

NBWA

AMERICA'S BEER & BEVERAGE DISTRIBUTORS

88TH ANNUAL CONVENTION AND TRADE SHOW
OCTOBER 12 - 15, 2025
CAESAR'S PALACE, LAS VEGAS

SPONSORSHIP FIRST LOOK

A blue-tinted photograph of several beer bottles on a tray, with a red diagonal stripe at the bottom right.



INCREASE BRAND AWARENESS WITH NBWA SPONSORSHIPS

Enhance your exhibiting experience at NBWA's 88th Annual Convention and Tradeshow with sponsorships 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 convention program
- Logo recognition on on-site sponsorship signage

CONTACT US TO RESERVE YOUR SPONSORSHIP

EMMA MCELHERNE
Sponsorship Manager
312-265-9638
emcelherne@corcexpo.com

MATT MCLAUGHLIN
Sponsorship Sales
312-265-9655
matt@corcexpo.com

WILLIE REED
Senior Director of Sales and Marketing
703.683.4300
wreed@nbwa.org

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.

SEMINAR NOTEPADS & PENS \$12,500

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.

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 co-branded with the NBWA logo.

WATER BOTTLES \$18,000

Sponsor these sleek, 17-ounce glass bottles with silicone sleeves and bamboo lids and straws that attendees will seek out! Your logo will appear on all conference water bottles distributed to guests at registration, co-branded with the NBWA logo.

LANYARDS \$12,500

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.





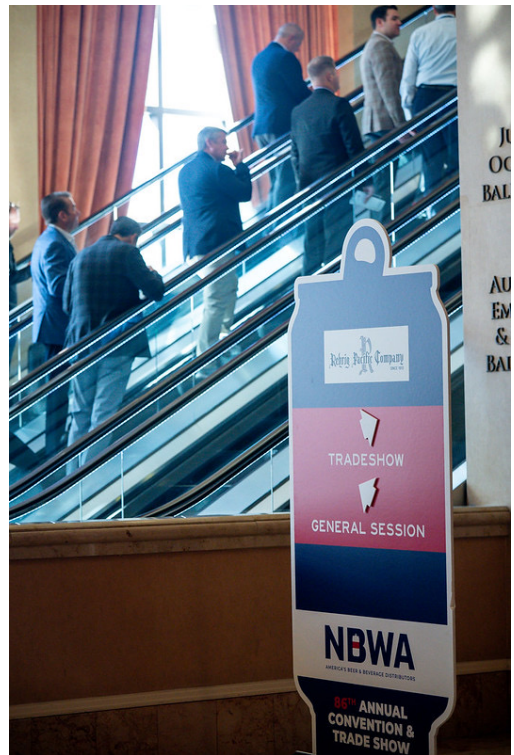
CONVENTION AGENDA \$8,500

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, Annual Convention newsletters to attendees, and on the agenda listing in the printed Convention Program.



SUSTAINABILITY SPONSOR \$8,000

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.



DIRECTIONAL SIGNAGE \$8,000

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.

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.

COFFEE QUEST \$2,500

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 100, \$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.



FLOOR DECAL PATHWAY \$2,000

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.

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.



EXPERIENCES & EVENTS

CHAIRMAN'S RECEPTION

\$25,000



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, and 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.

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.

BOARD OF DIRECTORS'

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.



GENERAL SESSION SPONSOR

\$15,000



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

\$15,000



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.

SPONSORED SEMINAR ROOM

SIGN

\$1,000

NBWA Members rely on the association to curate informative, thought-provoking, and topical seminars featuring knowledgeable and diverse speakers. If a representative from your company is chosen to present, you can show your support for the important educational content that NBWA strives to offer by sponsoring the seminar. Sponsorship includes your company logo on the 22" X 28" sign at the seminar room entrance. Subject to NBWA approval.



WELCOME RECEPTION MAIN

SPONSOR \$30,000



Sponsor NBWA's highly anticipated, kickoff event 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.



DOORBUSTER CABANA \$15,000

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.



PRODUCT TASTING CABANA \$10,000

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. 4 opportunities available. Maximum 3 product types allowed.

DRONE ADVERTISING \$5,000

Put your name in lights at NBWA – literally! New this year, attendees will be delighted with a custom Drone Show during Sunday evening's Welcome Reception. Your company's logo will appear in a sequence of formations alongside NBWA association logos and welcome messages. Don't miss this unique opportunity to feature your branding in the sky above Caesar's Palace!

