



Brewers Association  
Craft Brewers Conference & BrewExpo America®  
Sheraton Chicago Hotel & Towers  
Chicago, Illinois, USA  
April 7-10, 2010

Attendee Survival Kit Sponsorship

**\$2,500 + product**

Distinguish yourself from your competitors at BrewExpo America® and provide conference attendees with an Attendee Survival Kit and be a big hit with everyone at the conference!

- Attendee Survival Kit can be distributed to attendee hotel rooms (sponsor must pay for room distribution charge) -**or**- Kits distributed at conference registration area – 2,750 kits needed.
- Kits can include energy drink, aspirin, foot soak package, snacks, items of usefulness (pens, post it notes, breath mints), you decide what goes in it...pre-approval of all items by show management required).
- Company logo on sponsor recognition signs near Brewers Registration
- The inclusion of your company's logo on all available Craft Brewers Conference marketing materials that recognize sponsors (EPS logo must be received by Jan. 4<sup>th</sup> 2010)
- The right to use this sponsorship title in your own promotional materials prior to and through the end of the 2010 calendar year
- The inclusion of your company's logo in a Craft Brewers Conference sponsor "Thank You" advertisement in the 2010 Craft Brewers Conference Program and the May / June issue of *The New Brewer* magazine
- Your company's logo will be prominently placed on the Craft Brewers Conference website [www.CraftBrewersConference.com](http://www.CraftBrewersConference.com) for approximately five (5) months before and after the conference.

Thank you for your consideration of this sponsorship opportunity and supporting the 2010 Craft Brewers Conference. To confirm your participation or request any additional information, please contact Chris Pryor at 303.447.0816 ext. 143 or [Pryor@BrewersAssociation.org](mailto:Pryor@BrewersAssociation.org).

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