



AMERICA'S BEER & BEVERAGE DISTRIBUTORS

**86<sup>th</sup> ANNUAL CONVENTION**  
**LAS VEGAS, NV**  
**OCTOBER 8 – 11, 2023**

### RESERVE YOUR SPONSORSHIP

Contact us for more information about sponsorship opportunities and benefits:

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# SPONSORSHIP OPPORTUNITIES

Enhance your company's experience at the 86<sup>th</sup> Annual Convention and Tradeshow in Las Vegas with sponsorships and increase your chances of creating irreplaceable, face-to-face conversations with **highly qualified buyers with purchasing power**. NBWA's unique promotional, digital and branding opportunities were created to provide a **strategic boost** for your brand and create **worthwhile engagement opportunities**- an easy win for you and your team.

Well-rounded sponsorship benefits include prominent logo recognition across NBWA's various promotional media:

- Member Newsletters
- What's On Tap
- Mobile App
- NBWA.org
- Beer Route Newsletter
- Convention Program
- On-site Signage



## STRATEGIC BRAND PLACEMENT

### PROMOTIONAL ITEMS

#### HOTEL KEYCARD ENVELOPES / \$12,000

Place your brand at the fingertips of every attendee with your branded company logo and message on their hotel room keycard envelopes. These sleek envelopes indicating every guests' room number are given to all conference guests at hotel check-in and used to access their rooms throughout their stay.

#### ATTENDEE TOTE BAG / \$10,000

Presented to each NBWA participant at registration, these official conference tote bags are used during and long after the conference, providing maximum marketing impact. NBWA will supply the bags and your company's logo will be prominently co-branded with NBWA for all members to see.

#### LANYARDS / \$10,000 **SOLD**

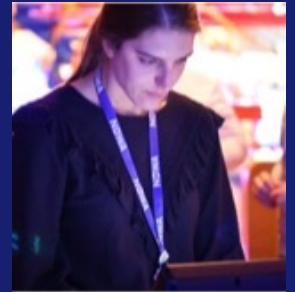
Lanyards provide highly visible recognition throughout the conference. Your logo will appear on all conference lanyards distributed to guests at registration, co-branded with the NBWA logo.

#### BEER CARRIER / \$10,000

Help attendees carry around new products on the trade show floor. Your company designed artwork will be placed on six-pack carriers that attendees will find useful during and after the conference.

#### SUSTAINABILITY SPONSOR / \$7,500 **SOLD**

Put your company message on the recycling bins located throughout the convention and let your message be seen repeatedly as attendees dispose of their cups and other items. Your company-designed artwork will be placed on the 40 gallon, 4 sided corrugated recycle bins, placed strategically throughout the exhibit halls.





## STRATEGIC BRAND PLACEMENT GRAPHICS & SIGNAGE

### MAIN STAIRCASE BRANDING / \$18,000

Make an entrance at NBWA by branding the staircase leading up to the exhibit hall with your company's custom colors, logos, booth number and message. Your unique artwork display will capture the attention of every attendee, every day of the conference. Don't pass up this opportunity to establish your presence in an elegant way at NBWA.



### TV MONITORS / \$12,000

Catch the eye of every attendee as they take the escalators between the exhibit halls. Broadcast your company's message on four (4), 80" monitors located at base of Julius Ballroom Escalators and one (1) 80" monitor at the Octavius to Julius landing that will alternate with convention information.

### DIRECTIONAL SIGNAGE / \$7,500

It's easy to get lost in a convention hall as large as Caesar's Palace, which is why attendees regularly seek out directional signs that help them navigate the convention to find the registration desk, session rooms, 3 exhibit halls and more. Add your logo and booth number to these signs and add a reminder with each glance.



