lead **BREWER** **Operations Manager/Director**  
Sustainability Manager **Assistant Brewer** Social Media & Marketing Production Manager Taproom Manager  
**Sales Director** Event Coordinator Regional Director **General Manager** Bar Manager **Territory Sales Manager**  
VP of Sales Marketing Coordinator **Marketing Manager** Regulatory & Compliance Specialist

# 2025 SUMMIT PRELIMINARY SCHEDULE (subject to change)

## Monday, November 10, 2025

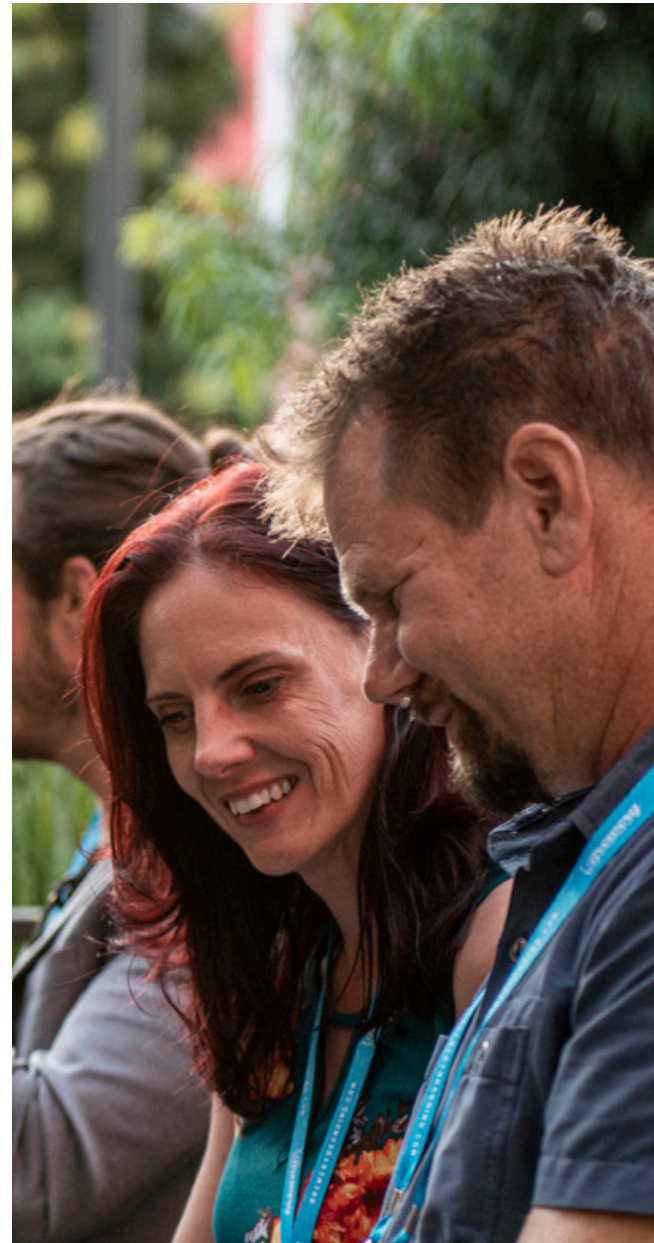
10:00 AM – 5:00 PM	Expo Move In
10:00 AM – 6:00 PM	Registration Open
5:30 PM – 8:00 PM	Welcome Reception
8:00 PM – 11:00 PM	Official Off Site Events

## Tuesday, November 11, 2025

7:30 AM - 5:00 PM	Registration Open
8:00 AM - 9:00 AM	Breakfast in Expo Hall
9:00 AM - 10:30 AM	Opening Keynote
10:15 AM - 5:00 PM	Expo Open
10:30 AM - 11:00 AM	Coffee Break in Expo Hall
11:00 AM - 12:00 PM	Educational Sessions
12:00 PM - 1:30 PM	Lunch in Expo Hall
1:30 PM - 2:30 PM	Educational Sessions
2:30 PM - 3:15 PM	Bites & Brews (Snack Break)
2:45 PM - 3:45 PM	Taptalk Stage
3:45 PM - 4:45 PM	Educational Sessions
5:00 PM - 10:00 PM	Official Off Site Events

## Wednesday, November 12, 2025

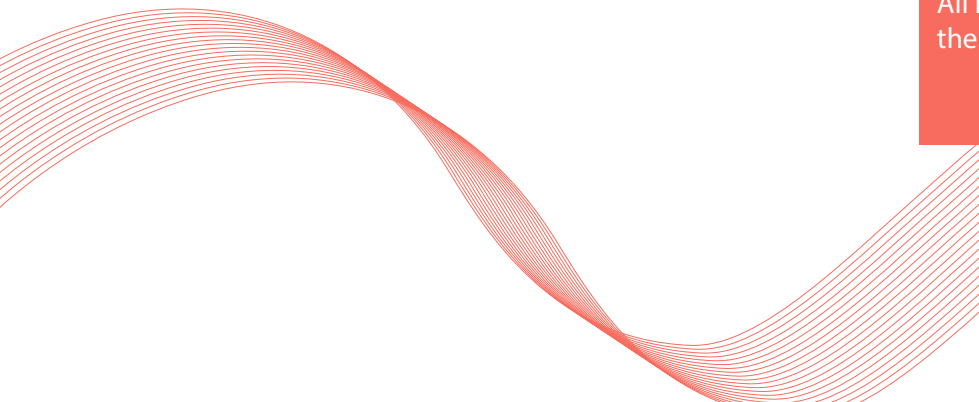
8:00 AM - 2:00 PM	Registration Open
8:00 AM - 2:00 PM	Expo Open
8:00 AM - 9:00 AM	Breakfast in Expo Hall
9:00 AM - 10:00 AM	Educational Sessions
10:00 AM - 11:00 AM	Coffee in Expo Hall
10:15 AM - 11:00 AM	Taptalk Stage
11:00 AM - 12:00 PM	Educational Sessions
12:00 AM - 1:30 PM	Lunch, Beermosas & Micheladas
1:30 PM - 2:30 PM	Closing Keynote, Taptalk Stage
2:45 PM - 7:00 PM	Expo Move Out



Foster strong connections with existing clients and build meaningful relationships with new contacts.

