

NBWA

AMERICA'S BEER & BEVERAGE DISTRIBUTORS

89TH ANNUAL CONVENTION AND PRODUCT SHOWCASE
OCTOBER 11-14, 2026

HYATT REGENCY ORLANDO | ORLANDO, FL

SPONSORSHIP OPPORTUNITIES

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OPTIMIZE YOUR MARKETING STRATEGY WITH SPONSORSHIPS & BRANDING

NBWA is taking the Product Showcase to Orlando, Florida for the 89th 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



SPONSORSHIP OPPORTUNITIES

HOTEL KEYCARDS \$25,000



Your company logo will appear on every pair of hotel keycards handed to NBWA attendees when they register for their hotel stay at the Hyatt Regency Orlando. Don't miss this clever opportunity for brand visibility, right from the start of the convention.

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.

HOTEL KEYCARD ENVELOPES \$20,000

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.

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.



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.



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 prizes. 10 opportunities available.

HYATT REGENCY ORLANDO BRANDING

REGISTRATION COLUMNS

\$15,000 FOR 2 COLUMNS

\$25,000 FOR ALL 4 COLUMNS



Call attention to your brand with this unique location. Claim 2 or all 4 of these 9' tall columns with a 10' circumference. Attendees will walk through the columns to reach registration, the exhibit hall, and sessions, and the top 22" will feature NBWA branding.



REGISTRATION ESCALATORS

\$25,000



This branding package on the main escalators attendees will take to the convention features branding in 3 separate locations: 24' single sided glass clings on the outside walls of both escalators, and the 24' runner between them.



REGISTRATION BRANDING PACKAGE

\$25,000



The registration branding package is the perfect opportunity to communicate your brand's partnership with NBWA. The package includes your company logo incorporated into the NBWA Conference branding in multiple locations:

- 3 Registration Desk Front Panels
- 3 Registration Back Walls
- 3 Convention Registration Monitors

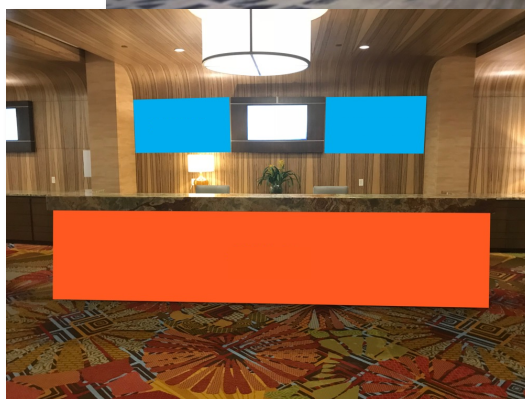


EXHIBIT HALL ENTRANCE GRAPHICS

\$30,000



The bold ballroom entrance units at the Hyatt Regency call for bold branding. Brand these entrance units and your message will be seen with every Exhibit Hall entry. Two opportunities available.



BRIDGE LED VIDEO WALL AD \$7,500

This immense, 30'w x 5'h LED Wall is centrally located between registration and the exhibit hall, facing the Regency Mezzanine. Place your 30 second video or static graphic in rotation with NBWA branding and a maximum of 5 other ads for maximum impressions. Subject to minimum of 3 reservations. 6 opportunities available.



REGENCY MEZZANINE SOFFITS \$12,500

1 left!

The soffits surrounding the Regency Mezzanine are conference "billboards," at 28' wide and 5' tall. The Regency Mezzanine is the most highly trafficked area at the conference, and these soffits are located directly across from the Exhibit Hall entrances. 6 opportunities available.



REGENCY MEZZANINE ESCALATORS \$25,000



The escalator in the Regency Mezzanine features 2 unique branding locations that are sure to make a statement. The package includes a 36' wide glass cling on the glass above the escalator, and a 24' single sided glass cling on the outside wall of the escalator.



ROTUNDA ESCALATOR PACKAGE

\$20,000

The rotunda escalators lead the way to the General Sessions. Package includes the 10, single-sided glass panels on the Rotunda Mezzanine glass and the full, single-sided glass cling on the Sky Platform Escalator.



HOTEL MAIN LOBBY GLASS PANELS

\$20,000



Show your partnership with NBWA! Brand these 15, single-sided glass panels located directly above the Hyatt Regency Orlando's main lobby check-in desks, next to NBWA's 15 consecutive panels.



CONVENTION REGISTRATION ESCALATOR OVERHANG

\$12,000

This unique location includes double-sided graphics circling the Convention Entrance Escalator Rotunda Glass Underhang on the main escalators taking attendees to and from the convention area.