# NBWA

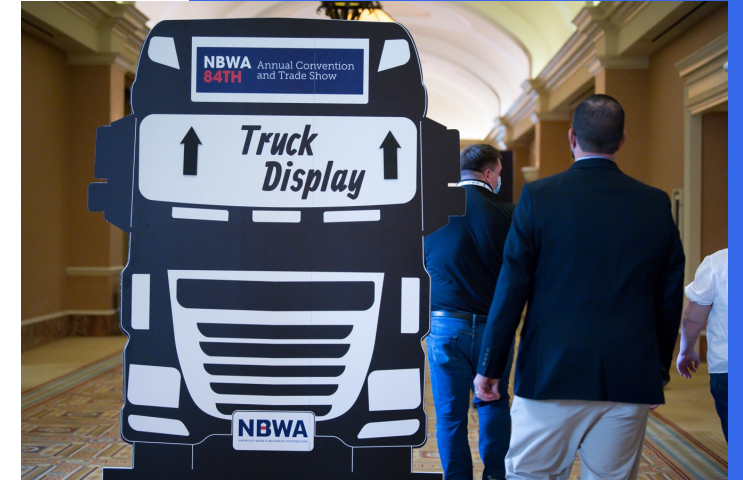
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## STRATEGIC BRAND PLACEMENT GRAPHICS & SIGNAGE

### OUTDOOR TRUCK DISPLAY / \$5,000

Take ownership of the Outdoor Truck Display by branding the path that leads to the display outside of the Julius Ballroom with your logo on all directional signage and a floor decal pathway.



### STANDING SIGN / \$3,000

Get your message in front of attendees directly. Design a standing sign that will be placed in a high traffic area that will help drive attendees to your booth.

### AISLE SIGN / \$1,500

Increase awareness of your company in the NBWA exhibit hall. Your logo will be added to the NBWA Aisle Sign in the exhibit hall and aisle of your choosing. Subject to availability.

### GRAPHIC BRANDING CONTACT FOR PRICING

For details on additional graphic branding opportunities like Registration Branding, Column Wraps, Floor Clings, and more, contact Matt McLaughlin at 312.265.9655 or [matt@corcexpo.com](mailto:matt@corcexpo.com).







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# EVENTS & ACTIVATIONS

## SIGNATURE EVENTS

### BREW LEADERS' BREAKFAST / \$12,500 **SOLD**

The BREW (Building Relationships & Empowering Women) Leaders' Breakfast will host a relevant speaker to present on important industry and leadership topics. Show your support by promoting education and collaboration among NBWA's newest initiative. Benefits include event recognition in digital and print conference materials, on-site signage and the opportunity to provide introductory remarks at the breakfast.



### NEXT GENERATION LEADERS' LUNCH / \$12,500

Align your brand with the future of NBWA by reaching Next Generation members at this educational lunch session. The Next Generation Leaders' Lunch will host a prominent speaker and networking opportunities. Benefits include event recognition in digital and print conference materials, on-site signage, and the opportunity to provide introductory remarks at the lunch.



### NEXT GENERATION LEADERS' RECEPTION / \$12,500

Host one of the most sought-after groups in the industry, the Next Generation leaders, for a fun event to connect with emerging leaders in the beer and beverage industry. Benefits include event recognition in digital and print conference materials, on-site signage, and the opportunity to provide introductory remarks to the next generation of NBWA at the reception. **SOLD**





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# EVENTS & ACTIVATIONS

## SPONSORED SESSIONS

### GENERAL SESSION SPONSOR / \$12,500 **SOLD**

Make your mark by sponsoring the most highly attended sessions of the conference. Your brand will be front and center at the morning's keynote address. Benefits include event recognition in conference materials, your company logo branded on the main stage and signage at the entrances to the ballroom, as well as a video message of your CEO welcoming attendees. Two opportunities available.

### SPONSORED SEMINAR ROOM / \$5,500

NBWA Members rely on the association to curate informative, thought-provoking, and topical seminars featuring knowledgeable and diverse speakers. Align your brand with your session room of choice and support the important educational content that NBWA strives to offer.

