



# BC CRAFT BREWERS CONFERENCE

FEBRUARY 3<sup>RD</sup> & 4<sup>TH</sup>, 2022

ANVIL CENTRE, NEW WESTMINSTER



# ABOUT BC BEER CON

We are back to our original format with 2 days of in-person programming designed to engage you and the craft brewing community in BC, allowing you to connect with new craft brewers, and reconnect with veteran craft brewers.

The BC Craft Brewers Conference, hosted by the BC Craft Brewers Guild, brings together key stakeholders from across British Columbia's craft brewing industry for an annual networking and educational event. A highlight on everyone's calendar, 400+ attendees will form new contacts with industry peers, connect with key industry suppliers, and gain insight into key industry issues. The conference includes peer-led educational sessions centred around three tracks, Brewing, Marketing & Sales, and Operations & Finance, PLUS a supplier Trade Show floor, many social engagements allowing everyone to network and make up for lost time, and of course plenty of beer—we are brewers after all.

As one of our sponsors, you will gain unparalleled access to this gathering of qualified potential clients. The wide-ranging sponsorship opportunities highlighted in this package have been specially designed to provide a wide variety of options for our partners while maximizing exposure at each level of investment.

The entire event will close out with an epic after-party!



# WHAT IS THE BC CRAFT BREWERS CONFERENCE?

A two-day educational and networking event that will include:



## **Educational Seminars & Breakouts**

We will be running 3 concurrent sessions throughout the day touching on relevant topics, developed in collaboration with the brewing community. Each seminar will be organized within 3 tracks: Brewing, Marketing & Sales, and Operations & Finance.

## **Trade Show**

The 2022 conference will be a call-back to the days of old where people met face to face, without a computer screen! Exhibitors will be provided with opportunities to showcase their wares and interact with conference attendees. Through various activities, attendees will be encouraged to visit each booth and network over the 2-day event.



## **Industry Mingler**

On Thursday, February 3rd, Brewery owners, decision makers and staff are invited to meet Vendors and Sponsors at this VIP night of mingling. Trade Show will be open 3.30 - 6pm. Appetizers and beer will be provided.



## **Official Conference After-Party**

Following the conclusion of the educational seminars on Friday, February 4th, we will close out the show with our Official After Party, allowing Sponsors and Vendors to connect with Attendees, while celebrating what is sure to be our best conference yet!

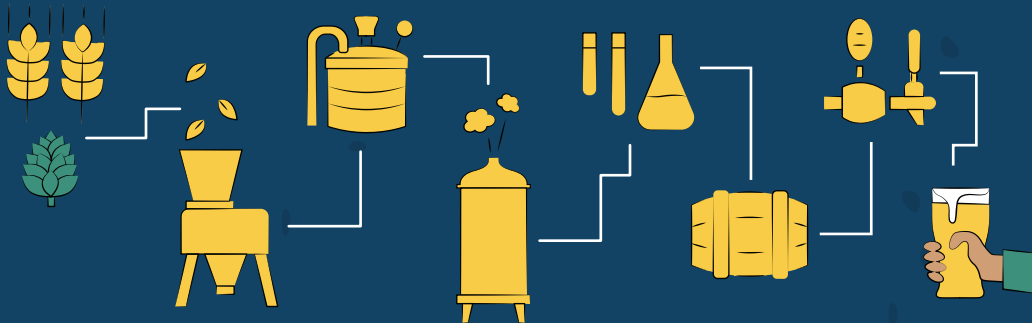
# THURSDAY, FEB 3<sup>RD</sup>

# FRIDAY, FEB 4<sup>TH</sup>

8:30 AM	REGISTRATION OPENS & CONTINENTAL BREAKFAST		
	WELCOME REMARKS - KEN BEATTIE		
9:30 AM	KEYNOTE ADDRESS		
10:15 AM	REFRESHMENT BREAK		
10:45 AM	INDUSTRY UPDATE		
11:45 AM	TRADE SHOW (11:45AM - 6PM)		
12:45 PM	LUNCH		
1:45 PM	SEMINAR 1A: BREWING	SEMINAR 1B: SALES & MARKETING	SEMINAR 1C: OPERATIONS & FINANCE
	REFRESHMENT BREAK		
2:45 PM	SEMINAR 2A: BREWING	SEMINAR 2B: SALES & MARKETING	SEMINAR 2C: OPERATIONS & FINANCE
3:30 PM	NETWORKING EVENT: CONFERENCE MINGLER ON TRADE SHOW FLOOR		