MORNING COFFEE \$8,500

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.



FIRST IMPRESSION POP-UP TASTING \$6,500

Every sip counts at the Annual Convention, and you can be the first to offer distributors a sample of your non-alcoholic beverage on their way to the exhibit hall. Tables, refrigeration, serving of your product and signage recognizing your company as the Pop-Up sponsor will be set up outside the hall entrance just before the official opening, offering optimal foot traffic for your product's distribution. One opportunity available.



MORNING QUENCHER \$6,500

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 \$5,000

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.

MOBILE APP ANALYTICS

YEAR	DOWNLOAD RATE
2023	48%
2022	41%
2021	54%

MOBILE APP \$12,500

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 \$2,500

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 great prizes. 12 opportunities available.

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 10/1/25, 10/8/25 & 10/15/25.



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, October 12, 2025.

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.

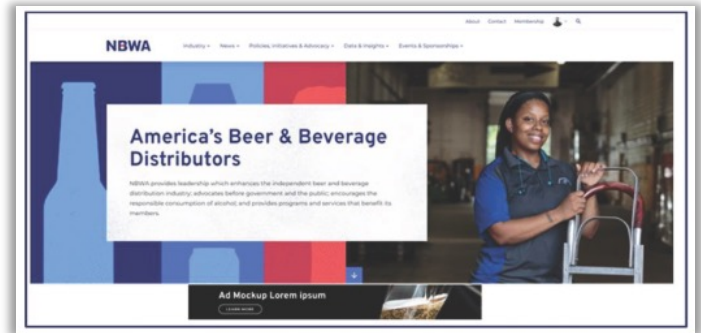
WHAT'S ON TAP ANALYTICS	
YEAR	OPEN RATE
2023	53.60%
2022	56.40%
2021	52.71%
2020	53%



NEW!

NBWA.ORG BANNER AD

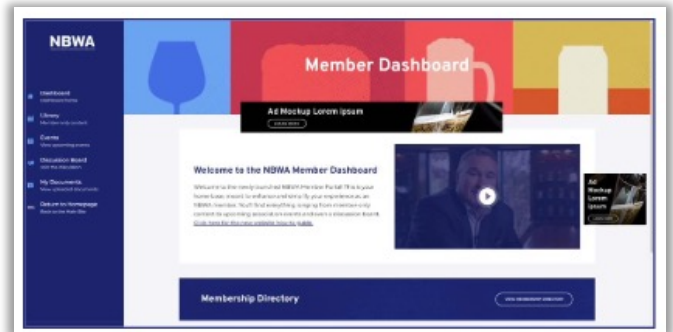
Showcase your product or service to beverage distributors straight from the source. Host a banner ad on the most frequented pages of nbwa.org. Your 728 X 90 pixel banner ad will hyperlink to the URL of your choice. Analytics can be provided and will include the number of views per day. Cost includes desktop and mobile viewing.



EVENTS PAGE

\$500 PER MONTH

Reach attendees as they navigate to the Annual Convention information source.



MEMBER DASHBOARD

\$1,000 PER MONTH

Advertise where the “members only” and key industry information is located.

PRINTED 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

WEEKLY DELIVERY (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 (10/1/25, 10/8/25 & 10/15/25).

WHAT'S ON TAP (DIGITAL)			
AD	RATE	SIZE	TYPE
Banner Ad	\$2,000 per day	600 x 68 pixels	JPG or PNG
Sponsor Spotlight Paragraph	\$2,000 per day	Paragraph: 50 words	
Combo	\$3,800 per day	Ad + Paragraph	

NBWA.ORG BANNER AD (DIGITAL)			
AD	RATE	SIZE	TYPE
Events Page	\$99 per month	728 x 90 px (desktop) + 300 x 250 px (mobile)	JPG or PNG
Member Dashboard	\$199 per month	728 x 90 px (desktop) + 300 x 250 px (mobile)	JPG or PNG

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 AI 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 8, 2025.

Print materials must be submitted to emcelherne@corcexpo.com by Thursday, September 11, 2025.

Digital materials (including the URL for the hyperlink) must be submitted to emcelherne@corcexpo.com by Thursday, September 11, 2025.

CONTACT US TO RESERVE YOUR ADS

EMMA MCELHERNE
Sponsorship Manager
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