



BC CRAFT BREWERS CONFERENCE

OCTOBER 17 & 18, 2024

ANVIL CENTRE, NEW WESTMINSTER



ABOUT BC BEER CON

We are back with 2 days of in-person programming designed to engage you and the craft brewing community in BC, allowing you to connect with new craft brewers, and reconnect with veteran craft brewers.

The BC Craft Brewers Conference, hosted by the BC Craft Brewers Guild, brings together key stakeholders from across British Columbia's craft brewing industry for an annual networking and educational event. A highlight on everyone's calendar, 500+ attendees will form new contacts with industry peers, connect with key industry suppliers, and gain insight into key industry issues. The conference includes peer-led educational sessions centered around three tracks, Brewing, Marketing & Sales, and Operations & Finance, PLUS a supplier Trade Show floor, many social engagements allowing everyone to network, and of course plenty of beer—we are brewers after all.

As one of our sponsors, you will gain unparalleled access to this gathering of qualified potential clients. The wide-ranging sponsorship opportunities highlighted in this package have been specially designed to provide a wide variety of options for our partners while maximizing exposure at each level of investment.

The entire event will close out with an epic after-party!



WHAT IS THE BC CRAFT BREWERS CONFERENCE?

A two-day educational and networking event that will include:



Educational Seminars & Breakouts

We will be running 3 concurrent sessions throughout the day touching on relevant topics, developed in collaboration with the brewing community. Each seminar will be organized within 3 tracks: Brewing, Marketing & Sales, and Operations & Finance.



Trade Show

The 2024 conference will bring back the face-to-face tradeshow. Exhibitors will be provided with opportunities to showcase their wares and interact with conference attendees. Through various activities, attendees will be encouraged to visit each booth and network over the 2-day event.

Industry Mingler

On Thursday, October 17, Brewery owners, decision makers and staff are invited to meet Vendors and Sponsors at this VIP night of mingling. Trade Show will be open 3:30 - 6pm. Appetizers and beer will be provided.



Official Conference Parties

Following the conclusion of the Educational Seminars and Industry Mingler on Thursday October 17 we will be keeping the party going at a nearby brewery. We will close out the show with our Official After Party, allowing Sponsors and Vendors to connect with Attendees, while celebrating what is sure to be our best conference yet!



BC CRAFT BREWERS CONFERENCE 2024

500+
ATTENDEES
& 70+ SUPPLIERS



240 CRAFT BREWERIES/
BREW PUBS IN BC

OUR MARKET SHARE
IN BC IS **32%+**

(HIGHEST MARKET SHARE IN CANADA)

WHICH EQUATES TO

\$341

MILLION

IN DOMESTIC BEER SALES

224

BREWERY
MEMBERS

70+

ASSOCIATE
MEMBERS

4500+

PEOPLE EMPLOYED

SPONSORSHIP OPPORTUNITIES

The only event of its kind in BC, the BC Craft Brewers Conference is an exceptional opportunity to build awareness of your organization and its products/services to an audience of hundreds of brewing and liquor industry professionals. Our sponsors are integral to the success of our conference and our Members' business practices.

We place great value on knowing and understanding our sponsors' goals and objectives to ensure that we customize a package that provides real value and delivers on your investment.

Sponsorships are available on a first come, first served basis. If you are interested in this opportunity to gain exposure to the key decision makers in BC's craft beer industry, please connect with us today by completing the registration form.

Note: all prices are plus GST.

[SIGN UP TO BE A SPONSOR OR VENDOR HERE](#)

SPONSORSHIP LEVELS

PLATINUM

CONFERENCE PRESENTER:

Only 1 Available (\$15,000)
Includes Glassware & Lanyard

SOLD!

AFTER-PARTY PRESENTER:

Only 1 Available (\$12,500)
Conference Day 2

INDUSTRY MINGLER PRESENTER:

Only 1 Available (\$10,000)
Conference Day 1

SOLD!

- 20 x 8 or 16 x 8 exhibitor booth
- Hyperlinked logo on BC Beer Con Website
- Hyperlinked logo on ticketing page
- Top tier logo placement on our Sponsor
- Logo placement/ Presented by on any printed materials and posters present at your sponsored event
- Hyperlinked logo on all Email marketing
- Social Media Post with logo on Instagram, Facebook and Twitter Wall
- Attendee Swag Bag Inclusion
- Opportunity for us to screen a one-minute promo video (that you supply us) during the opening or close on Day 1 or 2
- Complimentary tickets to the Industry Mingler, Conference and After Party
- Associate Membership with the BC Craft Brewers Guild for 12 months

GOLD

CONFERENCE LUNCH:
Only 2 Available (\$10,000)

CONFERENCE NOTEBOOK:
Only 1 Available (\$7,500)

SOLD!

KEYNOTE SPEAKER:
Only 2 Available (\$5,000)

SOLD!

INDUSTRY UPDATES:
Only 1 Remaining (\$5,000)

SOLD!

- 10 x 8 or 8 x 8 exhibitor booth
- Hyperlinked logo on BC Beer Con Website
- Logo placement on our Sponsor Wall
- Social Media Post with logo on Instagram, Facebook and Twitter
- Attendee Swag Bag Inclusion
- Opportunity for us to screen a one-minute promo video (that you supply us) at the beginning of the Educational Seminar that is presented by you
- 4 complimentary tickets to the Industry Mingler, Conference and After Party
- Associate Membership with the BC Craft Brewers Guild for 12 months

SPONSORSHIP LEVELS

SILVER

MORNING COFFEE SPONSOR (Both Days):
Only 1 Available (\$6,000)

SEMINAR SPONSOR:
Only 12 Available (\$4,000)

NETWORKING BREAK SPONSOR:
Only 2 Remaining (\$3,000)

SOLD!

- 8 x 8 exhibitor booth
- Hyperlinked logo on BC Beer Con Website
- Logo placement on our Sponsor Wall
- Logo placement/Presented by on any printed materials and posters present at your sponsored event
- Social Media Post with logo on Instagram, Facebook and Twitter
- Attendee Swag Bag Inclusion
- Opportunity for us to screen a one-minute promo video (that you supply us) at the beginning of the Educational Seminar or Networking Break that is presented by you
- 3 complimentary tickets to the Industry Mingler, Conference and After Party
- Associate Membership with the BC Craft Brewers Guild for 12 months

VENDOR

8 X 10 VENDOR BOOTH:
Regular (\$2,350)

SOLD!

8 X 8 VENDOR BOOTH:
Regular (\$2,000)

6 X 6 VENDOR BOOTH:)
Regular (\$1,750)

SOLD!

- Hyperlinked logo on BC Beer Con Website
- Logo placement on our Sponsor Wall
- Logo placement/Presented by on any printed materials and posters present at your sponsored event
- All Vendor Booths include 2 exhibitor passes
- Social Media Post with logo on Instagram, Facebook and Twitter
- 1 complimentary ticket to the Industry Mingler, Conference and After Party
- Associate Membership with the BC Craft Brewers Guild for 12 months

CONTACT INFO

KEN BEATTIE

Executive Director
BC Craft Brewers Guild
ken@bccraftbeer.com
604 306 1500

LISA CRUTHERS

Event Coordinator
lisa@harlowagency.ca
604 220 7832