All booths and sponsorships can be secured online via the Summit website at [californiacraftbeer.com](http://californiacraftbeer.com)

**RESERVE YOUR BOOTH TODAY!**



# SPONSOR & EXHIBITOR INFORMATION

## Critical Deadlines

**July 31, 2025** - Logo and Company Descriptions must be submitted by this date

**July 31, 2025** - Cancellation deadline, no refunds after this date

**October 20, 2025** - Hotel room block closes

**October 31, 2025** - All Summit passes included in your booth or sponsorship must be registered by this date

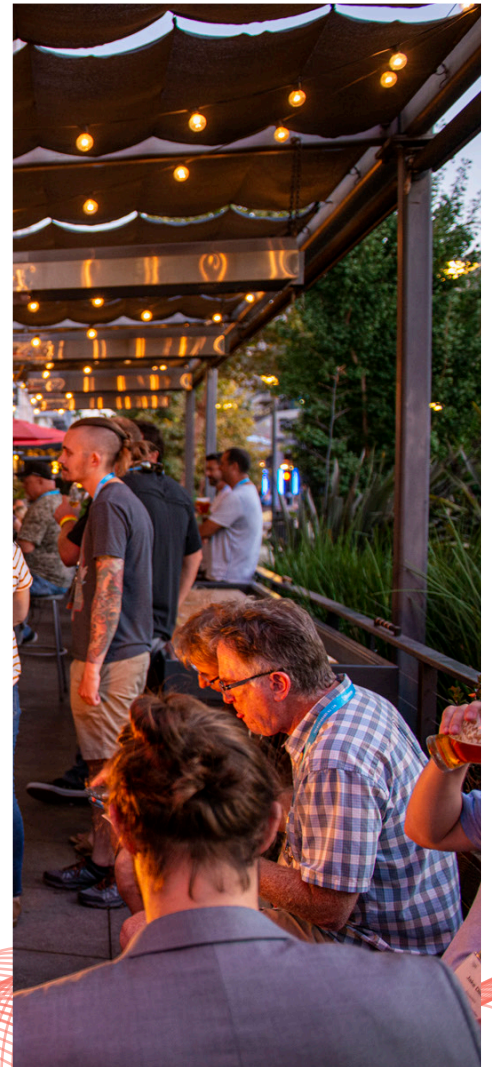
## Logo Requirements

Company logos must be sent in both EPS/AI vector format and a high-resolution transparent .PNG or .PDF. Logos pulled from websites are not suitable for printing. If a company cannot provide their logo in the required format, the CCBA cannot guarantee the quality of the logo when used on any digital or printed materials.

Logos are due by July 31, 2025, and should be submitted via email to [daniela@californiacraftbeer.com](mailto:daniela@californiacraftbeer.com).

## Company Description Requirements

Sponsors and exhibitors will be provided with a submission link in a confirmation email from Daniela Dejeu, Marketing & Events Coordinator, for them to submit a 30 – 50 word company description, due by July 31, 2025.



# SPONSORSHIP OPPORTUNITIES

CA Craft Beer Summit sponsorships offer a unique opportunity to elevate your visibility and connect with leaders in the CCBA and the industry as a whole. CCBA values our sponsors, and the relationships we build extend well beyond the event, positioning you as a respected member of the industry long after the Summit ends.

## Benefits to All Sponsors:

- Pre and post Summit attendee list
- Company logo on Summit website
- Company logo on Summit's mobile app
- Complimentary passes to the Summit



Stout  
Level  
\$4,000

IPA  
Level  
\$3,000

Pale Ale  
Level  
\$2,000

Pilsner  
Level  
\$1,000

## IMPERIAL LEVEL SPONSORSHIPS - \$5,000

Strong, sophisticated, and exclusive, this level is for top-tier sponsors who want to show off their commitment to the craft beer community and leave a lasting legacy.

### Welcome Reception: Presenting Sponsor (1 Available)

Sponsor the highly attended CA Craft Beer Summit Welcome Reception for all Summit attendees to gather and network together. Your company logo will be prominently displayed on signage and beverage napkins at the reception.

#### Benefits:

- Exclusive signage recognizing and thanking your company as the sponsor.
- Your company logo displayed on beverage napkins used throughout the reception.
- Your company logo displayed on the homepage of the Summit website, Summit mobile app, sponsor 'Thank You' signage displayed in foyer, and all partner promotional materials.
- 2 Client Passes for you to distribute to your clientele.
- 5 Summit Passes for your company representatives.

### Tuesday or Wednesday Lunch Sponsor (2 Available)

Make an impression as an official Summit lunch sponsor with your logo prominently displayed on signage at the buffet tables and printed on beverage napkins, all while providing attendees with a refreshing and healthy meal!

#### Benefits:

- Your company logo displayed on signage and beverage napkins.
- Your company logo displayed on the homepage of the Summit website, Summit mobile app, sponsor 'Thank You' signage displayed in foyer, and all partner promotional materials.
- 2 Client Passes for you to distribute to your clientele.
- 5 Summit Passes for your company representatives.

### Tap-Out Zone (1 Available)

The Summit's Tap-Out Zone is a fun and engaging 8'x16' space for your team to network with attendees in a casual environment. The Tap-Out Zone is the only booth that features beer samples and small bites for attendees to truly de-stress and "tap-out".

