






**AZ BREW  
CON** 



**AZ BREW  
CON**   
*and tradeshow*

**FRIDAY JULY 28TH** 

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**AZ BREW  
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# Arizona Brewcon and Tradeshow

Connect with the rapidly growing, highly regarded Arizona craft beer industry this summer. Join more than 400 members of the craft beer community from across the state and beyond for a one-of-a-kind networking event with the people you need to know. Looking to showcase a business with craft beer-related interests? Here's your chance.



# About the Industry Event

AZBrewCon Conference and Tradeshow is the coolest thing to happen to Phoenix in July.

**When:** 8 a.m. – 5 p.m. Friday, July 28  
(Exclusive Retail Tasting Event from 1 p.m. – 5 p.m. Thursday, July 27; very limited sponsorships available)

**Where:** Events on Jackson (245 E. Jackson St., Phoenix).

AZBrewCon is a day-long conference designed for folks on both sides of the industry, and participants can choose to follow either a “technical track,” which focuses on the art of brewing itself, or an “operations track,” which emphasizes marketing, trademarking, distributing and related topics. A list of classes will be made available soon.

While AZBrewCon is geared towards those in the industry, craft beer bar owners, aspiring brewery owners, business owners and others looking to learn more about the brewing community are encouraged to attend.

# Why Be a Sponsor?



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At AZBrewcon, your business gets exposed to more than 150 craft breweries, distribution companies, trade businesses, managers, business owners and decisionmakers.

In order to maximize the value of our respective sponsorship levels and allow your brand to stand out as a unique supporter of the event, we have limited the number of sponsorship opportunities available.

We know the craft beer industry includes businesses of all sizes, and with that in mind, we can create packages to fit any budget.

We look forward to working with you to promote your business and spread the word about all that you have to offer the craft beer community. Proceeds from this event directly benefit the Arizona craft beer community.

# Live Oak Partnership



## **Welcome Breakfast (\$3,000)**

After all attendees check in and get settled, it's time to mingle and enjoy breakfast and beers. Your business will provide a continental breakfast for attendees and have an opportunity to welcome guests and speak for 5 minutes starting at 7:30 a.m. Friday. This package includes digital and printed signage in the reception room, plus logo included on signage and brewery information. Logo inclusion on trade show floor entrance banner, attendee guide and event website. (includes 4 passes)



## **Lunch Sponsor (\$5,000)**

Your business will provide lunch for all in attendance. Package includes company signage on centerpieces, recognition in attendee guide and logo inclusion on trade show floor entrance banner and event website. (includes 4 passes)



## **Thursday & Friday Happy Hour (\$2,000) (one available each night)**

Your company will provide hors d'oeuvres for all attendees. This is your opportunity to mix and mingle with those in the industry! Sponsorship includes 5 minute welcome speech and company logo in attendee guide, event website and on electronic screens. Sponsor may include handouts and items

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# Sponsorship & Branding Opportunities

## ★ Attendee Guide Sponsor (\$2,500)

Your business will be on the cover of the attendee guide that includes all conference information and note pages guests will look back on throughout the year. Your information will be prominently displayed on the first page with additional details of your choice. You will receive logo inclusion on the trade show floor entrance banner as well as the event website.(includes 6 passes)

## ★ Digital Sponsor (\$5,000)

Your company name/information displayed on screens throughout the event. A scroll bar or full screen will run throughout the two-day event with your company's information and logo for all attendees to see. Logo inclusion in attendee guide, front entrance banner and one booth space. (Includes 6 passes)

## ★ Attendee Badges and Lanyards (\$2,000)

Your company logo will be represented on all attendee badges alongside the presenting sponsor logos and event logo. Your company will have solo representation on lanyards. Badges/lanyards must be worn at all times during conference and all off-site events, giving your company maximum physical exposure. Logo inclusion on event website and attendee guide with recognition as sponsor (Includes 4 passes)

## ★ Registration Area (\$750---2 Available)

Every single person that attends the conference must visit this area. Your support will be the first interaction with attendees. Registration booths will include prominent sponsor logo, which will remain up and running during the entire conference. Logo inclusion on event website and attendee guide with recognition as sponsor. (includes 2 passes)

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# Sponsorship & Branding Opportunities

## ★ Eco Friendly Water Bottles (\$1,500)

Included in all attendee welcome bags will be a reusable water bottle with your branding along with the event logo. (includes 4 passes)

## ★ Commemorative Glassware (\$1,200--2 available)

All attendees will receive this glassware for tastings during all three days of the conference. Your logo will be featured along with event logo (Includes 2 passes)

