

# NBWA

AMERICA'S BEER & BEVERAGE DISTRIBUTORS

89TH ANNUAL CONVENTION AND PRODUCT SHOWCASE

OCTOBER 11-14, 2026

HYATT REGENCY ORLANDO | ORLANDO, FL

# SPONSORSHIP OPPORTUNITIES

## FIRST LOOK



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# MAXIMIZE YOUR EXHIBITING INFLUENCE WITH NBWA SPONSORSHIPS

NBWA is taking the Product Showcase to Orlando, Florida for the 89<sup>th</sup> Annual Convention in 2026, which will provide a ton of fun and unique sponsorship opportunities around the Hyatt Regency Orlando. Enhance your exhibiting experience at NBWA with sponsorships and increase your chances of creating irreplaceable, face-to-face conversations with highly qualified buyers with purchasing power.

Whether your marketing strategy needs a product tasting pop-up, an eye-catching branding piece, digital advertisements, or a custom activation, NBWA's sponsorship program offers creative solutions for capturing the attention of influential distributors.

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:

- Sponsor recognition at NBWA.org
- Sponsor recognition in the digital What's on Tap Newsletter
- Sponsor recognition in convention mobile app
- Sponsor recognition in the printed convention program
- Sponsor recognition on on-site sponsorship signage



# 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



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 \$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.

## 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.

## 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.



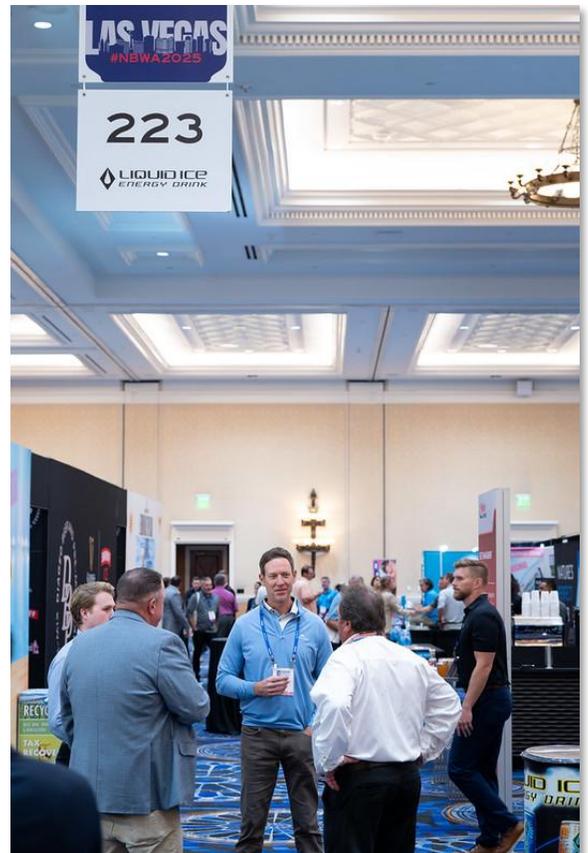
## COFFEE QUEST \$2,500

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 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! Four opportunities available.



## EXHIBIT HALL BOOTH CRAWL \$1,000

Utilize this budget friendly tool to generate more foot traffic to your booth. The Exhibit Hall Booth Crawl is played by attendees who are incentivized to collect stamps at participating booths for the chance to win high value Caesar's Palace casino chips. 10 opportunities available.



## 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.

## 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.

## REGISTRATION BRANDING

\$18,500

Show your partnership with NBWA by adding your logo to the Registration Branding. Sponsorship includes logo on Registration desk kick panels and overhead banners.



## 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.



## BACKLIT STANDING SIGN

**\$9,000**

Let your message shine with this update to the traditional standing sign. These lighted, double-sided meter boards are sure to capture everyone's attention at registration.



## LED VIDEO WALLAD \$5,000

Step up your booth promotion at NBWA with an eye-catching advertisement displayed on 27" by 80" video screens at two separate locations around the convention. Your 15 second static graphic or video ad will rotate throughout the entire week alongside NBWA convention information at registration and near the exhibit halls. Subject to minimum of 2 reservations. Maximum 6 advertisements will be sold.



## 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.





## STACKED CUBES \$8,000

Your company designed artwork will be placed on 3, stacked, 4-sided square cubes. Each side measures 36" X 36" and there are a total of 12 sides available for branding on the top and bottom cubes. These will be placed in high traffic areas within the conference. Four opportunities available.



## CUSTOM BRANDING

For details on additional graphic branding opportunities like Escalator Clings, Staircase Branding, Column Wraps, Hanging Banners and more, contact Emma McElherne at [emcelherne@corcexpo.com](mailto:emcelherne@corcexpo.com).



