



Welcome to Washington, D.C. for the 34<sup>th</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 the nation's capital in 2013, with 6,400 attendees and 440 exhibiting companies. Returning to the nation's capital, this year CBC has 12,200 pre-registered attendees and 800 exhibiting companies.

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. Please note: media do **not** have access to Craft Beer Wholesalers Symposium, Micro Matic Draft Dispense Course or BA Voting Members Meeting.

**Media Check-In & Badge Pick-Up:**

Mon., April 10: 7:00 a.m. – 8:00 p.m.  
Tues., April 11: 7:00 a.m. – 5:00 p.m.

Weds., April 12: 7:00 a.m. – 5:00 p.m.  
Thurs., April 13: 8:30 a.m. – 4:00 p.m.

**General Session:** This year's General Session and Keynote Addresses will span two days: the Welcome and Keynote Address featuring Alison Levine will be held on Tues., April 11 and the State of the Industry analysis with Paul Gatz and Bart Watson and Keynote Address by Dick Cantwell will be held on Wed., April 12.

**Press Conference:** The Brewers Association will hold a press conference on Wed., April 12 at 11:00 a.m. in Room 201 at the Walter E. Washington Convention Center after General Session II – State of the Industry to provide an overview and outlook of the small and independent craft brewing industry, including segment growth, government affairs updates, diversity, craft beer culinary advancements and more.

**Media Room:** For your convenience, a media room (Room 101) equipped with WiFi will be available during the conference (Tues.-Thurs.) from 8:00 a.m. – 5:00 p.m. A media video room (Room 201) 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 smartphone or tablet to plan your agenda and find exhibitor, seminar, hospitality and other information.

**Social Media:** #CBC17; Follow and tag @BrewersAssoc on Facebook and Twitter.

**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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