



## FAST FACTS

### Events of Note

- **Welcome Reception**  
Tuesday, May 3, 7:00 pm – 9:30 pm at the Philadelphia Art Museum
- **General Session I – Welcome/Keynote Address**  
Wednesday, May 4, 9:15 am – 10:30 am in the Terrace Ballroom B
- **General Session II – State of the Industry**  
Thursday, May 5, 9:15 am – 10:30 am in the Terrace Ballroom B
- **BrewExpo America® Trade Show**  
Wednesday, May 4, 9:00 am – 5:00 pm  
Thursday, May 5, 9:00 am – 5:00 pm  
Friday, May 6, 8:30 am – 12:00 pm
- **CBC State of the Craft Brewing Industry Press Conference**  
Thursday, May 5, 11:00 am – 12:00 pm, Room 126 off of the Broad Street Atrium
- **World Beer Cup<sup>SM</sup> Award Ceremony**  
Friday, May 6, 7:45 pm – 9:30 pm (doors open at 7:30 pm) in the Terrace Ballroom  
Live Stream available at [thebrewingnetwork.com/worldbeercup16](http://thebrewingnetwork.com/worldbeercup16)

### Seminar Spotlight

#### **Retailer Panel**

Selling Craft Beer

Wednesday, May 4, 1:20 pm – 2:20 pm

Terrace Ballroom 1

#### **Recent Advances in Controlling Flavor and Aroma in Hoppy Beers**

Technical Brewing

Wednesday, May 4, 1:20 pm – 2:20 pm

201 ABC

#### **Transitioning from Nano to Micro: A How-To**

Start-Ups

Wednesday, May 4, 2:40 pm – 3:40 pm

103 ABC

#### **Brewing on a Budget: How to Use a Little to Do a Lot**

Quality

Thursday, May 5, 1:20 pm – 2:20 pm

Terrace Ballroom 4

#### **Perfecting On-Premise Staff Training**

Brewpubs

Thursday, May 5, 1:20 pm – 2:20 pm

Terrace Ballroom 1

### **Uncovering and Understanding Trends in Craft Beer**

Packaging Breweries

Thursday, May 5, 2:40 pm – 3:40 pm

Ballroom A

### **Craft Malting and the Rebel Alliance**

Technical Brewing

Friday, May 6, 12:30 pm – 1:30 pm

Ballroom B

### **Free the Beer!: An Exploration of the Relevance, Necessity and Legality of Modern Beer Franchise Law**

Government Affairs

Friday, May 6, 1:55 pm – 2:55 pm

108 AB

### **The Return of the Gouradians**

Packaging Breweries

Friday, May 6, 3:20 pm – 4:20 pm

Ballroom A

### **33<sup>rd</sup> Annual Craft Brewers Conference Statistics**

- More than 12,000 industry attendees
- Largest U.S. industry-only gathering for number of breweries represented
- BrewExpo America tradeshow featuring 835 exhibitors
- 125 speakers and 74 seminars covering everything from technical brewing to Federal tax code compliance
- CBC was last held in Philadelphia in 2005

### **Upcoming Brewers Association Events**

- **American Craft Beer Week<sup>®</sup>**: May 16-22, 2016; Nationwide
- **SAVOR<sup>SM</sup>: An American Craft Beer & Food Experience**: June 3-4, 2016; Washington, DC
- **American Homebrewers Association<sup>®</sup> Homebrew Con**: June 9-11, 2016; Baltimore, MD
- **Great American Beer Festival<sup>®</sup>**: October 6-8, 2016; Denver, CO
- **2017 Craft Brewers Conference & BrewExpo America<sup>®</sup>**: April 10-13, 2017, Washington, DC

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