### PRESENTING DIVERSITY, EQUITY & INCLUSION SPEAKER CONTACT FOR PRICING

Don't miss the opportunity to sponsor a Diversity, Equity & Inclusion (DEI) expert on the main stage as they share their knowledge around the importance of DEI to the workforce, to thousands of beer and beverage distributors. Benefits include event recognition in conference materials and prominent recognition from the stage with your company's branding displayed as the DEI speaker is introduced.





## EVENTS & ACTIVATIONS

### PRODUCT TASTING POP-UPS

#### EXHIBIT HALL LOUNGE / \$12,500

Take your product tasting to new heights with the sponsorship of your very own beverage station at the food stations on the exhibit hall floor. Along with this unique opportunity to serve your alcoholic beverage outside of your exhibit booth, your company's branding will be displayed in the lounge area for all to see.

#### MORNING COFFEE / \$8,500 *Pending*

Help attendees gear up for the day by hosting the coffee stations before the first seminars of the day and the general session. Benefits include signage recognizing your company at the coffee stations and branded coffee sleeves with your company's logo. Two opportunities available.

#### MORNING QUENCHER / \$6,000

Reach attendees first thing in the morning! Distribute your non-alcoholic beverage to each attendee as they enter the morning General Session. Benefits include tables, signage, refrigeration and serving of your product as well as prominent placement outside of the general session hall, giving you the opportunity to put your product in the hands of every General Session attendee. Two opportunities available.

#### HYDRATION STATION / \$6,000

Give attendees a break with a sample of your non-alcoholic beverage outside of the exhibit hall. Tables, refrigeration, serving of your product and signage recognizing your company as the Hydration Station sponsor will be set up outside the hall just before the official opening, offering optimal foot traffic for your product's distribution.





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# EVENTS & ACTIVATIONS

## WELCOME RECEPTION

### WELCOME RECEPTION MAIN SPONSOR / \$25,000 **SOLD**

Claim NBWA's highly anticipated, kickoff event as your own and bring attendees together to reconnect over cold beer and delicious food. This luxurious reception is set throughout the 7 pools of the Garden of the Gods Oasis at Caesar's Palace. Benefits include: your brand will be recognized in pre-event digital and print materials, social media promotions, and eye-catching on-site signage. Exclusive opportunity.

### DOORBUSTER CABANA / \$8,000

Be the first product attendees try as they walk into the Welcome Reception! Brand ambassadors can distribute a branded item or beverage to all attendees at the reception's main entrance cabana. One opportunity available.

### POOLSIDE CABANA / \$6,000

Host a tasting of your product in your designated Cabana during the 2023 Welcome Reception around the beautiful Caesar's Palace pool. Showcase your product for 2 hours and connect with distributors in a fun environment. All product must be provided by the sponsor. Signage will be included at the entrance to your Cabana. 5 opportunities available. Maximum 5 product types allowed.







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# EVENTS & ACTIVATIONS

## BOARD OF DIRECTORS' EVENTS

### CHAIRMAN'S RECEPTION / \$25,000 **SOLD**

Show your support of the industry and the current NBWA Chairman by sponsoring this event. You'll have the special opportunity to attend and mingle with the NBWA board members and officers in Las Vegas. Your company's branding will be highlighted on-site. Additionally, a representative from your company will have the opportunity to give brief remarks (2 - 3 minutes) and introduce the Chairman.

### BOARD OF DIRECTORS' WELCOME RECEPTION / \$20,000

This is an exclusive opportunity to engage with the early arrival NBWA board members and officers in a casual setting before the convention begins. Your company's branding will be highlighted as board members and officers enter the reception room and at the bar.



## DIGITAL MARKETING

### MOBILE APP & DIRECT EMAIL OUTREACH

#### MOBILE APP / \$10,000 **SOLD**

The official conference mobile app will house all of the important schedule, speaker and exhibit information for attendees. Your company's artwork will be displayed prominently in multiple places on the app, including a banner ad at the bottom of the screen. All ads will link to the sponsor listing within the app where key sponsor information is shown and a URL hyperlink is available.

