

# 2016 World Brewing Congress Sponsorship Opportunities

August 13–17 • Sheraton Downtown Denver • Denver, Colorado, U.S.A.



Spark additional name recognition and attendee interest with WBC's sponsorship offerings! Choose to be an exclusive or partial sponsor of one or more conference events.

## Conference Sponsorships Include:

- The right to use a "sponsor" title (WBC 2016) in your own promotional materials
- Recognition on the WBC 2016 website
- Recognition in the WBC 2016 Program Book
- Recognition on signage during WBC 2016

Sponsorships may be partial or exclusive and are accepted on a first-come, first-served basis.

Order your sponsorship using the Sponsorship Contribution Order Form, or contact Tressa Patrias at +1.651.994.3851 to discuss sponsorship options.

See WBC website for details on sponsorship levels and benefits.

## 2016 WBC Supplier Sessions

The WBC Supplier Sessions will be held on Sunday and Monday morning. The session fee includes:

- Room Set for 30 people, theater style
- Basic audiovisual
- Session will be listed in the program book.

### Session Fee:

\$250 per half hour slot  
\$500 for a one hour slot

*\*Supplier Sessions are not considered sponsorships.*

## Sponsorships

### Conference Bags – \$8,500 **SOLD**

Attendees need a way to keep track of all of their congress gear. Make sure your company's name is the one that everyone is carrying around, both during and after WBC!

### Lanyards – \$8,500 **SOLD**

A lanyard with your company's name will be provided to each congress attendee. As people are meeting throughout the congress and looking at each other's name tags, make sure they see your company's name as well.

### Charging Station – \$2,500 **SOLD**

Allow attendees to "recharge" themselves and their phone in an area with your logo.

### Registration On-Tap – \$5,000 **SOLD**

Cups with your logo will be provided for the WBC beer-on-tap that will be served in the registration area.

### AV Sponsorship – \$15,000 (exclusive) – 3 partial sponsorships \$5,000 each (Sunday, Monday, Tuesday)

Audiovisual sponsors will enjoy additional recognition of their company logo posted as the background image on each session computer. An exclusive sponsor will be featured on all of the computers throughout the congress. Partial sponsor logos will be featured on the computers on their specified day.

### WBC Meeting App – \$8,500 (exclusive), 2 partial \$4,250 each sponsorships are also available

Attendees will be able to browse meeting schedules, explore abstracts, view exhibitor information, and create personal schedules using the WBC 2016 meeting app. Make sure your logo is in the palm of every attendee's hand.

### Opening Party – (Saturday, August 13, Sheraton Hotel)

See below for a variety of opportunities

- Dessert Station - \$5,000
- Entertainment - \$4,000
- Mountain Chalet Area - \$2,000
- Wilderness Campsite - \$2,000
- Photo Booth - \$2,000 **SOLD**
- Foolsball - \$1,000 **SOLD**
- Air Hockey - \$1,000

### WBC Block Party – (Tuesday, August 16, Glenarm Street)

See below for a variety of opportunities

- Mainstage entertainment - \$8,000
- Food Truck Sponsorship - \$2,500 **SOLD**
- Street Entertainment - \$1,000 (4 available)
- Restroom Stations - \$1,000 (5 available) or \$4,000 (exclusive)
- Beer Pong - \$1,500
- Beer Garden - \$10,000 **SOLD**
  - This includes entertainment and food.

### Registration Confirmation – \$4,000 **SOLD**

Your logo and booth number will appear at the bottom of the registration confirmation that is sent to all attendees confirming their registration.

### Travel E-mail – \$2,000 **SOLD**

Your logo and booth number will appear on the travel email that is sent to all attendees prior to the congress.

### Self Check-In for Registration – \$3,000 **SOLD**

Your logo will appear at the preregistration kiosk for attendees to see when they are checking in.

### Coffee Breaks – \$1,500 MONDAY AND TUESDAY **SOLD** (Sunday available)

Keep the attendees alert by helping to provide the "fuel" in the morning. Morning coffee breaks are available.

# 2016 World Brewing Congress Sponsorship Contribution Form



**August 13–17**  
**Sheraton Downtown Denver**  
**Denver, Colorado, U.S.A.**

## 1. Deadline for sponsorships: June 1, 2016

Early reservations receive earlier and longer website publicity, and high-demand sponsorships will be reserved in the order of the date they are received. Complete the form and return with your payment and logo no later than June 1, 2016, for recognition in the Program Book.

