

NBWA

AMERICA'S BEER & BEVERAGE DISTRIBUTORS

**87TH ANNUAL CONVENTION
AND PRODUCT SHOWCASE**
SEPTEMBER 29 - OCTOBER 2, 2024
SAN DIEGO, CA

SPONSORSHIP OPPORTUNITIES





INCREASE BRAND AWARENESS WITH NBWA SPONSORSHIPS

Enhance your exhibiting experience at NBWA's 87th Annual Convention and Product Demonstration Showcase with sponsorship and increase your chances of creating irreplaceable, face-to-face conversations with highly qualified buyers with purchasing power.

Sponsorship elevates your visibility among distributors and decision makers from across the country. Your sponsorship investment will include recognition across NBWA's various promotional media:

- Logo recognition at NBWA.org
- Logo recognition in the digital What's on Tap Newsletter
- Logo recognition in convention mobile app
- Logo recognition in the printed Beer Route Newsletter
- Logo recognition in the printed Convention Program
- Logo recognition on on-site sponsorship signage

CONTACT US TO RESERVE YOUR SPONSORSHIP

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BRANDING OPPORTUNITIES

HOTEL KEYCARD ENVELOPES \$15,000

Place your brand at the fingertips of every attendee with your branded company logo on every hotel room keycard envelope. These sleek envelopes indicating every guests' room number are given to all conference guests at hotel check-in.

ATTENDEE TOTE BAG \$10,000 PENDING

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 co-branded with the NBWA logo.

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.

NEW! SESSION RESOURCES \$10,000

NBWA attendees looking for a pen or notepad will be relieved to see the session resource tables located near the session rooms. Co-branded notepads and pens featuring your company logo and the NBWA logo will be placed on tables in the session halls, complete with signage indicating your sponsorship.



NEW! CONVENTION AGENDA

\$7,500

As the official sponsor of the NBWA Convention Agenda, you'll receive logo recognition on every format of this important information resource, including: the agenda standing signage at registration, the agenda page on the NBWA mobile app, and on the agenda listing in the printed Convention Program.

SUSTAINABILITY SPONSOR \$7,500 **PENDING**

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.

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.



NEW! FLOOR DECAL PATHWAY **\$2,500**

Lead attendees to your booth on the exhibit floor with floor decals. Prominently feature your company brand with four (4) custom clings on the floor of the NBWA Exhibit Hall. Limited availability.

NEW! PASSPORT TO COFFEE **\$2,000**

Grab the attention of attendees the moment they enter the exhibit hall! Signage at the hall entrance and a push notification will let attendees know they can collect a free, \$5.00 Starbucks gift card by visiting your booth. Sponsorship includes 50, \$5.00 Starbucks gift cards in a custom-branded gift cardholder. Submit your artwork for the branded envelope and NBWA will take care of the rest! Three opportunities available.

CUSTOM BRANDING AND IDEAS

San Diego's Manchester Grand Hyatt offers a variety of high-visibility branding locations. Contact us for details on fantastic custom branding opportunities like Registration Branding, Column Wraps, Escalator Clings, Staircase Clings, and more.

Do you have a unique idea to present your product or service to NBWA attendees through a sponsorship? Let's talk! We can customize a sponsorship package that aligns with your company's mission and goals.



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EXPERIENCES & 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 San Diego. 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' RECEPTION **\$20,000 PENDING**

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.



NEXT GENERATION LEADERS' BREAKFAST/LUNCH **\$12,500**

SOLD

Align your brand with the future of NBWA by reaching Next Generation members at this educational breakfast or lunch session that includes 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 session.

NEXT GENERATION LEADERS' RECEPTION **\$12,500 SOLD**

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.

WELCOME RECEPTION MAIN SPONSOR \$25,000 PENDING

Claim NBWA's highly anticipated, kickoff event as your own and bring attendees together to reconnect over cold beer and delicious food. Benefits include: recognition in pre-event digital and print materials, and on-site signage. Exclusive opportunity.



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.



DISTRIBUTOR MEMBER MEETING \$12,500 SOLD

Sponsorship of the Distributor Member Meeting puts your brand directly in front of this highly attended, Sunday afternoon meeting. 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 from your company welcoming distributors.



BREW LEADERS' BREAKFAST / LUNCH

\$12,500 PENDING

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



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 in the workforce to thousands of beer and beverage distributors. Benefits include event recognition in digital and print conference materials and prominent recognition from the stage as the DEI speaker is introduced during the General Session.

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 napkins with your company's logo. 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. One opportunity 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. One opportunity available.



DIGITAL MEDIA OPPORTUNITIES

REGISTRATION CONFIRMATION EMAIL \$4,000 PENDING

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.

MOBILE APP ANALYTICS	
YEAR	DOWNLOAD RATE
2023	48%
2022	41%
2021	54%

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.

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.

