

— brewers association —

CRAFT BREWERS conference & BrewExpo America®

POST-EVENT REPORT 2018





“This was our fourth year as a CBC sponsor and our best yet! The BA presented Crosby Hop Farm with a great sponsor option that aligned with our budget and goals. For the first time, we were able to present an experience that combined showcasing world-class hops and the best beer in one amazing open-air space for all to enjoy. The frequent communication ahead of the show along with on-site support, including an enthusiastic beer pouring team, made it a fun and successful CBC.”

Crosby Hop Farms, Gold Level Sponsor



“Sponsoring the Craft Brewers Conference has been a great success for us over the years. It gives us an opportunity to catch up with our clients and meet new ones. Each year we come away with many leads, new projects and new friends. It has always been a good investment for us, and working with the Brewers Association has been awesome.”

First Key Consulting Inc., Bronze Level Sponsor

PHOTOS © BREWERS ASSOCIATION

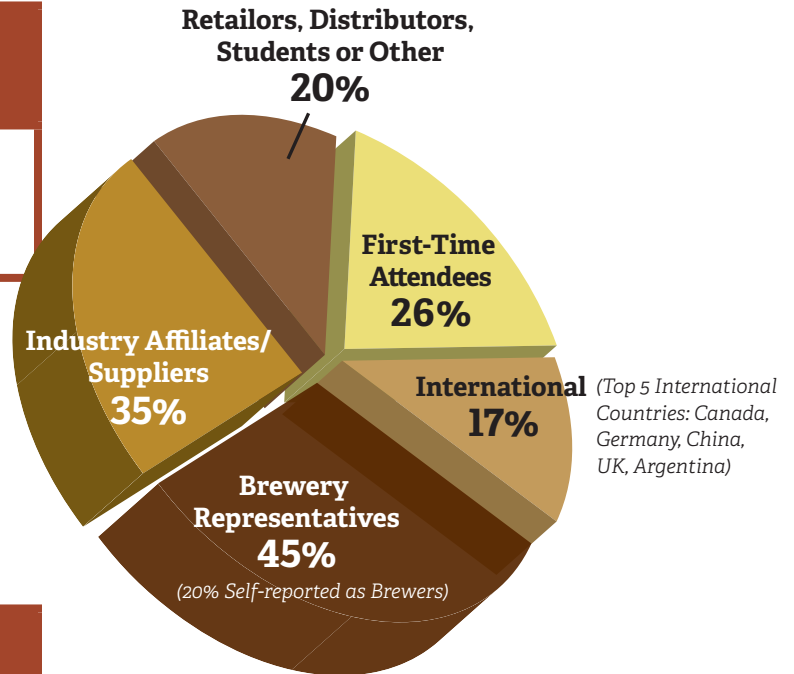


Facts + Figures

April 30 – May 3, 2018 • Music City Center
Nashville, TN

Total Attendance

14,900



Sponsors

Gold
16

Silver
22

Bronze
63

Exhibitors

726

353,000+ square feet of expo space

Breweries

2,500+

17% International

More than 20% of attending breweries producing under 2,500 bbls

Education: 200+ speakers in 79 seminars across 12 educational tracks: brewery operations, brewpub marketing and management, export development, government affairs, leadership (new in 2018), packaging brewery marketing and management, quality, safety, selling craft beer, start-ups, sustainability and technical brewing.

Economic impact to Nashville: It is estimated that the 2018 Craft Brewers Conference & BrewExpo America and World Beer Cup® generated \$14 million in direct spending in Nashville. (Source: *Event Impact Calculator by Tourism Economics & Destinations International*)

Craft Brewers Conference Highlights and Attendee Impressions

Welcome Reception

CBC week kicked off with a little Southern hospitality as we celebrated craft beer, good food and rockin' tunes. This year's Welcome Reception took place outside along 5th Avenue and the Marty Dickens Terrace outside of the Music City Center. Tennessee craft brewers along with breweries from surrounding states sampled some of their finest beers.

Keynotes and Seminars

Business visionary Paul Saginaw, co-owner and founding partner of Zingerman's, shared the importance of creating and abiding by a company vision while investing in your people and community. Entrepreneurial brewing icon Deborah Carey, founder and president of New Glarus Brewing Company, echoed the importance of engaging people and community, while offering her industry colleagues valuable lessons on producing high-quality beer, working hard and opportunities for success in an increasingly competitive market place.