#### MOBILE APP PUSH NOTIFICATION / \$2,000

Use the push notification to alert attendees to your company promotions and booth giveaways. Send your custom message with optional hyperlinks to the entire NBWA mobile app attendee base during exhibit hall hours. Limited quantity available.

#### REGISTRATION CONFIRMATION EMAIL / \$4,000

Start your convention promotion early by reaching attendees when they register. Your company's hyperlinked banner ad will be included in the registration confirmation email that each attendee receives, guaranteeing an above average open rate. Exclusive opportunity.

#### CUSTOM EMAIL MARKETING / \$5,000

Promote your business and generate leads with a personalized email message sent directly to conference registrants. Sponsor will provide HTML copy and NBWA will send the email to conference attendees. Analytics available. Limited opportunities. Content subject to NBWA approval.

#### EXHIBIT HALL PASSPORT CONTEST / \$750

Utilize this budget friendly tool to generate more foot traffic to your booth. The NBWA Passport Contest is played by conference attendees directly on the conference's official mobile app. Members collect passport stamps at participating booths for the chance to win valuable casino chips. 10 opportunities available.





# DIGITAL ADVERTISING

## WEEKLY DELIVERY

### WEEKLY DELIVERY EMAIL NEWSLETTER

Reach NBWA members and industry leaders year-round with placement in the Weekly Delivery email newsletter, formerly the Daily Brew. Featuring the latest news impacting the beer distribution industry, the Weekly Delivery reaches an audience of over 7,000 distributor members and non-member industry peers. The newsletter is emailed weekly to subscribers every Wednesday, every week of the year. The Weekly Delivery is a digital publication only.

#### TOP BANNER AD

The Top Banner Ad is the first image presented to the reader in the Weekly Delivery. Your 600 X 68 pixel ad will hyperlink to the URL of your choice.

- \$1,000 per week
- \$1,500 per weeks surrounding Convention (9/25/23, 10/2/23 & 10/9/23)

#### PAID ASSOCIATE MEMBER VIEWPOINT

In addition to NBWA members' benefit of the publishing of a quarterly Associate Member Viewpoint, you can purchase additional space a la carte.

- \$500 per day

#### MIDDLE UNIT AD

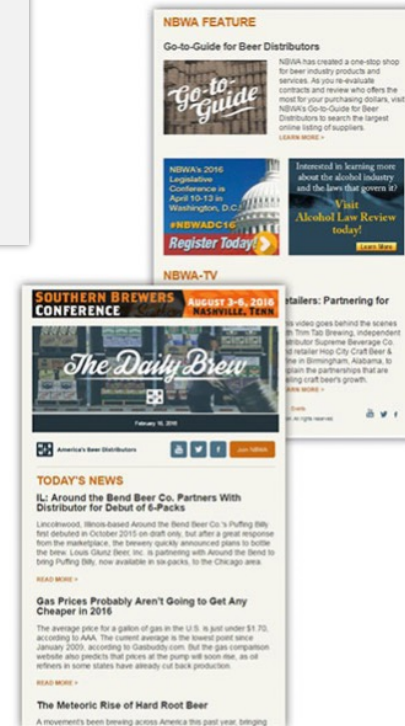
The Middle Unit Ad is a great way to catch readers' attention as they're catching up on the newsletter. Your 280 X 233 pixel ad will hyperlink to the URL of your choice.

- \$500 per week
- \$750 per weeks surrounding Convention

#### AD TAKEOVER PACKAGE

Earn a complimentary middle unit ad when you purchase the Ad Takeover Package. The bundle includes the Top Banner Ad and 2 middle unit ads, rounding out the entire newsletter with your advertisements.