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	WELCOME REMARKS - KEN BEATTIE		
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	REFRESHMENT BREAK		
11:45 AM	SEMINAR 2A: BREWING	SEMINAR 2B: SALES & MARKETING	SEMINAR 2C: OPERATIONS & FINANCE
12:30 PM	LUNCH ON TRADE SHOW FLOOR		
1:30 PM	KEYNOTE & CLOSING REMARKS		

3:30 PM	NETWORKING EVENT: OFFICIAL CONFERENCE AFTER PARTY		
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# BC CRAFT BREWERS CONFERENCE 2022

**400+**  
ATTENDEES



**235** CRAFT BREWERIES/  
BREW PUBS IN BC

OUR MARKET SHARE  
IN BC IS **34%**

THIS EQUATES TO  
**\$328  
MILLION**  
IN DOMESTIC BEER SALES

**226**  
BREWERY  
MEMBERS

**50**  
ASSOCIATE  
MEMBERS

**4000+**  
PEOPLE EMPLOYED

# WHAT ABOUT THE NEXT 365 DAYS?

## **A place for the brewing industry to connect**

Last year we created the BCCBG Online Community, a platform community for breweries and our industry partners to connect, communicate, and transact. Separate from the noise and politics of existing social media platforms, and offering direct access that isn't subject to algorithms, our BCCBG Online Community continues to provide ongoing genuine connection opportunities for both attendees and sponsors alike.



## **BCCBG Online Community and BC Beer Con 2022**

In 2022, we will continue to onboard attendees to the BCCBG Online Community which connects the industry in a meaningful way, bolstering the conference workshops, and delivering value long after the conference has finished. The online community platform has become an essential tool for connection and learning all year round. As a sponsor, this provides you with a direct channel to your customers in our region throughout the entire year.

## **Nurtured by active community engagement**

Working in partnership with our social media and community management teams, we have developed a schedule of activities and engagements throughout the year that stimulate and amplify engagement with the Craft Beer industry, including contests, industry news & announcements, and direct engagement on topical issues.



## **Providing multiple sponsor engagement points**

Depending on which package you choose, you will be provided with a variety of year-round engagement points on the platform, everything from your own dedicated #company-name channel, quarterly or monthly promotions on the #general channels, through to a permanently placed headline post on primary topics, such as the #canning channel. Work with our content team to place your brand in our contest schedule or other community activations.

# SPONSORSHIP OPPORTUNITIES

The only event of its kind in BC, the BC Craft Brewers Conference is an exceptional opportunity to build awareness of your organization and its products/services to an audience of hundreds of brewing and liquor industry professionals. Our sponsors are integral to the success of our conference and our Members' business practices.

We place great value on knowing and understanding our sponsors' goals and objectives to ensure that we customize a package that provides real value and delivers on your investment.

Sponsorships are available on a first come, first served basis. If you are interested in this opportunity to gain exposure to the key decision makers in BC's craft beer industry, please connect with us today by completing this [Registration Form](#).

Note: all prices are plus GST.



