

# NBWA

AMERICA'S BEER & BEVERAGE DISTRIBUTORS

85TH ANNUAL CONVENTION  
AND PRODUCT SHOWCASE

OCTOBER 9-12, 2022 | CHICAGO, IL

# SPONSORSHIP OPPORTUNITIES





# INCREASE YOUR VISIBILITY WITH A SPONSORSHIP

Enhance your exhibiting experience at NBWA's 85th Annual Convention and Product Demonstration Showcase with sponsorship and increase your chances of creating irreplaceable, face-to-face conversations with highly qualified buyers with purchasing power.

Sponsorship elevates your visibility among 1,600 distributors and decision makers from across the country. Your sponsorship investment will include recognition across NBWA's various promotional media:

- Hyperlinked company logo recognition at NBWA.org
- Hyperlinked company logo recognition in the digital What's on Tap Newsletter
- Hyperlinked company logo recognition in conference mobile app
- Logo recognition in the printed Beer Route Newsletter
- Logo recognition in the printed Convention Program
- Logo recognition on on-site sponsorship signage

## CONTACT US TO RESERVE YOUR SPONSORSHIP

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# BRANDING OPPORTUNITIES

## ESCALATOR CLINGS / \$12,000

Flag the route to the convention by aligning your company designed graphic along the escalator runners that take attendees to the exhibit hall.

## CONFERENCE LANYARDS / \$8,000

Lanyards provide highly visible recognition throughout NBWA. Your company logo (1-color) will appear on all conference lanyards distributed to attendees at registration who are required to wear them for the duration of the conference.

## RECYCLE BINS / \$7,000

Put your company message on the recycle bins located throughout the convention. Your message will 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.

## STANDING SIGN / \$3,000

Design a standing sign that will be placed in a high traffic area that will help drive attendees to your booth. Your company advertisement will be prominently displayed on an 8' x 3' double-sided free standing meter board that will be placed in a high-traffic area of the conference.



## REGISTRATION ENVELOPE / \$3,000

Your promotional piece will be printed on the folder given to all NBWA attendees at registration that includes all important conference materials, including their NBWA lanyard, program, and badge.

## AISLE SIGN / \$1,000

Increase awareness of your company in the NBWA exhibit hall! Your company logo will be added to the NBWA Aisle Sign in your exhibit aisle or hall of your choosing.

## BRANDING & MEDIA BUNDLE / \$5,000

Catch the eye of attendees with a variety of marketing and branding opportunities for a great value. The bundle includes the most sought-after sponsorship opportunities by NBWA exhibitors, and consists of 1 Standing Sign, 1 Aisle Sign, and 1 Mobile App Banner Ad, totaling a savings of \$1,000. 4 opportunities available.



# EXPERIENCES & EVENTS

## **BOARD OF DIRECTORS RECEPTION / \$20,000**

Welcome attendees to NBWA's Board of Directors meeting! Sponsorship includes your logo on the main screen at the meeting, signage at the meeting entrance, and the opportunity to meet with the Board of Directors at the evening's reception.

## **CHAIRMAN'S RECEPTION / \$20,000**

Don't miss this unique opportunity to meet with NBWA's Board of Directors. This social event is a low-key affair where you can mingle and have fun. Benefits include a 2-hour reception, sponsorship signage, up to 10 invitations for sponsor's use to join the reception, incoming Board of Directors list that includes name, organization and mailing address, and the opportunity to meet with the current NBWA President prior to the reception.

## **WELCOME RECEPTION / \$18,000**

Take advantage of this unique opportunity to put your product's name front and center at the Welcome Reception! Hosted at American Craft at the Hyatt Regency Chicago, your company logo will be featured on the restaurant's overhead cling, and your product will be stocked at the bar and prominently presented on the bar top. Other benefits include prominent placement of signage recognizing your company as the Welcome Reception sponsor, and co-branded napkins along with the NBWA logo.