# EXPERIENCES & EVENTS

## GENERAL SESSION KEYNOTE SPEAKER SPONSOR \$100,000



Position your brand at the forefront of the beer industry by sponsoring the Keynote Speaker during the General Session- the most highly attended session of the conference. This exclusive opportunity offers unparalleled visibility and engagement with industry leaders. Benefits include the opportunity to introduce the Keynote Speaker and share brief remarks about your company, the opportunity to connect with NBWA President/CEO and current NBWA Board Chairperson prior to the Keynote, and a potential meet and greet with the keynote Speaker. Your company logo will be prominently featured on the main stage, visible in pre-event materials, social promotions, the conference website, and on print signage at the session.

## 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.

## 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.

## 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.

## 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.

## 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.



## BOARD OF DIRECTORS' MEETING SPONSOR \$12,500

Claim this unique opportunity to be front and center in front of 70+ Board Members at the morning Board of Directors meeting. Benefits include a 2-3 minute video shown and introduced by the Chairman of the Board, your company logo on monitors at the meeting, on the conference website, marketing emails and digital promotions. Two opportunities available.

## BOARD OF DIRECTORS' BREAKFAST SPONSOR \$7,500

Provide NBWA Board of Directors with a delicious breakfast as they meet during the Annual Convention. Your company's branding will be displayed on signage at the serving stations and tables at the lunch, on the conference website, in marketing emails and digital promotions.

## BOARD OF DIRECTORS' LUNCH SPONSOR \$7,500

Provide NBWA Board of Directors with a delicious lunch as they meet during the Annual Convention. Your company's branding will be displayed on signage at the serving stations and tables at the lunch, on the conference website, in marketing emails and digital promotions. Two opportunities available.

## 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.

## BOARD OF DIRECTOR MEETING WI-FI \$15,000

Sponsor the Wi-Fi network reserved for the Board of Directors' meetings leading up to the trade show. Sponsorship includes a branded login page, signage and recognition in pre-meeting communications.



## 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.



## WELCOME RECEPTION PHOTO BOOTH \$20,000

Attendees will love commemorating their time at the Welcome Reception with friends in the open-air photo booths. Benefits include sponsor logo on printed and digital copies of attendee photos in addition to the NBWA logo, and decal branding on both photo booth cameras.



## 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.

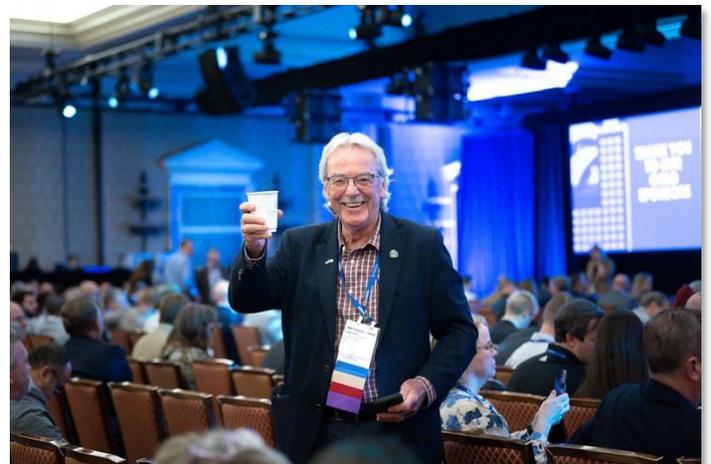
## FIRST IMPRESSION POP-UP TASTING \$6,500

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



Place 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 \$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.

### MOBILE APP ANALYTICS

YEAR	DOWNLOAD RATE
2024	51%
2023	48%
2022	41%

# 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
2024	37%	10%
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 9/30/26, 10/7/26 & 10/14/26.**



## 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
2024	59%
2023	53.60%
2022	56.40%
2021	52.71%



## 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

**\$1,000 PER MONTH**

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



## MEMBER DASHBOARD

**\$500 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 (9/30/26, 10/7/26 & 10/14/26).

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 Thursday, September 3, 2026.

Print materials must be submitted to [emcelherne@corcexpo.com](mailto:emcelherne@corcexpo.com) by Thursday, September 10, 2026.

Digital materials (including URLs) must be submitted to [emcelherne@corcexpo.com](mailto:emcelherne@corcexpo.com) by Thursday, September 10, 2026.

## CONTACT US TO RESERVE YOUR ADS

**EMMA MCELHERNE**  
Sponsorship Manager  
312-265-9638  
[emcelherne@corcexpo.com](mailto:emcelherne@corcexpo.com)

**MATT MCLAUGHLIN**  
Sponsorship Sales  
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Prospectus photos: Liz Lynch