# SPONSORSHIP LEVELS

## PLATINUM

### CONFERENCE PRESENTER:

Only 1 Available (\$12,500)  
Includes Glassware & Lanyard

### AFTER-PARTY PRESENTER:

Only 1 Available (\$10,000)  
Conference Day 2

### INDUSTRY MINGLER PRESENTER:

Only 1 Available (\$7,500)  
Conference Day 1

- Hyperlinked logo on BC Beer Con Website
- Hyperlinked logo on ticketing page
- Top tier logo placement on our Sponsor Wall
- Logo placement/Presented by on any printed materials and posters present at your sponsored event
- Hyperlinked logo on all Email marketing
- Social Media Post with logo on Instagram, Facebook and Twitter
- Attendee Swag Bag Inclusion
- Opportunity for us to screen a one-minute promo video (that you supply us) during the opening or close on Day 1 or 2
- Large 16 x 8 Trade Show Booth plus 3 exhibitor passes (priority placement)
- Complimentary tickets to the Industry Mingler, Conference and After Party
- Associate Membership with the BC Craft Brewers Guild for 12 months
- Prominent logo placement on the Online Community and a full profile
- Availability to directly engage with brewery members in targeted feeds on the Online Community
- Quarterly spotlight on the Online Community platforms

## GOLD

### KEYNOTE SPEAKER:

Only 2 Available (\$5000)

### CONFERENCE LUNCH:

Only 2 Available (\$5,000)

- Hyperlinked logo on BC Craft Brewers Guild Website
- Logo placement on our Sponsor Wall
- Social Media Post with logo on Instagram, Facebook and Twitter
- Attendee Swag Bag Inclusion
- Opportunity for us to screen a one-minute promo video (that you supply us) at the beginning of the Educational Seminar that is presented by you
- 8 x 8 Trade Show Booth plus 2 exhibitor passes
- 4 complimentary tickets to the Industry Mingler, Conference and After Party
- Associate Membership with the BC Craft Brewers Guild for 12 months
- Logo placement on the Online Community and a full profile
- Availability to directly engage with brewery members in targeted feeds on the Online Community
- Semi-annual spotlight on the Online Community platforms



# SPONSORSHIP LEVELS

## SILVER

### NETWORKING BREAK SPONSOR:

Only 4 Available (\$3,000)

### MORNING COFFEE SPONSOR:

Only 2 Available (\$3,000)

### SEMINAR SPONSOR:

Only 12 Available (\$3,000)

### CONFERENCE NOTEBOOK:

Only 1 Available (\$3,000)

- Hyperlinked logo on BC Craft Brewers Guild Website
- Logo placement on our Sponsor Wall
- Logo placement/Presented by on any printed materials and posters present at your sponsored event
- Social Media Post with logo on Instagram, Facebook and Twitter
- Attendee Swag Bag Inclusion
- 8 x 8 Trade Show Booth plus 2 exhibitor passes
- Opportunity for us to screen a one-minute promo video (that you supply us) at the beginning of the Educational Seminar or Networking Break that is presented by you
- 3 complimentary tickets to the Industry Mingler, Conference and After Party
- Associate Membership with the BC Craft Brewers Guild for 12 months
- Logo placement on the Online Community and a full profile
- Availability to directly engage with brewery members in targeted feeds on the Online Community
- Semi-annual spotlight on the Online Community platforms

## VENDOR

### 8 X 8 VENDOR BOOTH

EARLYBIRD\* \$1850 (~~\$2,000~~)

### 6 X 6 VENDOR BOOTH:

EARLYBIRD\* \$1600 (~~\$1,750~~)

- Hyperlinked logo on BC Craft Brewers Guild Website
- Logo placement on our Sponsor Wall
- Logo placement/Presented by on any printed materials and posters present at your sponsored event
- Vendor Booth at 8 x 8 or 6 x 6 size with 2 exhibitor passes
- Social Media Post with logo on Instagram, Facebook and Twitter
- 1 complimentary ticket to the Industry Mingler, Conference and After Party
- Associate Membership with the BC Craft Brewers Guild for 12 months
- Logo placement on the Online Community and a full profile
- Availability to directly engage with brewery members in targeted feeds on the Online Community
- Annual spotlight on the Online Community platforms

\*Earlybird deadline is Dec 15<sup>th</sup>, 2021

# CONTACT INFO

## **KEN BEATTIE**

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