#### Benefits

- Craft beer sourced by the CCBA and poured in your area by your company representatives.
- Small bites sourced by the CCBA to be distributed in your area, limited supply.
- Tap-Out Zone identified and mapped out on CA Craft Beer Summit Pocket Guide and mobile app
- Your company logo displayed on the homepage of the CA Craft Beer Summit website, Summit mobile app, sponsor 'Thank You' signage displayed in foyer, and all partner promotional materials.
- 2 Client Passes for you to distribute to your clientele.
- 5 Summit passes for your company representatives.

**SECURE YOUR SPONSORSHIP!**

Imperial  
Level  
\$5,000



IPA  
Level  
\$3,000

Pale Ale  
Level  
\$2,000

Pilsner  
Level  
\$1,000

## STOUT LEVEL SPONSORSHIPS - \$4,000

Rich, full-bodied, and powerful, the Stout Level is ideal for sponsors seeking a deep, lasting impact and premium visibility at the event.

### Opening Keynote Session (1 Available)

Sponsor the CA Craft Beer Summit Opening Keynote session to kick-off 2025 CA Craft Beer Summit. Your company representative will have a 3-minute speaking opportunity to introduce your company and address the Summit attendees.

#### Benefits:

- Thank You announcement and introduction from moderator.
- 3-minute speaking opportunity to address all Summit attendees.
- Company flyers displayed on the back table of the room; sponsor must provide.
- Your company logo displayed on the homepage of the Summit website, Summit mobile app, sponsor 'Thank You' signage displayed in foyer, and all partner promotional materials.
- 4 Summit Passes

### Mobile App & Gamification (1 Available)

The Summit mobile app provides attendees with quick access to educational sessions, maps, exhibitor information, official off-site events, and all things Summit related. Sponsoring the Summit Mobile App allows your company to stay visible to Summit attendees, even when off the expo floor.

#### Benefits:

- Your logo displayed on the front of the mobile app
- Your company name and logo included in all pre-event promotional materials for the mobile app
- Your company logo displayed on the Gamification signage, placed by the registration area, which lists instructions on how to play
- Your company logo displayed on the homepage of the Summit website, Summit mobile app, sponsor 'Thank You' signage displayed in foyer, and all partner promotional materials
- 4 Summit Passes

### CCBA Hub Beer Pouring Station (4 Available)

Secure a booth at the Summit, located next to the CCBA Hub where all breakfast and lunch will be served. This prime location allows you to pour California craft beer, with CCBA sourcing the beer for your company representative to serve. It's a unique opportunity to showcase your brand and engage directly with industry professionals throughout the event.

#### Benefits:

- 8' x 8' space next to the CCBA Hub on expo floor
- Craft beer sourced by the CCBA to be poured in your space by your representatives
- Your company logo displayed on the homepage of the Summit website, Summit mobile app, sponsor 'Thank You' signage displayed in foyer, and all partner promotional materials
- 4 Summit Passes

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Imperial  
Level  
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Level  
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Pale Ale  
Level  
\$2,000

Pilsner  
Level  
\$1,000

## IPA (INDIA PALE ALE) LEVEL SPONSORSHIPS - \$3,000

Bold, impactful, and attention-grabbing, this level is for sponsors who want a higher profile and to really make their mark at the event.

### Breakfast Sponsor (2 Available)

Attendees will start their day with a full breakfast sponsored by your company with your brand displayed front and center.

#### Benefits:

- Beverage napkins with your company logo displayed on them
- Specialty signage with your company logo, thanking you as the breakfast sponsor
- Your company logo displayed on the homepage of the Summit website, Summit mobile app, sponsor 'Thank You' signage displayed in foyer, and all partner promotional materials
- 3 Summit Passes

### Beer Pouring Station (6 Available)

Secure one of the few prime areas on the floor that allows you to pour California craft beer at the Summit. With booths strategically placed throughout the exhibit floor, CCBA will source the beer for your company representative to pour, giving you a unique opportunity to showcase your brand and engage with attendees.

#### Benefits:

- 8' x 8' space in prime location on expo floor
- Craft beer sourced by the CCBA to be poured in your space by your representatives
- Your company logo displayed on the homepage of the Summit website, Summit mobile app, sponsor 'Thank You' signage displayed in foyer, and all partner promotional materials
- 3 Summit Passes

### Water Station (1 Available)

Set up your booth space as the Summit's official Water Station in the exhibit hall. Your company will be equipped with water dispensers all while showcasing your brand in a unique and engaging way.

#### Benefits:

- 8' x 8' space in prime location on expo floor.
- Water stations provided by the CCBA and placed in your exhibit space
- Your company logo displayed on the homepage of the Summit website, Summit mobile app, sponsor 'Thank You' signage displayed in foyer, and all partner promotional materials
- 3 Summit Passes

### Expo Tasting Glass: Presenter (1 Available)

All CA Craft Beer Summit attendees, speakers, sponsors, and exhibitors will sip on craft beer from the specially designed Summit tasting glass with your company logo displayed prominently on the glass. All beers served in the exhibit hall will be served in these glasses.

#### Benefits:

- Your company logo displayed on the tasting glass with the Summit logo displayed on the opposite side
- Your company logo displayed on the homepage of the Summit website, Summit mobile app, sponsor 'Thank You' signage displayed in foyer, and all partner promotional materials
- 3 Summit Passes

### Attendee Bag (1 Available) (plus cost of bags)

Place your brand in the hands of the CA Craft Beer Summit attendees! When you sponsor the attendee bag, your company logo will be placed front and center on the bags and co-branded with the CA Craft Beer Summit logo.

#### Benefits:

- Company logo on the official attendee bag
- Bag style of your choosing
- Your company logo displayed on the homepage of the Summit website, Summit mobile app, sponsor 'Thank You' signage displayed in foyer, and all partner promotional materials
- 3 Summit Passes

### Lanyards (1 Available) (plus cost of lanyards)

Be the exclusive sponsor of the most visible asset of the CA Craft Beer Summit. All attendees will be wearing lanyards displaying your company logo.