## **NEXTGEN RECEPTION / \$12,500**

NBWA's Next Generation Group brings together future leaders in the beer distribution industry. Meet with the active and influential members of NBWA's NextGen. This will be a fun event to mingle with the next generation of beer distributors.



## GENERAL SESSION / \$10,000

Make your mark by sponsoring the most highly attended session of the conference. Your brand will be front and center at the morning's keynote address. Benefits include your company logo branded on the main stage and on signage at the entrance and exists to the session. You'll also have the opportunity to distribute approved materials as guests leave the session, and to submit a video message of your CEO welcoming attendees to NBWA's general session.

## MORNING QUENCHER / \$6,000

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, ice and signage, as well as prominent placement outside of the general session hall, giving you the opportunity to put your product in the hand of every general session attendee.

## COFFEE STATION / \$6,000

Help attendees stay caffeinated at the conference by offering a mid-day coffee break. Benefits include signage recognizing your company, and branded coffee sleeves with your company's logo.

## HYDRATION STATION / \$5,000

Give attendees a break with a sample of your non-alcoholic beverage outside of the exhibit hall. Tables, ice and signage recognizing your company as the Hydration Station sponsor will be set up outside the hall before the official opening, offering optimal foot traffic for your product's distribution.



# DIGITAL MEDIA OPPORTUNITIES

## MOBILE APP / \$8,000

As the sponsor of the NBWA 2022 mobile app, your company artwork will be displayed prominently in multiple places on the app, including a banner ad at the top or bottom of the screen. All ads will hyperlink to the URL of your choice and post-show analytics will be provided.

## MOBILE APP BANNER AD / \$2,000

Welcome attendees with an ad on the mobile app! Your banner ad will be displayed in rotation on the top or bottom of the mobile app screen, and will hyperlink to the URL of your choice.

## PUSH NOTIFICATION / \$1,500

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.

## CUSTOM EMAIL MARKETING / \$5,000

Promote your business and generate leads with a personalized email message sent directly to conference registrants. Sponsor must provide HTML copy. Message subject to NBWA approval. Limited opportunities available- reserved on a first come, first served basis.

## REGISTRATION EMAIL BANNER AD / \$4,000

Start your conference promotion early by reaching attendees at registration. Your company's hyperlinked banner ad will be included in the registration confirmation email that each attendee receives after registering for the conference.

## 2021 CONVENTION MOBILE APP STATISTICS

- 1,116 attendees downloaded the app
  - 54% of attendees downloaded
- 495,812 impressions across 30 sponsors
- 1,855 messages sent
  - Whova event average: 1204
- 14 meet-ups created by 78 attendees
- 51 community board topic posts
  - Whova event average: 14
- 618 photos uploaded and 200 photos liked

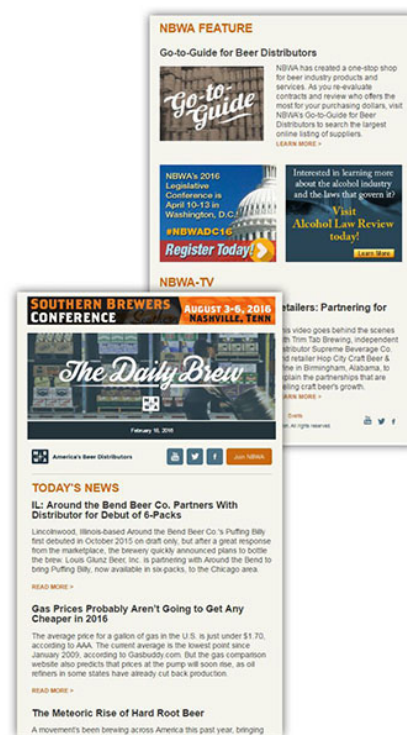
# DIGITAL ADVERTISING OPPORTUNITIES

## DAILY BREW EMAIL NEWSLETTER

Reach NBWA members and industry leaders year-round with placement in the Daily Brew email newsletter. Featuring the latest news impacting the beer distribution industry, The Daily Brew reaches an audience of over 7,000 distributor members and non-member industry peers. The newsletter is emailed daily to subscribers Monday through Friday, every week of the year. The Daily Brew is a digital publication only, with daily distribution.

