



FLORIDA BREWERS CONFERENCE 2019

August 5-7 • Renaissance Orlando at SeaWorld

Become a Conference Sponsor

Thank you for supporting the Florida Brewers Conference. This event will provide your company with direct access to the leaders of Florida's growing brewing community. To reserve a sponsorship or design a custom package, send an email to sean@flbrewersguild.org.

Audience: Florida Brewers Guild brewery owners and operators, brewers, industry partners, distributors and craft beer retailers and hospitality professionals.

500 Expected Attendees · **30+** Exhibitors and Sponsors · **2** Days of Exhibiting Hours · **3** Levels of Sponsorship Opportunities

Level 1 Sponsorship | \$10,000

Presenting Sponsor | \$10,000

- Your company name or logo listed prominently on all electronic and printed conference material
- Your company signage on the main stage and podium throughout the conference
- Your company logo on conference name badges
- Your company logo on all conference signage
- Promotion of your sponsorship in correspondence leading up to the event
- One email blast send to all attendees on your behalf
- Directory of conference attendees for one-time use
- Full page ad in conference program
- One complimentary room for two nights (Tuesday and Wednesday) at host hotel
- 6 registrations for full conference
- One 10'x10' expo booth with first-choice of placement in trade show hall

Level 2 Sponsorship | \$7,500-\$1,000

Lunchtime Catering | \$7,500 – 2 Available (Tuesday and Wednesday)

- Your company logo displayed on presentation screen during lunch
- Your company logo on all expo hall signage
- Your company listed on printed conference agenda as Lunch Sponsor
- Your company logo on the conference program sponsor page
- Opportunity to distribute company literature in lunch area
- Promotion of your sponsorship in correspondence leading up to the event
- ½ page ad in conference program
- 4 registrations for full conference
- One 10'x10' expo booth in trade show hall

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Brewers Welcome Reception (Monday Night) | \$7,500 (+ cost of food) – 1 Available

- Your company logo on signage at reception
- Your company name or logo listed on event invitation that will be sent to all member breweries
- Your company listed on printed conference agenda as Welcome Reception Sponsor
- Opportunity to distribute company literature at reception
- Promotion of your sponsorship in correspondence leading up to the event
- ½ page ad in conference program
- 4 registrations for full conference
- One 10'x10' expo booth in trade show hall

Evening Event Sponsor (Tuesday) | \$7,500 – 1 Available

- Your company logo on signage at event
- Your company name or logo listed on event invitation that will be sent to all member breweries
- Your company listed on printed conference agenda as Evening Event Sponsor
- Opportunity to distribute company literature at event
- Promotion of your sponsorship in correspondence leading up to the event
- ½ page ad in conference program
- 4 registrations for full conference
- One 10'x10' expo booth in trade show hall

AV Sponsor | \$5,000

- Your company listed on printed conference agenda as AV Sponsor
- Opportunity to insert up to 2 items of your choosing into attendee bag
- Your company logo on the conference program sponsor page
- Promotion of your sponsorship in correspondence leading up to the event
- 3 registrations for full conference
- ½ page ad in conference program

Attendee Bag | \$2,500

- Your company name or logo on bag distributed to all conference attendees
- Opportunity to insert up to three items of your choosing into attendee bag
- Your company logo on the conference program sponsor page
- Promotion of your sponsorship in correspondence leading up to the event
- 2 registrations for full conference
- ½ page ad in conference program

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Breakout Session | \$2,500 | 1 of 2 Available

- Your company logo on signage in networking lobby
- Your company listed on printed conference agenda as Breakout Session Sponsor
- Your company logo on the conference program sponsor page
- Opportunity to distribute company literature in networking lobby
- Marketing of the breakout sessions in conference program
- Promotion of your sponsorship in correspondence leading up to the event
- ¼ page ad in conference program
- 2 registrations for full conference

Sensory Training | \$2,500 | (sensory training will be held Monday, August 5th) – SOLD OUT

- Your company logo on signage in Sensory training room
- Your company listed on printed conference agenda as Sensory Training Sponsor
- Your company logo on the conference program sponsor page
- Opportunity to distribute company literature at the Sensory Training
- Promotion of your sponsorship in correspondence leading up to the event
- ¼ page ad in conference program
- 2 registrations for full conference

Hospitality Suite (1 day) | \$2500 (+ cost of food) - 3 available (Monday, Tuesday, & Wednesday)

- Gain market exposure while attendees relax and socialize in your custom suite
- Your company listed on printed conference agenda as Hospitality Suite Sponsor
- Marketing of the hospitality suite in conference program
- Your company logo on the conference program sponsor page
- Your company can demonstrate a product or host a short presentation
- 2 registrations for full conference
- ¼ page ad in conference program

Beer Station | \$1500 – 3 of 6 available – 2 days

- 10'x10' booth to pour Florida craft brands during the two-day conference expo
- Your company logo on signage at your beer station
- Small space to display branded giveaway items and/or company literature
- Marketing of the beer station in conference program
- 2 registrations for full conference
- ¼ page ad in conference program

Commemorative Tasting Glass | \$1,000 – SOLD OUT

- Your company logo (color) on 500 tasting glasses distributed to all conference attendees
- Your company listed on conference program sponsor page
- Promotion of your sponsorship in correspondence leading up to the event
- 2 registrations for full conference
- ¼ page ad in conference program

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Lanyards | \$1000 – SOLD OUT

- Your company logo on lanyard that will be worn by all conference attendees
- Your company logo on the conference program sponsor page
- 1 registration for full conference