#### Benefits:

- Company logo on Summit lanyards
- Your company logo displayed on the homepage of the Summit website, Summit mobile app, sponsor 'Thank You' signage displayed in foyer, and all partner promotional materials
- 3 Summit Passes

### Summit Pocket Guide (1 Available)

Get your company's logo front and center with the CA Craft Beer Summit Pocket Guide. This is the go-to-guide for attendees to reference when looking for details on the educational sessions and the exhibit hall. The Pocket Guide is one of the most visible assets of the event.

#### Benefits:

- Company logo and ad space for your company in the Summit Pocket Guide
- Your company logo displayed on the homepage of the Summit website, Summit mobile app, sponsor 'Thank You' signage displayed in foyer, and all partner promotional materials
- 3 Summit Passes

### WiFi & Audio Recordings (1 Available)

Make your brand unforgettable as the exclusive Wi-Fi sponsor. Attendees will log into the Conference Wi-Fi with your company name, ensuring visibility among all CA Craft Beer Summit attendees.

#### Benefits:

- Company name as the attendee Wi-Fi password
- Recognition on the first slide of all educational session PPT presentations, thanking your company as the Audio Recording sponsor
- Your company logo displayed on the homepage of the Summit website, Summit mobile app, sponsor 'Thank You' signage displayed in foyer, and all partner promotional materials
- 3 Summit Passes





Imperial  
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Level  
\$1,000

## PALE ALE LEVEL SPONSORSHIPS - \$2,000

A bit more hoppy and vibrant, this level could suit sponsors who want to stand out with a noticeable presence while remaining approachable.

### Closing Keynote (1 Available)

Sponsor the CA Craft Beer Summit Closing Keynote as the last educational session for the 2025 Summit! Your company's representative will have a 3-minute speaking opportunity to introduce your company and the closing speaker.

#### Benefits:

- 3-minute speaking opportunity
- Exclusive signage with your company logo displayed, thanking you as the sponsor
- Your company logo displayed on the Summit website, Summit mobile app, sponsor 'Thank You' signage displayed in foyer
- 2 Summit Passes

### Coffee Station (2 Available)

Keep attendees awake and aware! Use this opportunity to brand the coffee station with your company's logo.

#### Benefits:

- Beverage napkins and signage with your company's logo
- Your company logo displayed on the Summit website, Summit mobile app, sponsor 'Thank You' signage displayed in foyer
- 2 Summit Passes

### Tap Talk Stage (2 Available)

The Summit Tap Talk sessions are on-the-floor educational spots where you can sponsor and deliver a 2-minute speaking opportunity. Your company representative will also introduce the speakers, putting your brand front-and-center with attendees.

#### Benefits:

- Your company logo displayed on signage near the Tap Talk stage
- Your company logo displayed on the Summit website, Summit mobile app, sponsor 'Thank You' signage displayed in foyer
- 2 Summit Passes

### Expo Floor Shop Talk (Multiple Available)

Host a presentation for CA Craft Beer Summit attendees to learn about new innovations and streamlined systems they can use at their brewery. Your shop talk will be displayed in the Summit's official schedule, mobile app, and Pocket Guide. The topic must be approved by CCBA management. Due to the presentation taking place on the expo floor, a PowerPoint presentation is not available for this type of talk.

#### Benefits:

- 30-minute presentation on a topic of your choice
- Ability to bring signage and brand the area for your presentation
- Your company logo displayed on the Summit website, Summit mobile app, sponsor 'Thank You' signage displayed in foyer
- 2 Summit Passes

**SECURE YOUR SPONSORSHIP!**



Imperial  
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IPA  
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Level  
\$2,000

Pilsner  
Level  
\$1,000

## PILSNER LEVEL SPONSORSHIPS - \$1,000

Light, crisp, and refreshing, this level is perfect for sponsors looking to make a clear, strong impression with a broad audience.

### Welcome Reception Entertainment Sponsor (1 Available)

Sponsor the entertainment for the reception that kicks off the 2025 CA Craft Beer Summit!

#### Benefits:

- Specialty signage in the entertainment area with your company logo, thanking you as the Entertainment Sponsor
- Your company logo displayed on the Summit website, Summit mobile app, sponsor 'Thank You' signage displayed in foyer
- 1 Summit Pass

### Official Off-Site Nightly Event (Multiple Available)

Host an official off-site nightly event during the 2025 CA Craft Beer Summit! Your company can plan, produce, and pay for the event, and the Summit team will collaborate with you and your team to promote and market it to the attendees. These events must take place outside the Summit event hours.

#### Benefits:

- Your event is listed in the Summit schedule, mobile app, and pocket guide
- Your company logo on the Summit website, Summit mobile app, and the sponsor "Thank You" signage displayed in foyer
- 1 Summit Pass

### Expo Floor High Boys (1 Available)

Showcase your brand on all high-top tables strategically placed in key areas of the exhibit hall. Your company will have ad space prominently displayed on the flyers at each table for maximum visibility during breakfasts, lunches, and coffee breaks.

#### Benefits:

- Ad space on the flyers displayed on all the high-top tables located in key areas of the exhibit hall
- Your company logo displayed on the Summit website, Summit mobile app, sponsor 'Thank You' signage displayed in foyer
- 1 Summit Pass



# EXHIBITOR OPPORTUNITIES

As an exhibitor at the 2025 CA Craft Beer Summit, you'll have the opportunity to network and showcase your brand to hundreds of key industry professionals, including brewery owners, founders, brewmasters, managers, and more. Our brewers are eager to discover new products and services, making this the perfect opportunity to get in front of the decision-makers who drive the industry. Don't miss the chance to forge valuable connections and elevate your presence within California's craft beer community.

