



Welcome to Philadelphia for the 33<sup>rd</sup> annual Craft Brewers Conference (CBC) & BrewExpo America®, presented by the Brewers Association. We're excited to have you at the industry's largest gathering of small and independent craft brewers.

CBC was last in Philadelphia in 2005, with 1,350 attendees and 113 exhibiting companies. Back again over a decade later, CBC is projected to have 12,000 attendees and 835 exhibiting companies this year.

To help guide you through this year's conference, we've compiled some fast facts and information for your reference.

**Conference Access:** Your conference badge should be worn at all times and grants you access to conference seminars, BrewExpo America® tradeshow and World Beer Cup<sup>SM</sup> Awards Ceremony. Please note: media does **not** have access to Craft Beer Wholesalers Symposium, Micro Matic Draft Dispense Course, BA Voting Members Meeting or World Beer Cup Pre-Awards Ceremony Dinner.

**Media Registration Hours:**

Mon., May 2: 11:00 a.m. – 5:00 p.m.  
Tues., May 3: 7:00 a.m. – 7:00 p.m.  
Wed., May 4: 8:00 a.m. – 5:00 p.m.  
Thurs., May 5: 8:30 a.m. – 5:00 p.m.  
Fri., May 6: 8:30 a.m. – 3:00 p.m.

**General Session:** This year's General Session spans two days: the Welcome/Keynote Address will be held on Wed., May 4 and the State of the Industry analysis will be held on Thurs., May 5. **\*\*\*\*Please note, keynote speaker Billy Beane's address is off the record. Media who cover the keynote cannot report on the specifics of what Beane says, only generally report that he gave the keynote address.\*\*\*\***

**Press Conference:** The Brewers Association will hold a press conference on Thurs., May 5 at 11:00 a.m. in Room 126 off of the Broad Street Atrium after General Session II – State of the Industry to discuss craft brewing growth, legislative affairs issues and more.

**Media Room:** For your convenience, a media room (Room 303-A) equipped with WiFi will be available during the conference (Wed.-Fri.) from 8:00 a.m. – 5:00 p.m. A media filming/interview room is also available upon request. No overnight storage.

**Filming at CBC:** If your organization is filming video at CBC, please check in at media registration for instructions prior to beginning work. Unauthorized film crews may have their credentials revoked.

**Media Kit:** Please visit Media Kit under Media on the CBC website.

**CBC App:** Download the free CBC app on your smart phone or tablet to plan your agenda and find exhibitor information.

**Social Media:** #CBC16

**Contacts:** Want to arrange an interview? Need a suggestion of which seminar to attend or booth to visit? Any other questions? Should you need anything throughout the event, please give us a shout:

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