- \$1,500 per week
- \$2,250 per weeks surrounding Convention



# DIGITAL ADVERTISING

## WHAT'S ON TAP

### WHAT'S ON TAP CONVENTION NEWSLETTER

The What's On Tap newsletter is the official daily newsletter of the NBWA convention. This daily, digital update is sent to attendees and exhibitors every morning of the convention with daily event news and information. The What's On Tap newsletter is a digital publication only, with daily distribution during the week of the fall convention beginning Sunday, October 8, 2023.

#### BANNER AD

The clickable Banner Ad catches the attention of every attendee as they look for the latest convention updates. Your 600 X 68 pixel ad will hyperlink to the URL of your choice.

- \$2,000 per day

#### SPONSOR SPOTLIGHT PARAGRAPH

Use this premier location to feature your company's latest product or service, or promote your exhibit booth presence at the conference. This space contains a 50 word paragraph to grab the reader's attention, and a "learn more" link that will route to the URL of your choice.

- \$2,000 per day

#### BANNER AD / SPONSOR SPOTLIGHT PARAGRAPH COMBO

Make the most of your What's On Tap investment by combining the Banner Ad and Sponsor Spotlight Paragraph all in one newsletter. The banner ad and article hyperlinks can route to the same or different URLs.

- \$3,800 per day





## PRINT ADVERTISING CONVENTION MATERIALS

### BEER ROUTE NEWSLETTER

The Beer Route Newsletter gives the latest on the beer distribution industry and provides an update on recent activities going on at NBWA. The Beer Route is published twice every year, with the spring edition published during NBWA's Legislative Conference, and the fall edition published during NBWA's Annual Convention. The newsletter is distributed in print at the meetings and is made available at nbwa.org.

#### Quarter Page Ad

- \$1,000

#### Half Page Ad

- \$1,750

#### Full Page Ad

- \$3,000

### CONVENTION PROGRAM

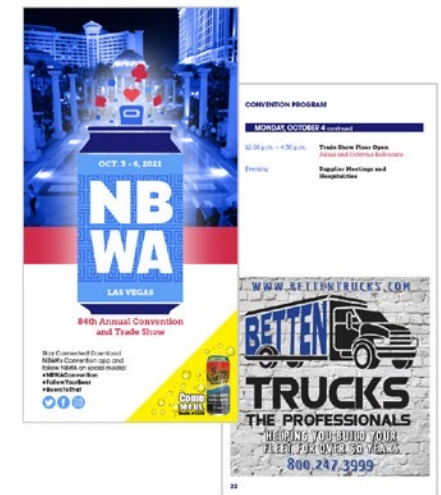
The NBWA Convention Program is the full overview of the conference, where attendees will look to for general information, the agenda, session descriptions, speaker bios, floor plans, and more. The program is distributed in print at the convention.

#### Half Page Ad

- \$1,500

#### Full Page Ad

- \$3,000





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## CONTACT US

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*Sponsorship management for the 86th  
Annual NBWA Convention & Trade  
Show provided by Corcoran  
Expositions, Inc.*

# CUSTOM SPONSORSHIPS

## IDEAS THAT ALIGN WITH YOUR STRATEGY

We understand that every exhibiting team has a goal to reach, budget numbers to consider, and a strategy in mind for a successful conference. Whether it be head-turning convention branding, smart logo placement on a new promotional item, or other new and custom ideas, we're here to help your vision come to life. Many opportunities are first come, first served, so don't wait to contact us to discuss your goals and book your sponsorship.



## PREMIUM EXHIBIT BOOTHS

Looking for an easy way to heighten your visibility? Consider a Premium Exhibit Booth on the show floor.

Benefits include:

- Premium location in exhibit hall
- Logo and booth number on aisle sign
- 2'x2' floor cling booth decal
- Beer Route Newsletter Ad
- Weekly Delivery Email Newsletter Ad
- Highlighted exhibitor listing in program
- Highlighted exhibitor listing in mobile app
- One complimentary convention registration

Contact: Chuck Wagner • 708.507.0061 • [Chuck@corcexpo.com](mailto:Chuck@corcexpo.com)