## Booth Furnishings

- 8'x8' space
- 6-foot table with a tablecloth
- 2 chairs
- One (1) waste basket
- The flooring in the exhibit hall ballroom is carpeted.

## Exhibitor Pricing

**Members:** \$1,500

**Non-Members:** \$2,500

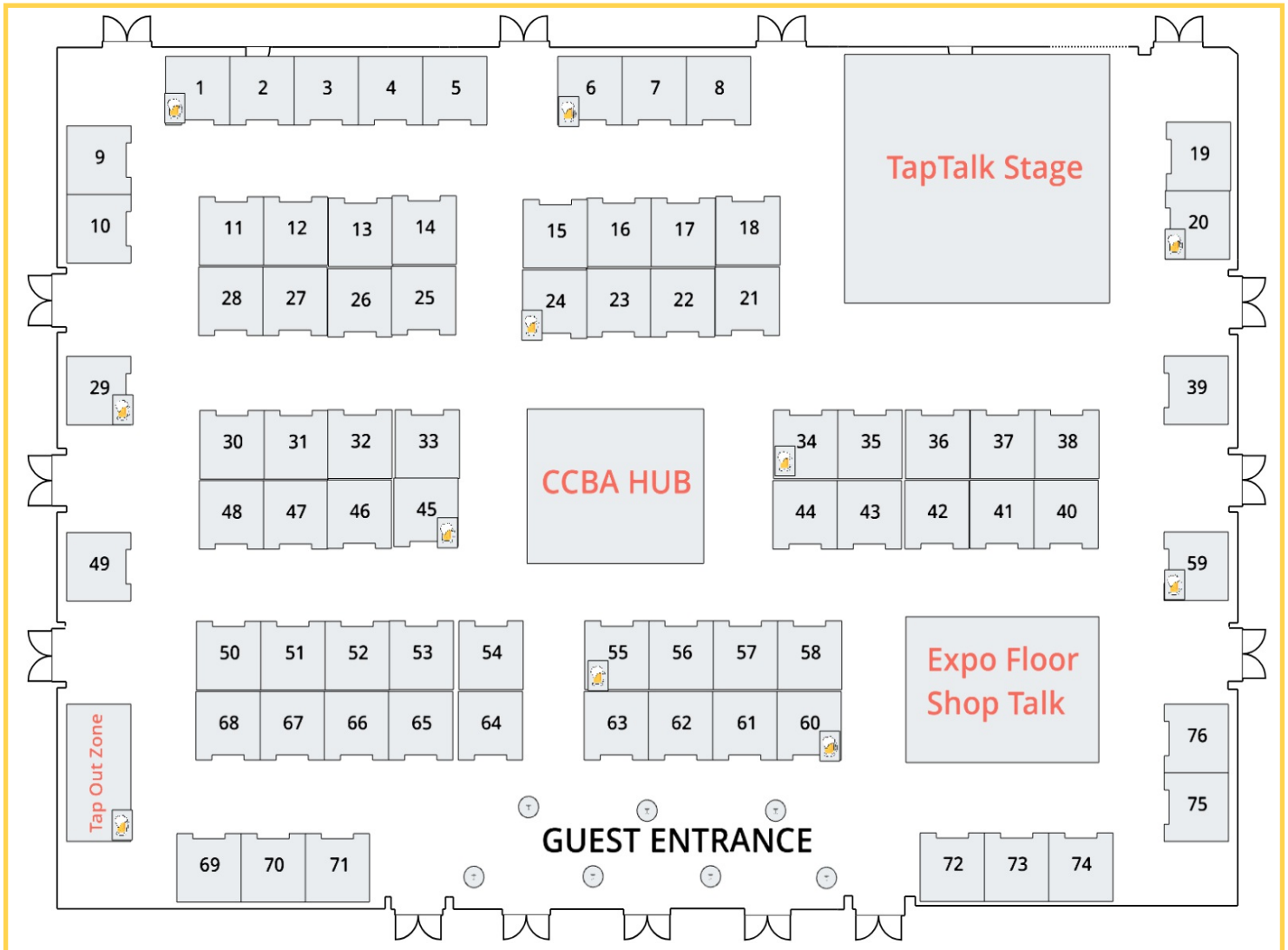
EXHIBITOR HOURS		
Move In	Monday, Nov. 10, 2025	10:00 AM – 5:00 PM
Show Hours	Tuesday, Nov. 11, 2025	8:00 AM – 5:00 PM
Show Hours	Wednesday, Nov. 12, 2025	8:00 AM – 2:00 PM
Move Out	Wednesday, Nov. 12, 2025	2:45 PM – 7:00 PM

## Exhibitor Benefits

- Pre and post event attendee list
- Company name displayed on the Summit website
- Company logo displayed on the Summit mobile app
- Two (2) complimentary Summit passes
- Additional exhibitor passes available at a rate of \$249

**RESERVE YOUR BOOTH HERE!**

## FLOOR PLAN



# ADVERTISING OPPORTUNITIES

There are additional opportunities to boost your visibility at the 2025 CA Craft Beer Summit through strategic advertising options that keep your brand front and center, even beyond the exhibit hall. From attendee bag inserts to lobby show-cards and the Summit Video Wall, these opportunities ensure your products and services leave a lasting impression with attendees throughout the event.

Email Marketing & Events Coordinator, Daniela Dejeu, at [daniela@californiacraftbeer.com](mailto:daniela@californiacraftbeer.com) to reserve your advertising opportunity today!



## Summit Video Wall - \$3,000

Showcase your brand on the Summit Video Wall, a prominent digital display located right in front of registration, leading to the heart of the event. This dynamic advertising opportunity ensures your 1-minute video (no audio) is played throughout the first day of the Summit and seen by every attendee as they make their way to the Summit's key activities.