## 2. Governing Rules, Regulations, and Policies

- WBC staff must approve final copy, layout, design, and products of all sponsorships prior to production. WBC reserves the right to restrict content for any sponsorship.
- Final decision on any issues regarding WBC Sponsorships rests with WBC.

## 3. Company Information

Company Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State or Province/Country \_\_\_\_\_  
 Zip/Postal Code \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Facsimile \_\_\_\_\_  
 Website \_\_\_\_\_

## 4. Sponsorship Contact Information

(person to receive future sponsorship communication)

Name \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Telephone \_\_\_\_\_

**Please complete the information below if contact information and address are different from above.**

Company Name \_\_\_\_\_  
 Department/Division \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State or Province/Country \_\_\_\_\_  
 Zip/Postal Code \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Facsimile \_\_\_\_\_

**Completed forms and payment  
 must be received by June 1, 2016.**

**Send to:**

WBC 2016, 3340 Pilot Knob Road, St. Paul, MN 55121 U.S.A.

Fax: +1.651.454.0766

E-mail: [tpatrias@scisoc.org](mailto:tpatrias@scisoc.org)

**Questions?** Tressa Patrias +1.651.994.3851

## 5. Please indicate item and amount of your sponsorship.

To discuss a customized or exclusive sponsorship, contact Tressa Patrias at +1.651.994.3851 or [tpatrias@scisoc.org](mailto:tpatrias@scisoc.org).

Conference Bags – Exclusive \$8,500	\$ ___ <b>SOLD</b> ___
Lanyards – Exclusive \$8,500	\$ ___ <b>SOLD</b> ___
Charging Station – \$2,500	\$ ___ <b>SOLD</b> ___
Registration On-Tap – Exclusive \$5,000	\$ ___ <b>SOLD</b> ___
AV Sponsorship – Exclusive \$15,000	\$ _____
Partial – \$5,000 (Indicate day)	\$ _____
<input type="checkbox"/> Sunday <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday	
WBC Meeting App – Exclusive \$8,500	\$ _____
Partial Sponsorship – \$4,250	
<b>Opening Party – (Saturday, August 13, Sheraton Hotel)</b>	
Dessert Station – \$5,000	\$ _____
Entertainment – \$4,000	\$ _____
Mountain Chalet Area – \$2,000	\$ _____
Wilderness Campsite – \$2,000	\$ _____
Photo Booth – \$2,000	\$ ___ <b>SOLD</b> ___
Foosball – \$1,000	\$ ___ <b>SOLD</b> ___
Air Hockey – \$1,000	\$ _____
<b>WBC Block Party – (Tuesday, August 16, Glenarm Street)</b>	
Beer Garden – \$10,000	\$ ___ <b>SOLD</b> ___
Mainstage entertainment – \$8,000	\$ _____
Food Truck Sponsorship – \$2,500	\$ ___ <b>SOLD</b> ___
Street Entertainment – \$1,000 (4 available)	\$ _____
Restroom Stations	\$ _____
Exclusive \$4,000; Partial \$1,000 (5 available)	
Beer Pong – \$1,500	\$ _____
<b>Registration Confirmation – Exclusive \$4,000</b>	\$ ___ <b>SOLD</b> ___
<b>Travel E-mail – Exclusive \$2,000</b>	\$ ___ <b>SOLD</b> ___
<b>Self Check-In for Registration – Exclusive \$3,000</b>	\$ ___ <b>SOLD</b> ___
<b>Coffee Breaks – \$1,500 each (Sunday available)</b>	\$ _____
<input type="checkbox"/> Sunday <input checked="" type="checkbox"/> Monday – <b>SOLD</b> <input checked="" type="checkbox"/> Tuesday – <b>SOLD</b>	
<b>WBC Supplier Session</b>	\$ ___ <b>SOLD</b> ___
One Hour – \$500; 1/2 Hour \$250	
<b>Total Contribution</b> \$ _____	

## 6. Payment Information

Check enclosed (payable to WBC) – *When you provide a check as payment, you authorize us to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.*

Charge my credit card (check one):  
 Visa    MasterCard    American Express

Card No. \_\_\_\_\_

Expiration Date (month/year) \_\_\_\_/\_\_\_\_ Security Code \_\_\_\_\_

Signature \_\_\_\_\_

Name of Cardholder \_\_\_\_\_

## 7. Logo Submission

Your sponsorship includes both print and web recognition.

**Preferred format:** eps vector with fonts outlined

**Other accepted formats:** jpg or tif, 300 dpi (high resolution), and no smaller than 3 inches width or depth

**Please submit your logo to [rwilkie@scisoc.org](mailto:rwilkie@scisoc.org) by June 1, 2016.**