CBC Symposium Beer

Each year, the Brewers Association works closely with the local state guild to create the CBC Symposium Beer, which is shared with CBC attendees. Honoring the official state bird of Tennessee, the Tennessee Craft Brewers Guild collaborated to brew the Mockingbird Maibock. The beer was a traditional maibock, also known as helles bock or heller bock, made with imported German malt and hops, continuing the deep German brewing heritage in Nashville dating back to the mid 1800s.

World Beer Cup®

The largest competition to date, the awards were presented at the conclusion of CBC. Beers were judged during six sessions over a period of three days by an elite panel of 295 judges from 33 countries—72 percent of whom were from outside the United States. Judges evaluated 8,234 beers—a 25 percent increase in the number of entries from the 2016 World Beer Cup. Of the 2,515 participating breweries, 807 were from outside the United States.

TOP REASONS THAT DROVE ATTENDEES TO THE BREWEXPO AMERICA TRADE SHOW:

To network with colleagues and establish new connections	80%
To get fresh ideas	69%
To learn more about developments within the industry	68%
To discover new and next generation tools, equipment and services	66%

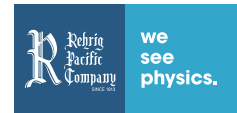
PRIMARY ATTENDEE TOPICS OF INTEREST:

Technical Brewing	22%
Brewery Operations	17%
Selling Craft Beer	13%
Brewpubs (Management & Marketing)	9%
Packaging breweries (Management & Marketing)	8%
Start-ups	5%

ATTENDEES INDICATED THAT THEY:

Would recommend CBC to others	97.5%
Are likely to attend a future CBC	92%
Receive a sufficient number of leads at the show	90%

2018 Gold Level Sponsors



2018 Silver Level Sponsors



2018 Bronze Level Sponsors



Media Coverage

We try to be comprehensive, but with such extensive coverage, this list represents only a sampling of CBC's media coverage for a total of 47 million impressions.

1310 KFKA
Abilene Christian University Optimist
Akron Beacon Journal
Ale Street News
American Craft Beer
Appellation Beer: Celebrating Beer
From a Place
Auburn Citizen
Australian Brews News
Beer Advocate
Beer Bloggers & Writers Conference
Beer Business Daily
Beer Business Unplugged
BeerPulse
Beverage Daily
Beverage Industry Magazine
Beverage Trade Network
BevNET
BFBI
Billings Gazette
Brauwelt International
Brew Studs
Brewbound