### DAILY BREW STATISTICS

- Year-round average open rate: 26.1%
- Year-round average click rate: 4.2%
- 45% of the audience regularly engages with the newsletter
- 2020 Convention Week average open rate: 27.9%
- 2021 Convention Week average open rate: 51.05%



## TOP BANNER AD

The Top Banner Ad is the first image presented to the reader in the Daily Brew. Your 600 X 68 pixel ad will hyperlink to the URL of your choice. Accepted file types: JPG or PNG.

- \$1,000 per week
- \$1,500 per weeks surrounding Convention (9/25/22, 10/2/22 & 10/9/22)

## MIDDLE UNIT AD

The Middle Unit Ad is a great way to catch readers' attention as they're catching up on the newsletter. Your 200 X 233 pixel ad will hyperlink to the URL of your choice. Accepted file types: JPG or PNG.

- \$500 per week
- \$750 per weeks surrounding Convention (9/25/22, 10/2/22 & 10/9/22)

## 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 (9/25/22, 10/2/22 & 10/9/22)

## 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



## 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 attendees and exhibitors every 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 on Sunday, October 9, Monday, October 10, and Tuesday, October 11, 2022.

### WHAT'S ON TAP STATISTICS

- 2020 Convention Week average open rate: 53%
- 2021 Convention Week average open rate: 52.71%

### BANNER AD

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. Accepted file types: JPG or PNG.

- \$2,000 per day

### SPONSOR SPOTLIGHT PARAGRAPH

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.

- \$2,000 per day

### BANNER AD / SPONSOR SPOTLIGHT PARAGRAPH COMBO

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.

- \$3,800 per day

# PRINT ADVERTISING OPPORTUNITIES

## BEER ROUTE NEWSLETTER

The Beer Route Newsletter gives the latest on the beer distribution industry and provides an update on recent activities going on at NBWA. The Beer Route is published twice every year, with the spring edition published during NBWA's Legislative Conference, and the fall edition published during NBWA's Annual Convention. The newsletter is distributed in print at the meetings, and is made available at nbwa.org.

- **Quarter Page Ad:** \$1,000
- **Half Page Ad:** \$1,750
- **Full Page Ad:** \$3,000



## CONVENTION PROGRAM

The NBWA Convention Program is the full overview of the conference, where attendees will look to for general information, schedules, session descriptions, exhibit and sponsorship information, 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

DAILY BREW (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 (9/25/22, 10/2/22 & 10/9/22)

WHAT'S ON TAP (DIGITAL)				
AD	RATE	SIZE	TYPE	HYPERLINK
Banner Ad	\$2,000 per day	600 x 68 pixels	JPG or PNG	URL link to website
Sponsor Spotlight Paragraph	\$2,000 per day	Paragraph: 50 words		URL for "learn more" link
Combo	\$3,800 per day	Ad + Paragraph		URLs for both

BEER ROUTE (PRINT)				
AD	RATE	SIZE	BLEED	SPECS
Quarter Page Ad	\$1,000	3.5" w x 4.5" h	No bleed	File type: PDF or JPEG Resolution: 300 dpi Full Color - CMYK
Half Page Ad	\$1,750	7.5" w x 4.5" h	No bleed	
Full Page Ad	\$3,000	9.5" w x 11" h	Bleed	

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 JPEG 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 26, 2022.

Print materials must be submitted to [emcelherne@corcexpo.com](mailto:emcelherne@corcexpo.com) by Thursday, September 8, 2022.

Digital materials must be submitted to [emcelherne@corcexpo.com](mailto:emcelherne@corcexpo.com) by Friday, September 16, 2022.

## CONTACT US TO RESERVE YOUR ADS

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