## Summit Swag Item - \$750

Your company's promotional item is placed in the attendee tote bags alongside the tasting glass. These will be available for attendee pick for the duration of the CA Craft Beer Summit. Promotional Item Qty: 700

- Size Requirements: Physical items should be no more than 4" x 10" and 12 ounces per item. For printed flyers, they should be 8 ½" x 11" or smaller. If your item is larger, please contact [events@cacraftbeersummit.com](mailto:events@cacraftbeersummit.com).
- Advertisers are responsible for the cost of producing and shipping the swag item.

## Single Page Banner Ad - \$300

Reach brewery professionals beyond the confines of the CA Craft Beer Summit walls with an exclusive banner ad on select pages of the CCBA and Summit websites which can link to an outside website of your choosing. Your banner ad will be featured for one (1) month, ensuring visibility among key industry professionals.

## Business Card Bag Inserts - \$250

Place your business cards inside the tote bag given to all CA Craft Beer Summit attendees!

## Hotel Lobby Advertising Display - \$250

Get your brand in front of Summit attendees before they even enter the exhibit hall. Your company will have its own sign displayed in the Summit's registration area. Signage designed by sponsoring company and submitted to the CCBA in eps/ai vector file and high-resolution pdf, 300 dpi, by Thursday, July 31, 2025.

# EXHIBITION RULES AND REGULATIONS

## **Booth Décor**

The CA Craft Beer Summit is a very interactive and experiential event, so exhibitors are asked to think creatively when planning their booth. The exhibit hall will be held in a hotel ballroom this year, and exhibitors are welcome to explore ideas that can make their booth more interactive within the guidelines set by the Hyatt Regency Irvine.

Please note that all companies exhibiting at the 2025 CA Craft Beer Summit must arrange exhibits so that they do not obstruct other exhibits nor enter any aisle space. Prohibited items include, but are not limited to, open flames, animals other than service animals, and flammable, toxic, or hazardous materials of any kind. The CCBA reserves the sole and absolute discretion to determine whether any material, item, or display constitutes a safety hazard, and to prohibit its use or presence at the event. All structures, equipment, and display materials must be stable and free standing without bolting or anchoring to floors or walls. Safety exits and equipment must remain fully accessible and visible at all times.

Please note that the CCBA's event team does not provide any booth supplies such as tape, staplers, literature racks, pens, scissors, or box cutters. Exhibitors should come prepared with all necessary materials for their booth.

## **Booth Assignments**

The CCBA will do its best to place all exhibitors in their desired booth assignment. However, the CCBA reserves the right to relocate exhibitors, if necessary, to optimize the layout for the benefit of the event and its attendees.

## **Multiple Booths**

Companies exhibiting at the 2025 CA Craft Beer Summit may purchase multiple booths for their own use. However, booth sharing or subleasing by multiple companies is prohibited unless prior written consent is obtained from CCBA staff.

## **Exhibitor's Property**

The CCBA and its host facilities are not responsible for the safety of any property belonging to the exhibiting company, their agents, or employees. This includes losses or damage due to theft, fire, accidents, or other causes. The CCBA will use all reasonable care to protect them against such loss but those wishing to insure their property must do so at their own expense.

Exhibitors must ensure that at least one company representative is present at their booth when the expo hall is open and when it is being set up or dismantled. CCBA and its host facilities are not responsible for any items left

# CA CRAFT BEER SUMMIT RULES AND REGULATIONS

## Terminology

The term “Sponsor” or “Sponsors” applies to any level of partner participation, including Sponsors, Exhibitors, and In-Kind Trades at the event. In consideration of the mutual promises and covenants outlined in this Agreement, the parties agree to comply with all rules and regulations set forth in this prospectus.

## California Craft Brewers Association Obligations

In consideration of the Sponsor’s participation in the Event, the California Craft Brewers Association (hereinafter referred to as “CCBA”) agrees to provide the Sponsor with the benefits specified in the sponsorship package, which is incorporated into this Agreement.

## Sponsor Obligations

For its participation as a Sponsor in the Event, Sponsors shall pay to the CCBA a required fee for each sponsorship and exhibitor booth (the “fee”), except in cases of In-Kind Trades, and provide any materials or items specified by the CCBA for the 2025 California Craft Beer Summit, as detailed in this prospectus.

## Payment

Sponsors for the Event must complete their registration **online here**. Online registration will open on Monday, February 10, 2025. Full payment must be received within 30 days of submitting a Sponsor or Exhibitor booth reservation, or said reservation(s) may be forfeited. All reservations and payments must be completed and paid in full no later than Friday, October 3, 2025.

## Cancellations

Sponsors may cancel their reservation for any sponsorships or exhibitor booths at any time. However, cancellation notices must be submitted in writing and received by the CCBA no later than Thursday, July 31, 2025. Cancellations received on or before July 31, 2025, will be refunded less a \$250 cancellation fee. No refunds will be issued for cancellations or terminations received after July 31, 2025.

## Company Representatives

Admission to the 2025 CA Craft Beer Summit will be managed by badge. Therefore, all company representatives must check in at the registration desk upon arrival to obtain their entrance badges and event materials. All registrations for company representatives should be registered no later than October 31, 2025, to ensure quick and efficient access to the exhibit hall. Representatives are required to always conduct themselves professionally when onsite and must adhere to all rules and regulations specified in this prospectus.

## Hotel and Travel Arrangements

All conference attendees, exhibitors, sponsors, and speakers are responsible for making and covering all costs associated with their own hotel, travel, and other related arrangements. Details about designated room blocks for hotel reservations are provided on the CA Craft Beer Summit website and included in all sponsor and exhibitor confirmation emails.

