

SPONSORSHIP OPPORTUNITIES

INNOVATION SHOWCASE



BIECC Showcase Premier Sponsor / \$10,000 - Sold

Position your brand as the conference's premier partner—the name attendees see first. This top-tier opportunity delivers dominant visibility across key attendee touchpoints, including pre-event materials, the event website, and social promotions. You'll also benefit from consistent recognition in onsite branding and high-traffic moments where attendees naturally engage. The result is sustained awareness and strong association with the conference experience from the first announcement through the final recap.



BIECC Showcase Reception Sponsor / \$10,000 - Sold

Host one of the most dynamic and influential groups in the industry—the Beer Industry Electronic Commerce Coalition—for an engaging reception that connects your brand with forward-thinking leaders across the beer and beverage space. This opportunity delivers meaningful visibility through pre-event promotions, the event website, and social channels, along with on-site branding and the chance to welcome attendees with brief remarks at the reception.



BIECC Showcase Happy-Hour Sponsor / \$7,500 - Sold

Host the Happy Hour at the BIECC Innovation Showcase and position your brand at the center of industry connections and emerging ideas. This exclusive sponsorship brings together NBWA distributor members, BIECC partners, and beverage suppliers for a relaxed, high-energy networking opportunity kicking off the showcase for early arrivals. This opportunity delivers meaningful visibility through pre-event promotions, the event website, and social channels, along with on-site branding.



BIECC Showcase Beverage Sponsor / \$5,000 - Available (multiple)

Get your brand noticed as an Official Beverage Station Sponsor during the BIECC Innovation Showcase. Be the brand attendees thank when they grab a cold one and connect with peers between & during sessions. Beverage companies may feature a product in the offerings, with prominent branding at the serving area and visibility across pre-event promotions, the event website, conference signage, and social media.



BIECC Showcase Snack Sponsor / \$2,500 - Available (multiple)

Keep attendees energized as an Official Snack Sponsor during the BIECC Innovation Showcase. Your brand will be front and center as participants refuel and connect between sessions, creating natural moments for visibility and engagement. Sponsorship includes prominent branding at the snack station along with exposure across pre-event materials, the event website, conference signage, and social media promotions.

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▶ **WEBINAR**

BIECC Showcase Pre-Event Webinar Sponsor / \$5,000 - Available

Position your brand front and center ahead of the BIECC Innovation Showcase by sponsoring a pre-event webinar designed to build excitement and drive attendance. The webinar will highlight what attendees can expect from the Showcase, including program highlights, format, timing, and key themes. As the webinar sponsor, your company will be recognized and invited to offer opening remarks to welcome attendees. It's a high-impact opportunity to engage innovation-focused leaders and set the stage for meaningful conversations at the conference. This opportunity delivers meaningful visibility through pre-event promotions, the event website, and social channels, along with on-site branding.



▶ **WEBINAR**

BIECC Showcase Post-Event Webinar Sponsor / \$5,000 - Available

Extend your brand's impact beyond the BIECC Innovation Showcase by sponsoring a post-conference webinar focused on key takeaways and innovation trends discussed during the program. The webinar will recap highlights from the Showcase, reinforce key themes, and offer attendees continued insight into what's shaping the future of the beer and beverage industry. As the webinar sponsor, your company will be recognized and invited to share opening remarks. This opportunity provides meaningful visibility following the conference through webinar promotions, the event website, and social channels—keeping your brand engaged with innovation-focused leaders long after the Showcase concludes.



BIECC Showcase What's on Tap Email Sponsor / \$3,500 - Available

Position your brand as a clear collaborator in conference communications reaching every attendee ahead of the event. This high-impact email opportunity includes a featured banner advertisement, and a dedicated 50-word sponsorship spotlight placed mid-communication to capture attention at peak engagement. Your message will appear alongside essential conference details such as the schedule and presenters, ensuring strong visibility and brand recall before attendees arrive. This opportunity delivers meaningful visibility through pre-event promotions, the event website, and social channels, along with on-site branding.



BIECC Pen & Notebook Sponsor / \$5,000 - Sold

Innovation Showcase attendees will appreciate having co-branded notepads and pens featuring your company logo alongside the NBWA logo readily available at their seats. These useful, high-visibility items will be placed on attendee seats throughout the showcase room, reinforced with signage recognizing your sponsorship. This is an effective way to keep your brand in hand and top of mind during the conference, and post event. This opportunity delivers meaningful visibility through pre-event promotions, the event website, and social channels, along with on-site branding.

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BIECC Showcase Microphone Sponsor / \$5,000 - *Available!*

Your organization will be the official microphone at the Innovation Showcase. All attendees will see and “hear” loud and clear that you are a supporter of having voices heard. Your brand will be on each of the mics in the sessions, visible in pre-event materials, the event website, and social promotions leading up to the conference.



BIECC Chair-Back Sponsor / \$5,000 - *Sold*

Put your brand directly in front of the Innovation Showcase audience as the Main Stage Chair-Back Sponsor. Your logo will be prominently displayed on the chair backs facing the stage—delivering uninterrupted, high-impact visibility throughout every presentation. This premium placement ensures your brand remains front and center during the most attended portions of the Showcase. This opportunity delivers meaningful visibility through pre-event promotions, the event website, and social channels, along with on-site branding.



BIECC Showcase Gong Sponsor / \$5,000 - *Sold*

Be part of one of the most talked-about moments of the BIECC Innovation Showcase as the official Gong Sponsor. This playful, high-visibility centerpiece serves as a lighthearted reminder for presenters to stay on time—ensuring energy stays high and the program runs smoothly. Your brand will be prominently associated with every “time’s up” moment, earning laughs, attention, and strong recall from both presenters and attendees. It’s a unique way to stand out, support the flow of the Showcase, and align your brand with the fun side of innovation. This opportunity delivers meaningful visibility through pre-event promotions, the event website, and social channels, along with on-site branding.



BIECC Showcase Merch Sponsor / Reach out for pricing - *Available!*

Take your sponsorship beyond the event itself by co-branding premium merchandise with the BIECC Innovation Showcase and your company. These co-branded items will be distributed to all Innovation Showcase attendees, keeping your brand in hand and top-of-mind long after the program ends. It’s a standout way to align with one of the industry’s most forward-looking initiatives, supported by visibility on the conference website, social posts, and pre-event emails, plus on-site branding during the Showcase.



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BIECC Dave Christman Swag Sponsor / \$7,500 - *Available (multiple)*

Put your brand front and center at the BIECC Innovation Showcase by swagging up Dave Christman, the face and energy behind the program. This unique sponsorship places your branded apparel or gear on Dave throughout the event—creating organic visibility during key moments, stage time, networking, and attendee interactions. It's a memorable way to align your brand with the Innovation Showcase while standing out in photos, social content, and conversations. This opportunity delivers high-impact exposure tied directly to one of the most recognizable leaders of the event. This opportunity delivers meaningful visibility through pre-event promotions, the event website, and social channels, along with on-site branding.



For additional BIECC Innovation Showcase sponsorship opportunities please reach out.

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