HOTEL MAIN LOBBY COLUMNS

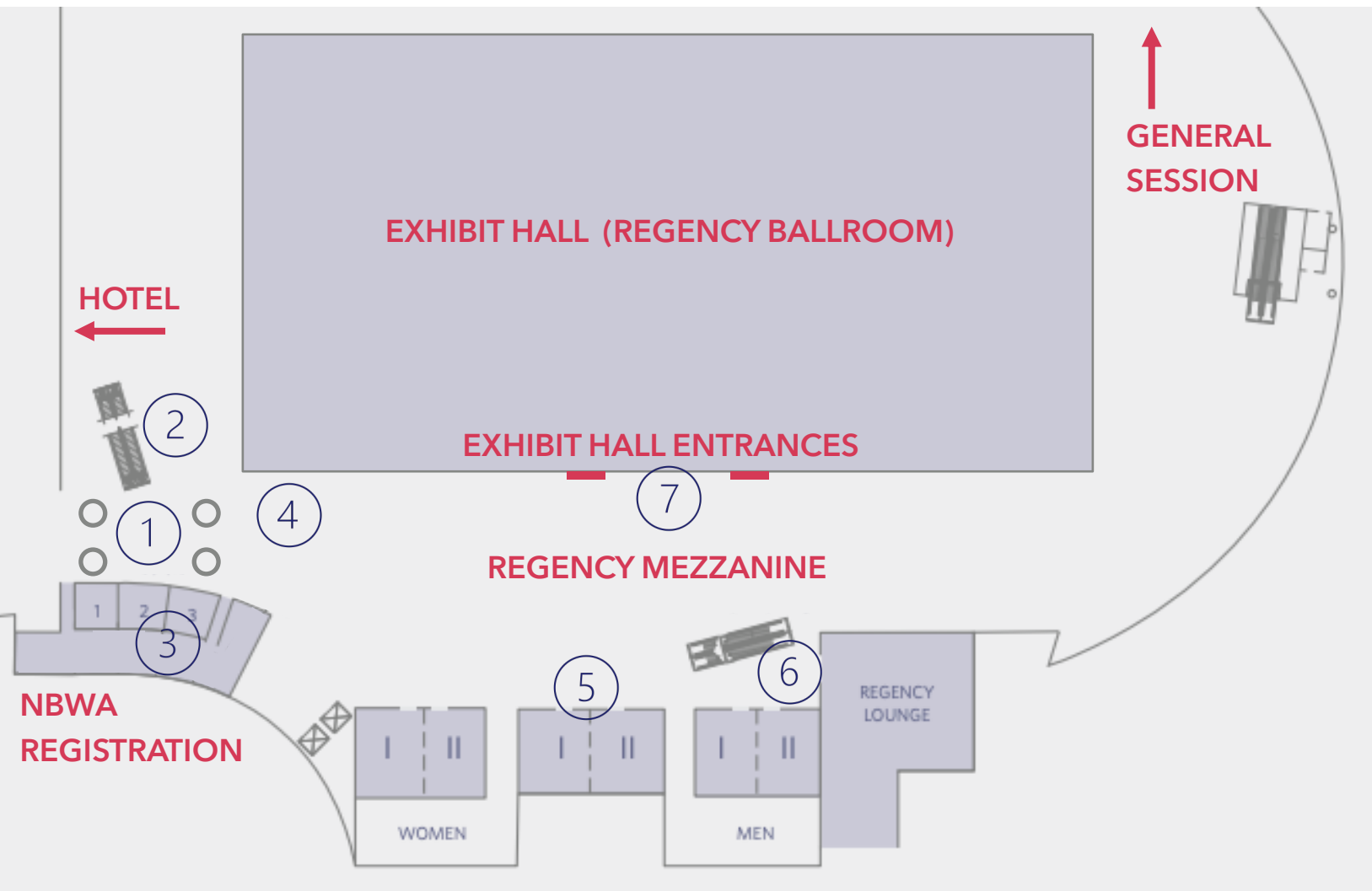
\$25,000



Be the first to greet attendees with your message on these four columns in the main lobby of the hotel.



BRANDING MAP



- ① REGISTRATION COLUMNS
- ② REGISTRATION ESCALATORS
- ③ REGISTRATION BRANDING PACKAGE
- ④ BRIDGE LED WALL AD
- ⑤ REGENCY MEZZANINE SOFFITS
- ⑥ REGENCY MEZZANINE ESCALATORS
- ⑦ EXHIBIT HALL ENTRANCE GRAPHICS

ROCKS BAR BRANDING PACKAGES

The Hyatt's main lobby bar, Rocks Bar, is sure to be packed with NBWA attendees throughout the convention. Choose a package and add to the conversation at Rocks Bar.