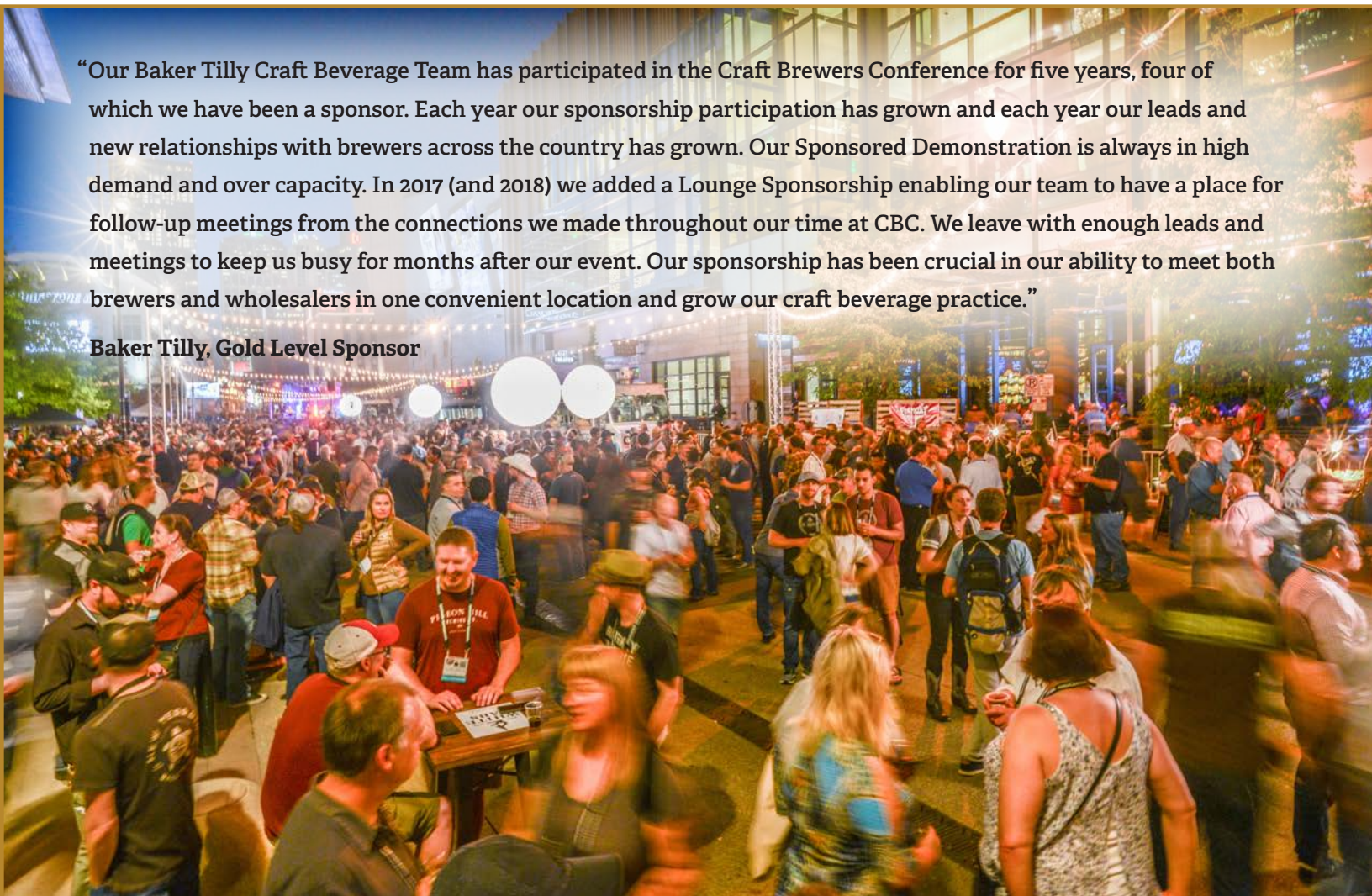
Canmaker
Chicago Evening Post
Converter News
Craft Brew News - Vol 9, No 41
Craft Brew News - Vol 9, No 42
Craft Brew News - Vol 9, No 43
Craft Brew News - Vol 9, No 45
Craft Brew News, Vol 9, No 47
Craft Brewing Business
Cruisin' for a Brewsin'
Dark Side Brew Crew
Davis Enterprise
Drinkedin
Drinkedin
Emerson Automation Experts
Enfasis
Erin's Food Files
Food & Beverage Asia
Food & Wine
FSR Magazine
Graphic Display World
Green World Alliance
Helena Independent

Ink World
Inside.beer
JARN
KPVI
KYW Radio
La Pinta Medicea
Label & Narrow Web
Miller Nash
Missoulian
Monday Night Brewing
Montana Standard
mybeerbuzz.com
Nashville Post
Nashville Scene
Nashville Scene
NewsChannel 5
NUVO
Packaging Business Review
Packaging World
Pizza Marketing Quarterly
Porch Drinking
Probrewer.com
Ravalli Republic

San Diego Union Tribune
Scandinavian Brewers Review
Scotland Food & Drink
SellingCraftBeer.com
The Brew Lounge
The Brewer Magazine
The Brewing Network
The Full Pint
The Manual
The Outcask.com
The Salt Lake Tribune
The Santa Clarita Valley Signal
The Tennessean
Uno Santa Fe
VinePair
Washington Beer Blog
Welcome to Biloba Blog
Westword
Westword - Restaurants
WSMV Today in Nashville

"Our Baker Tilly Craft Beverage Team has participated in the Craft Brewers Conference for five years, four of which we have been a sponsor. Each year our sponsorship participation has grown and each year our leads and new relationships with brewers across the country has grown. Our Sponsored Demonstration is always in high demand and over capacity. In 2017 (and 2018) we added a Lounge Sponsorship enabling our team to have a place for follow-up meetings from the connections we made throughout our time at CBC. We leave with enough leads and meetings to keep us busy for months after our event. Our sponsorship has been crucial in our ability to meet both brewers and wholesalers in one convenient location and grow our craft beverage practice."

Baker Tilly, Gold Level Sponsor





Save the Date

Denver, CO April 8-11, 2019

— brewers association —

CRAFT BREWERS conference & BrewExpo America®

WE LOOK FORWARD TO WORKING WITH YOU!



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