## Food & Beverage

The hotel premises reserved and used for the event will be licensed by the CCBA with an Alcohol Special Permit to distribute beer samples. Booths are strictly prohibited from distributing beer samples without prior express written permission from the CCBA. Sponsorship benefits outlined in this prospectus that include beer sampling are considered to have express written permission.

Only beer sourced from CCBA Brewery Members may be donated to and served at the event. The possession or consumption of any other alcoholic beverages or cannabis products of any kind are strictly prohibited on the event premises and may result in sponsors not being allowed to participate in 2026.

Food and beverage items purchased outside the Hyatt Regency Irvine are not allowed to be brought into or consumed within the event premises. To provide samples of any food or non-alcoholic beverages, you must be the manufacturer or distributor of the product. Please contact [events@cacraftbeersummit.com](mailto:events@cacraftbeersummit.com) to apply for these samples or to make food and beverage orders for your booth.

### Attendee List

Sponsors will be provided with a pre- and post-event attendee list. The use of this information for spamming or adding attendees to an email marketing listserv without their explicit consent is strictly prohibited. Building strong relationships is a cornerstone of the CCBA. Sponsors are encouraged to respect the attendee information provided and contact them individually on a one-by-one basis.

### Prize Drawings and Giveaways

Sponsors may conduct prize drawings at the 2025 CA Craft Beer Summit in accordance with the following four conditions:

1. Sponsors are prohibited from distributing any items that could be considered hazardous, disruptive, or destructive on the exhibit hall or anywhere within its host facilities. Such items include, but are not limited to, alcoholic beverages, cannabis products or beverages, pocketknives, box knives, stickers, adhesive decals, helium balloons, glitter, and dart guns. Any giveaway item that could harm or disrupt attendees or damage property will be subject to removal and may result in further action.
2. In accordance with applicable laws, government employees are prohibited from receiving any item of value as part of a giveaway. Sponsors are responsible for verifying an attendee's employment status prior to awarding any prize. Attendees identified as government employees are ineligible to win a prize. Additionally, representatives from sponsoring companies are not eligible to win any prizes offered during the event.
3. Sponsors are responsible for all costs associated with the delivery of any prize to the winner; this includes, but is not limited to, shipping, handling, and insurance. Timely and proper prize delivery is solely the responsibility of the Sponsor conducting the giveaway.
4. Sponsors are strictly prohibited from distributing alcoholic and/or non-alcoholic beverages or cannabis products of any kind as a prize or giveaway item throughout any point of the 2025 CA Craft Beer Summit.

### Sponsor Responsibility

It is the responsibility of the Sponsor to cover all costs associated with attending, displaying, exhibiting, or otherwise representing the company's brand and representatives at the 2025 CA Craft Beer Summit. This includes, but is not limited to, all shipping and drayage costs, movement of equipment and materials throughout the venue, and use of audio-visual equipment and materials related to the event. The CCBA will use local services provided by the Hyatt Regency Irvine and will assist in connecting Sponsors with the necessary representatives at the Hyatt Regency Irvine or expo service vendors to provide these products and services.

Sponsors and their employees, agents, and contractors are prohibited from actively recruiting potential employees at the event unless prior written consent is obtained from CCBA management. Additionally, Sponsors may not solicit attendees for events that are not related to the CCBA during the CA Craft Beer Summit without prior express written consent from CCBA management.

The Sponsor and their employees, agents, and contractors agree to comply with all relevant regulations and laws pertaining to the Event, including obtaining any necessary permits. Sponsors must also comply with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive and reasonably accommodating to attendees with disabilities. Each sponsor is responsible for securing and maintaining adequate liability insurance in relation to the Event.

### Sponsor Trademarks & Materials

Subject to the terms and conditions of this Agreement, Sponsor grants to the CCBA the right to use Sponsor's trademarks,

trade names, and logos, and company descriptions as prepared and delivered to the CCBA by Sponsor (“Sponsor Materials”), in any medium of advertising, marketing materials, and/or promotional goods distributed solely in conjunction with the 2025 CA Craft Beer Summit and in accordance with Sponsor’s trademark usage guidelines.

### CCBA and Summit Trademark and Logo

Sponsor use of the California Craft Beer Summit name and logo shall be limited to the following specific purposes (“Licensed Activities”):

1. The California Craft Beer Summit logo may be used in Sponsor print and digital advertisements and on Sponsor websites. The logo may not be used – unless expressed written consent is provided by the CCBA – on product packaging or saleable merchandise. All usages are subject to CCBA review and approval.
2. The logo may not be used for mass email marketing campaigns. The logo may be used in individual email communications. However, it must not be made to appear to be coming from the CCBA or a CCBA-sponsored event.

Before using any CA Craft Beer Summit logo, the company shall submit proof of each proposed use of the logo (“Proof”) to the CCBA for review and approval. The CCBA reserves the right to deny approval at its sole discretion. CCBA grants this license with no representations or warranties of any kind. Company shall defend, indemnify, and hold CCBA, its members, staff, and directors harmless from and against all claims, damages, liabilities, and other costs (including attorney’s fees) asserted against or incurred by CCBA due to the company’s use of the logo.

### Show Hours & Events

Exhibitors, attendees, or any entities associated with the CA Craft Beer Summit are not allowed to book any conflicting events of their own during conference hours. For more information on sanctioned events or sponsorship opportunities, please contact [events@cacraftbeersummit.com](mailto:events@cacraftbeersummit.com) for sponsorship opportunities.

### Indemnity

The CCBA shall not be responsible for any loss of or damage to property of Sponsor, its employees, agents, contractors or assigns, nor for any personal injury to Sponsor’s officers, directors, employees, agents, contractors and/or invitees except to the extent any such claims may be directly and solely attributable to the gross negligence or willful misconduct of the CCBA, its directors, officers, and/or employees. Sponsor shall indemnify, defend, and hold the CCBA harmless from and against any claims arising out of, or relating directly or indirectly to, content on their respective web sites, use of Sponsor’s trademarks and logos, and Sponsor Materials. Sponsor shall promptly provide written notice to the CCBA of any claim or suit covered by these indemnities.