All packages include custom artwork in one unique location, plus these branding locations:

- Logo on two window cigar bands
- Logo band on one high top table (36"w X 12"h)
- Logo on one 18" tabletop round
- Logo on one 30" tabletop round

STAIRCASE GLASS PACKAGE \$12,000



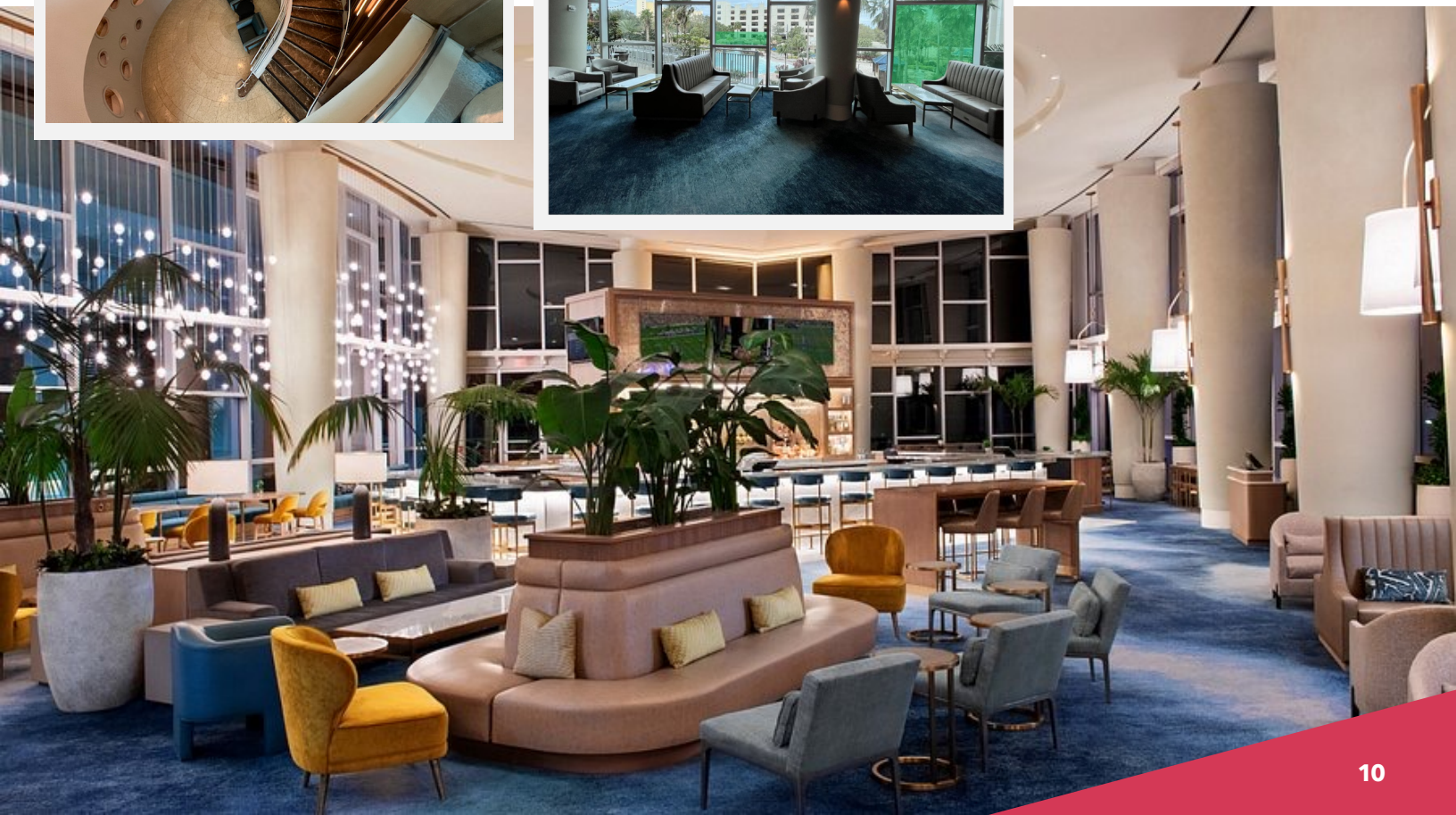
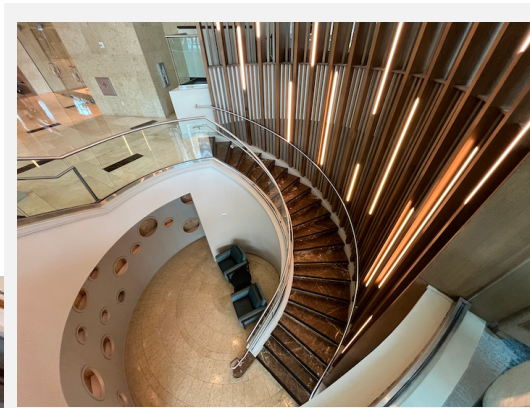
In addition to the locations above, this package includes your custom artwork on two staircase glass panels at the front entrance of the bar.