Refillable Water Bottles | \$1,000 – SOLD OUT

- Your company logo (one-color) on the refillable water bottle distributed to all conference attendees
- Your company logo on the conference program sponsor page
- Promotion of your company in correspondence leading up to the event
- 2 registrations for full conference
- ¼ page ad in conference program

Level 3 Sponsorship | \$750-\$250

Charging Station | \$750 – SOLD OUT

- Your company logo on signage at the charging station
- Small space to display branded giveaway items
- Marketing of the charging station in conference program
- Your company logo on the conference program sponsor page
- 1 registration for full conference

Cookie Break | \$750 – SOLD OUT

- Your company logo on signage at refreshment table
- Small space to display branded giveaway items and/or company literature
- Marketing of the cookie break in conference program
- 1 registration for full conference

Morning Brew Station | \$750 – 1 available (Wednesday)

- Your company logo on signage at your coffee station
- Small space to display branded giveaway items and/or company literature
- Marketing of the coffee station in conference program
- 1 registration for full conference

Mimosa + Bloody Mary Bar | \$750 - SOLD OUT

- Your company logo on signage at bar during the two-day conference expo
- Small space to display branded giveaway items and/or company literature
- Marketing of the Mimosa + Bloody Mary bar in conference program
- 1 registration for full conference

Conference Attendee Bag Inserts | \$250 (unlimited; all items must fit inside the conference bag)

- Your company's promotional material inserted into the attendee bag (must be pre-approved by the Florida Brewers Guild)
- Bags are provided to all attendees at registration

To reserve a sponsorship or design a custom package, send an email to fbgsponsor@gmail.com.



Trade Show Exhibiting

Expo Showcase | \$500-\$1250

Highlight your business to all conference attendees! Vendors have the opportunity to distribute company literature, demonstrate a product or host a short presentation. Your company will be listed on the conference program trade show page. All exhibitors receive three (3) badges for the conference. Additional badges can be purchased at the member rate. Expo days are Tuesday the 6th and Wednesday the 7th from 10am until 4pm. Setup can begin any time on Monday the 5th after 9am.

Expo Table | \$750 for non-members // \$500 for current FBG members

- One 6-foot table and two chairs for both days of expo outside of main exhibit hall
- Invitation to participate in all conference activities, including welcome reception, hospitality lounges, breakfast and lunch, and Tuesday evening special event

Expo Booth | \$1250 for non-members // \$750 for current FBG members

- 10'x10' booth with signage, one 6-foot table and chairs for both days of expo inside main exhibit hall
- Pipe and drape for booth
- Invitation to participate in all conference activities, including welcome reception, hospitality lounges, breakfast and lunch, and Tuesday evening special event

Conference Program Advertising

Advertising in Conference Program

Advertising in the Florida Brewers Conference Program is a great way to gain exposure for your brand and share your corporate message with conference attendees.

- Full back cover | \$2500
- Inside front cover | \$1000
- Full page | \$750
- ½ Page | \$500
- ¼ page | \$250

Format preferred as PDF. Hi-res JPG, EPS, AI Files all work as well.

- Full Page Ads should be 8.5" x 11" with a minimum of .125 bleed
- Half Page Ads should be 8" x 5.125" with no bleed
- Quarter Page Ads should be 3.875" x 5.125" with no bleed

PLEASE HAVE ALL ADS COMPLETED AND SUBMITTED BY JULY 19



FLORIDA BREWERS CONFERENCE 2018: SPONSORSHIP PAYMENT FORM

August 6-8 • Renaissance Orlando at SeaWorld

Thank you for your support of the Florida Brewers Guild! Completion of this form confirms your intent to sponsor the inaugural Florida Brewers Conference in Orlando, FL. **Applications must be received by July 15.**

Business Information

Name of Business: _____

Contact Person (Name + Title): _____

Phone: _____ Email: _____

Payment Information

Level 1 Sponsorship | \$10,000

- Presenting Sponsor | \$10,000

Level 2 Sponsorship | \$7,500-\$1,000

- Lunchtime Catering | \$7,500
- Welcome Reception | \$7,500 (+ cost of food)
- Tuesday Evening Event Sponsor | \$7,500
- AV Sponsor | \$5,000
- Attendee Bag | \$2,500
- Breakout Session | \$2,500
- Sensory Training | \$2,500
- Hospitality Suite | \$2,500 (+ cost of food)
- Beer Station | \$1,500
- Commemorative Tasting Glass | \$1,000
- Refillable Water Bottles | \$1,000

- Lanyards | \$1000

Level 3 Sponsorship | \$750-\$250

- Charging Station | \$750
- Water Stations | \$750
- Cookie Break | \$750 (+ cost of food)
- Morning Brew Station | \$750
- Mimosa + Bloody Mary Bar | \$750
- Conference Attendee Bag Inserts | \$250

Trade Show Sponsorship

- Expo Table (2 days) | \$750 for non-members // \$500 for current FBG members
- Expo Booth (2 days) | \$1250 for non-members // \$750 for current FBG members

Conference Program Sponsorship

- Full back cover | \$2,500
- Inside front cover | \$1000
- Full page | \$750
- ½ Page | \$500
- ¼ page | \$250

Total Amount Due: _____

Payment Type: Check payable to "Florida Brewers Guild" Visa MasterCard AmEx Discover

Please mail check and registration form to: **2701 5th Ave. S., Suite C, St. Petersburg, 33712.**

Forms may be returned via email to fbgsponsor@gmail.com. **Electronic invoices available.**

Card #: _____ Valid Thru: _____ Security Code: _____ Billing Zip: _____

Cardholder's Name (print): _____ Signature: _____