



MEDIA ADVISORY
April 10-13, 2017

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Life, Liberty and the Pursuit of Craft Beer Hoppiness

Nation's Capital to Host 34th Annual Craft Brewers Conference & BrewExpo America®

WHAT: The 34th edition of the [Craft Brewers Conference](#) & [BrewExpo America](#)® (CBC) will return to the nation's capital, Washington, D.C. from April 10-13. CBC, presented annually by the [Brewers Association](#), is the craft brewing industry's leading event, and the only one that serves both brewpubs and packaging breweries.

BrewExpo America is the premier trade show for craft brewers, providing the opportunity to connect with customers, vendors and leaders in the national and international brewing arena. The trade show sets the stage for exhibitors and buyers to develop profitable business relationships and helps brewing and brewery restaurant professionals encounter the latest and best products and services that industry vendors have to offer.

WHO: A record 14,000 brewing industry professionals will have the opportunity to meet with 800 exhibitors and hear from a wide range of speakers during 70 seminars across 11 different tracks. Featured speakers include Brewers Association Director Paul Gatzka and Chief Economist Bart Watson, who will deliver the annual State of the Industry Address.

WHY: As small and independent craft brewers face unique opportunities and challenges in the marketplace, CBC allows them to connect with their colleagues and comrades to share ideas and learn about relevant topics ranging from brewery operations to sustainability and government affairs.

This year, the CBC returns to Washington, one of the nation's oldest beer cities and center of government, to promote one of life's pursuits of happiness.

WHEN: **Craft Brewers Conference**
Monday, April 10 - Thursday, April 13, 2017
Times vary. For a full schedule of events, visit the [CBC conference schedule](#).

Events of Note:

- First-Time Attendee Orientation
Monday, April 10: 5:00 p.m. – 6:00 p.m.
- Welcome Reception
Monday, April 10: 7:00 p.m. – 9:30 p.m.
- General Session I – Welcome/Keynote Address
Tuesday, April 11: 9:15 a.m. – 10:30 a.m.
- General Session II – State of the Industry
Wednesday, April 12: 9:15 a.m. – 10:30 a.m.

BrewExpo America

Tuesday, April 11: 9:00 a.m. – 5:00 p.m.

Wednesday, April 12: 9:00 a.m. – 5:00 p.m.

Thursday, April 13: 9:00 a.m. – 3:00 p.m.

WHERE: **Walter E. Washington Convention Center**
801 Mt. Vernon Pl. NW
Washington, DC 20001

MEDIA: Media interested in attending and covering the 2017 Craft Brewers Conference & BrewExpo America must [apply for press credentials](#).

SPONSORS: The 2017 Craft Brewers Conference & BrewExpo America is made possible by the generous support of their [sponsors](#).

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About the Brewers Association

The Brewers Association is the not-for-profit trade association dedicated to [small and independent](#) American brewers, their beers and the community of brewing enthusiasts. The Brewers Association (BA) represents more than 70 percent of the brewing industry, and its members make more than 99 percent of the beer brewed in the U.S. The BA organizes events including the [World Beer CupSM](#), [Great American Beer Festival[®]](#), [Craft Brewers Conference & BrewExpo America[®]](#), [SAVORSM: An American Craft Beer & Food Experience](#), [Homebrew Con](#), [National Homebrew Competition](#) and [American Craft Beer Week[®]](#). The BA publishes [The New Brewer](#) magazine and its [Brewers Publications](#) division is the largest publisher of contemporary and relevant brewing literature for today's craft brewers and homebrewers.

Beer lovers are invited to learn more about the dynamic world of craft beer at [CraftBeer.com](#) and about homebrewing via the BA's [American Homebrewers Association](#) and the free [Brew GuruTM](#) mobile app. Follow us on [Twitter](#).

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