MAIN ENTRANCE WINDOW PACKAGE \$12,000

In addition to the locations above, this package includes your custom artwork on the Rocks Bar main entrance window.

PATIO DOORS PACKAGE \$12,000

In addition to the locations above, this package includes your custom artwork on patio doors leading out to the bar patio overlooking the pool.



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.

WAYFINDING SPONSOR \$3,000



Attendees will look to NBWA's wayfinding signage for assistance navigating a new convention space. Add your logo to these highly viewed directionals.



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.

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.



BACKLIT STANDING SIGN \$9,000

Let your exclusive 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 WALL AD \$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 30 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 3 reservations. Maximum 6 advertisements will be sold.

STANDING SIGN \$3,500

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.

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.



BOARD OF DIRECTORS PRE-CONVENTION EVENTS

Sponsor the NBWA Board of Directors' pre-convention meetings and events and gain a direct audience with NBWA's Chairmen, Officers, and Board Members from all 50 states.

BOARD OF DIRECTORS' BREAKFAST

\$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 breakfast, on the conference website, in marketing emails and digital promotions.

BOARD OF DIRECTORS' LUNCH **\$7,500**

1 left!

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' MEETING **\$12,500**

1 left!

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' 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.

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.

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.

SESSIONS & 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.

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.



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.



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.

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.

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 \$6,000



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.

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.

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.

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
2025	27%	6%
2024	37%	10%
2023	38%	21%
2022	33%	10%

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.

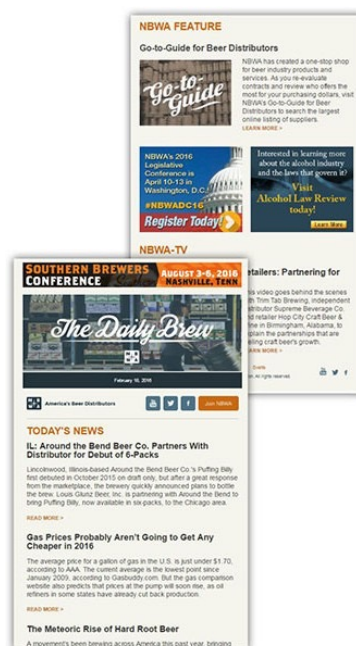
- \$1,500 per week
- \$2,250 per weeks surrounding Convention

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.

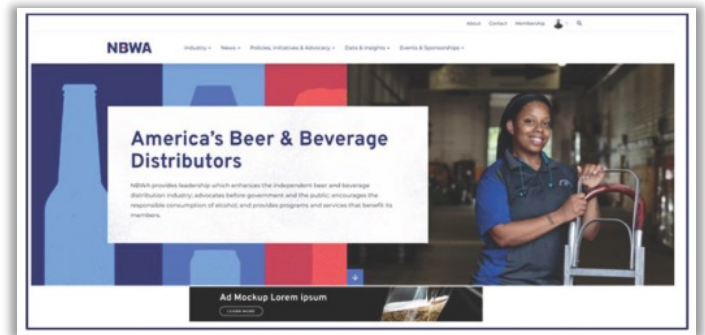
WHAT'S ON TAP ANALYTICS

YEAR	OPEN RATE
2025	37%
2024	59%
2023	53.60%
2022	56.40%



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

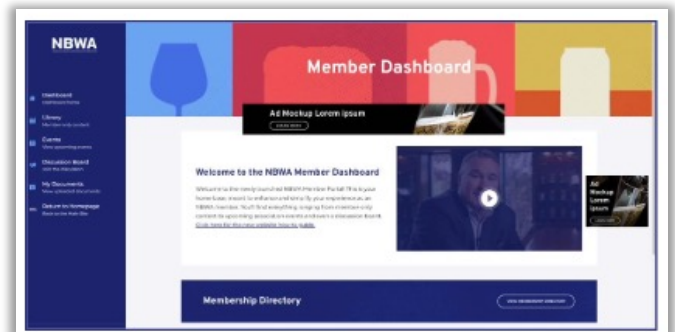
\$1,000 PER MONTH

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

MEMBER DASHBOARD

\$250 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

OUTSIDE BACK COVER \$4,500



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	\$1000 per month	1940 x 180 pixels (desktop) + 600 x 500 pixels (mobile)	JPG or PNG
Member Dashboard	\$250 per month	1940 x 180 pixels (desktop) + 600 x 500 pixels (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 by Thursday, September 10, 2026.

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

CONTACT US TO RESERVE YOUR SPONSORSHIP

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