### Limitation of Liability

Except with respect to Section regarding Confidentiality below, in no event shall either party be liable to the other party for any incidental, consequential, indirect, or punitive damages (including but not limited to lost profits) regardless of whether such liability is based on breach of contract, tort, strict liability, breach of warranties, failure of essential purpose or otherwise and even if advised of the possibility of such damages. Notwithstanding anything else in this Agreement, the CCBA’s liability for any claim against the CCBA shall be limited to the funds available in its own bank account at the time of the claim.

### Confidentiality

Each party expressly undertakes to retain in confidence all information and know-how transmitted to it by the other party that the disclosing party has designated as proprietary and/or confidential or that, by the nature of the circumstances surrounding the disclosure, ought in good faith to be treated as proprietary and/or confidential, and will make no use of such information and know-how except under the terms, for the purposes of and during the existence of this Agreement. Each party’s obligation under this Agreement with respect to any information shall extend to the earlier of such time as such information is publicly available through no fault of the receiving party or five (5) years following termination of the Agreement.

Nothing in this Agreement shall be construed to limit the disclosure obligations required by law.



## Governing Law/Resolution

This Agreement shall be governed and interpreted in accordance with the laws of the State of California. In the event of a dispute arising that the parties themselves cannot resolve, the parties agree to refer the matter to an independent arbitrator located in Sacramento County, California. The decision of the arbitrator shall be final and bound upon both parties.

## Term and Termination

### Term:

Subject to the terms and conditions herein, this Agreement shall be effective on the date a sponsorship or exhibitor booth is reserved or purchased and shall continue in full force through Wednesday, November 19, 2025, which is one week past the Event date, unless earlier terminated in accordance with the provisions of this Agreement (the "Term").

### Termination by the CCBA:

The CCBA reserves the right to cancel the Event and/or terminate this Agreement at any time, for any reason, upon written notice to the Sponsor and will exercise this right with all reasonable care and good faith. In the event CCBA terminates this Agreement for reasons other than Sponsor's breach, CCBA will determine whether a refund of any fees received from Sponsor will be issued, and at Sponsor's expense, return any materials, equipment, hardware and/or software provided by the Sponsor for the Event.

If the CCBA terminates this agreement due to Sponsor's breach, CCBA shall retain any fees received from Sponsor, and such fees shall be due and payable regardless of termination. Any equipment, materials, and hardware or software provided by Sponsor shall be returned at the conclusion of the Event and, in the interim, may continue to be used for purposes outlined in this Agreement despite the termination.

### Termination by Sponsor:

Sponsor may terminate this Agreement for breach by the CCBA, provided that Sponsor gives written notice specifying the nature of the breach and allowing CCBA at least ten (10) days to cure such breach. If the breach remains uncured at the end of the notice period, this Agreement shall automatically terminate on the eleventh (11) day, and Sponsor shall be entitled to seek a full refund of any fees paid and the return of any equipment, materials, hardware, or software provided.

If a breach by Sponsor or CCBA occurs after July 31, 2025 (the cancellation deadline), CCBA will not refund any fees associated with the Sponsor's reservation, and such fees shall be due and payable regardless of termination.

In the event of termination or expiration of this Agreement, the following sections shall survive: Sponsor Responsibility, Sponsor Trademarks & Materials, Indemnity, and Limitations of Liability.

## Force Majeure

In the event that the CA Craft Beer Summit is unable to allow Sponsors to occupy the facility or space due to circumstances outside the control of the CCBA, including but not limited to casualty, explosion, fire, lightning, flood, weather, epidemic, pandemic, earthquake, acts of public enemies, riots or civil disturbances, strike, lockouts, boycotts, Acts of God, or any other cause beyond the control of CCBA, which makes holding the show impractical or impossible, (each a "Force Majeure Event"), CCBA may cancel or postpone the Event without penalty. CCBA and the CA Craft Beer Summit shall not be liable for any loss of business, loss of profits, or any consequential or special damages or expenses incurred by Sponsor due to a Force Majeure event.

## Amendments to Rules and Regulations

The rules and regulations outlined in this prospectus are intended to provide a well-organized, attractive, and successful CA Craft Beer Summit and exposition. Any matters or questions not specifically addressed in this prospectus shall be determined at the sole discretion of CCBA. CCBA reserves the right to amend these rules and regulations at any time, with such amendments becoming effective upon notification to Sponsor.

### Contractual Agreement

By submitting a formal notice to reserve a sponsorship and/or exhibitor booth and proceeding with the reservation, you are entering into a binding contract with the California Craft Brewers Association (CCBA). This contract is governed by all rules and regulations outlined in this prospectus, along with any amendments or additional guidelines that may be established by the CCBA. By submitting a reservation for an exhibitor booth or sponsorship, you agree to fully comply with all rules and regulations set forth in this prospectus.

This Agreement does not constitute, and shall not be construed as, a partnership or joint venture relationship between or among the parties. All official communications related to this Agreement must be sent via email to [events@ccraftbeersummit.com](mailto:events@ccraftbeersummit.com) or by mail to PO Box 807, Sacramento, CA 95812, with confirmation of delivery.

This is a 21 and over event. Individuals under the age of twenty-one (21) will not be permitted in the venue prior to, during, or after the event.

### Questions?

If you have any Sponsor or Exhibitor questions for the 2025 CA Craft Beer Summit, please contact staff at [events@ccraftbeersummit.com](mailto:events@ccraftbeersummit.com) or call (916)228-4260.

**Secure your spot today!**

# CA CRAFT BEER SUMMIT

*Crafting Momentum*

IRVINE, CA   
NOV. 10 - 12, 2025