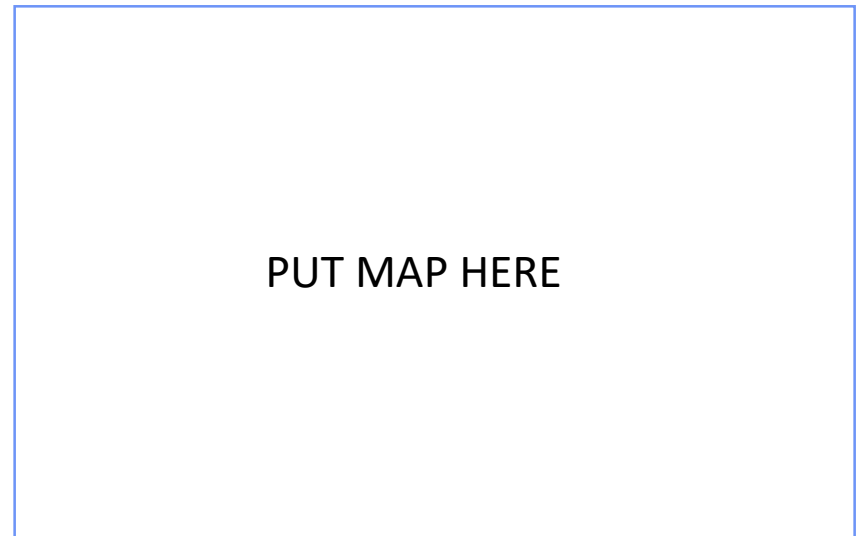
## ★ Seminar Room/ Hospitality Suite

**(\$2,000 with \$500 minimum food order--4 available)**

Opportunity to use room however you like for a period of 90 minutes. We will promote to all registered attendees. Your logo displayed on meter boards in front of seminar rooms during entire conference, as well as on-screen in between seminars. (Includes 2 passes)

## ★ 10x10 Booth with Beer Tap - \$1000 (6 available)

Your 10x10 booth will house your exhibit as well as a beer tap. Beer is served during all hours of the trade show from these 6 booths. Volunteers can be provided to assist in pouring beer. (Includes 2 passes)



# Sponsorship & Branding Opportunities



## **Attendee Welcome Bags (\$3,000)**

Make an impact by having your company logo on attendee bags that all paid attendees will receive upon check-in. Your logo will be displayed on bags along with presenting sponsor logo and event logo. Logo inclusion and recognition as sponsor on event website and in attendee guide. (includes 6 passes)



## **After Party Sponsor (\$1,000)**

Be an official Southern Brewers Conference After-Party Sponsor, putting your brand out in front of all registered attendees. Your company will plan and execute the event and SBC will work with your team to market the event to attendees. 3 after parties available to sponsor Wednesday; earliest start time is 8:30 p.m. 3 parties per night available to sponsor.

**INTERESTED IN ADDING USEFUL ITEMS TO OUR WELCOME BAGS,  
SUCH AS BOTTLE OPENERS, KEY CHAINS, ETC?**

Interested sponsors cover the actual cost to produce plus \$200.

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# Sponsorship & Branding Opportunities

## REACH BEYOND YOUR BOOTH

### TRADE SHOW EXHIBITOR OPTIONS

Exhibitor spaces are available on a  
First-come, first-serve basis.

- 6 - 10x10 with Beer Taps :\$1000 each, including 2 passes
- 10 - 10x10 : \$400 each, including 2 passes
- 2 - 10x20 : \$1200 each, including 4 passes

Booth Space and Sponsorship Opportunities can be combined with a membership to the Arizona Craft Brewers Guild and presented individually.

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# Guild Events



Arizona  
Beer Week  
10 Day  
Event  
Every  
February



Arizona  
Strong Beer  
Festival is  
18 years  
strong and  
attended by  
over 10,000  
people



Real Wild &  
Woody  
Festival  
The Best  
Indoor  
Summer  
Craft Beer  
Festival I



AZBrewCon  
and  
Tradeshow  
An industry  
event



Arizona  
Brewers  
Ball  
For those  
seeking a  
more  
formal  
setting



# The Arizona Craft Brewers Guild



- Established 1998 501( c ) 6
- Mission of education, protection and promotion
- Represent over 100 state licensed breweries
- \$1 billion AZ industry



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WE LOOK FORWARD TO  
WORKING WITH YOU!

[chooseazbrews.com](http://chooseazbrews.com)  
[RealWildandWoody.com](http://RealWildandWoody.com)

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CHEERS!