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 OPPORTUNITIES

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 average audience of 7,800 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

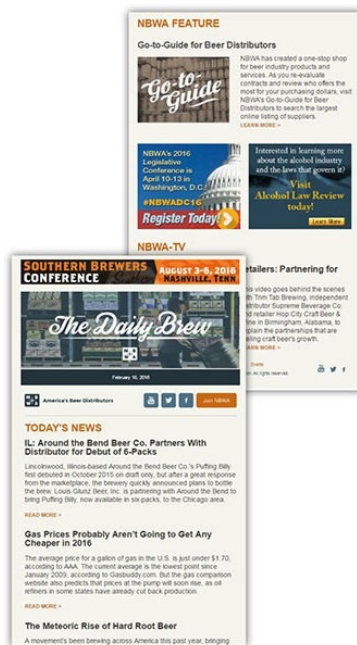
The Top Banner Ad is the first image presented to the reader in the Weekly Delivery. Your 600 X 68 pixel ad will hyperlink to the URL of your choice.

- \$1,000 per week
- \$1,500 per weeks surrounding Convention

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



WEEKLY DELIVERY ANALYTICS

YEAR	OPEN RATE	CLICK-TO-OPEN RATE
2023	38%	21%
2022	33%	10%
2021	26%	16%

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

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

*Publication dates surrounding convention week are 9/18/24, 9/25/24 & 10/2/24.

WHAT'S ON TAP NEWSLETTER

The What's On Tap newsletter is the official daily newsletter of the NBWA convention. This daily, digital update is sent to all registered convention attendees the 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, September 29, 2024.

BANNER AD \$2,000

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.

SPONSOR SPOTLIGHT PARAGRAPH \$2,000

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.

BANNER AD AND SPONSOR SPOTLIGHT PARAGRAPH COMBO \$3,800

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.

WHAT'S ON TAP ANALYTICS	
YEAR	OPEN RATE
2023	53.60%
2022	56.40%
2021	52.71%
2020	53%



PRINT ADVERTISING OPPORTUNITIES

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.

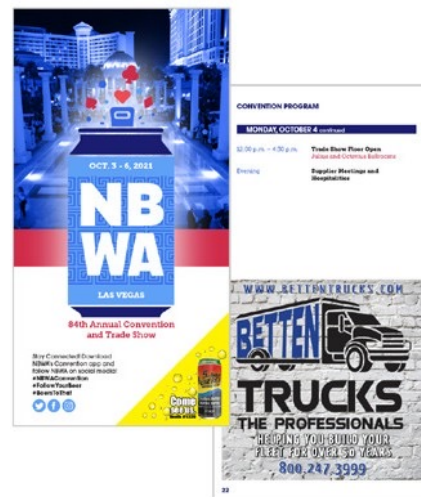
- QUARTER PAGE AD: \$1,000
- HALF PAGE AD: \$1,750
- FULL PAGE AD: \$3,000



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



NBWA ADVERTISING RATES AND MATERIALS SUMMARY

DAILY BREW (DIGITAL)				
AD	RATE	CONVENTION RATE*	SIZE	TYPE
Top Banner Ad	\$1,000 per week	\$1,500	600 x 68 pixels	JPG or PNG
Middle Unit Ad	\$500 per week	\$750	280 x 233 pixels	JPG or PNG
Ad Takeover Package	\$1,500 per week	\$2,250	Banner + 2x Middle Unit	JPG or PNG
Associate Member Viewpoint	\$500 per day		Article Title, Overview (2-3 Sentences) & URL	

*Adjusted pricing for weeks surrounding Convention (9/18/24, 9/25/24 & 10/2/24.)

WHAT'S ON TAP (DIGITAL)				
AD	RATE	SIZE	TYPE	HYPERLINK
Banner Ad	\$2,000 per day	600 x 68 pixels	JPG or PNG	URL link to website
Sponsor Spotlight Paragraph	\$2,000 per day	Paragraph: 50 words		URL for "learn more" link
Combo	\$3,800 per day	Ad + Paragraph		URLs for both

BEER ROUTE (PRINT)				
AD	RATE	SIZE	BLEED	SPECS
Quarter Page Ad	\$1,000	3.5" w x 4.5" h	No bleed	File type: PDF or JPEG Resolution: 300 dpi Full Color – CMYK
Half Page Ad	\$1,750	7.5" w x 4.5" h	No bleed	
Full Page Ad	\$3,000	9.5" w x 11" h	Bleed	

CONVENTION PROGRAM (PRINT)				
AD	RATE	SIZE	BLEED	SPECS
Half Page Ad	\$1,500	4.125" w x 4.125" h	No bleed	File type: PDF or JPEG Resolution: 300 dpi Full Color – CMYK
Full Page Ad	\$3,000	4.125" w x 8.5" h	Bleed	

ADVERTISING DEADLINES

Print reservations must be made by Friday, August 9, 2024.
 Print materials must be submitted to emcelherne@corcexpo.com by Thursday, September 5, 2024.
 Digital materials must be submitted to emcelherne@corcexpo.com by Friday, September 13, 2024.

CONTACT US TO RESERVE YOUR ADS

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