



Exhibit Creative Brief

Craft Brewers Conference & BrewExpo America[®]

April 10-13, 2017 • Washington, D.C.

Show Info

Overview

BrewExpo America® is the largest brewing conference and trade show in the U.S. serving brewpubs, breweries, and wholesalers.

Attendee Profile:

- Independent and multi-operation brewpub owners/operators
- Professional brewery owners, brewers, managers, marketing managers
- Craft beer wholesalers
- Large and regional craft breweries
- Brewpub chefs and general managers
- Multi-tap bar and restaurant owners and managers

Location

Walter E. Washington Convention Center
Washington, D.C.

Expo Dates & Times

Tuesday, April 11	9:00 a.m.	–	5:00 p.m.
Wednesday, April 12	9:00 a.m.	–	5:50 p.m.
Thursday, April 13	9:00 a.m.	–	3:00 p.m.

Move-In

Sunday, April 9 (600 sq. ft. and larger booths)	8:00 a.m.	–	6:00 p.m.
Sunday, April 9 (all exhibitors)	3:00 p.m.	–	6:00 p.m.
Monday, April 10 (all exhibitors)	7:00 a.m.	–	7:00 p.m.

Move-Out

Friday, April 14 (400-800 sq. ft.)	8:00 a.m.	–	12:00 p.m.
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Full logistics schedule can be found here: <http://www.craftbrewersconference.com/exhibitor-info/schedule-logistics>

Exhibit Details

Floor Plan



Exhibit Size

20' x 40' island

Booth Number

#1907

Booth Requirements

Budget

Booth rental, graphics, and show services not to exceed ██████████

Booth Components

- Front counter:
 - Must lock with two (2) sets of keys
 - Electrical access
 - Shelf/Shelving
- Display space/area to showcase product from several divisions (see CBC 2017 Product Display Idea.pdf):
 - Beverage
 - Corrugated
 - Folding Carton/RTS Packaging
 - Merchandising & Display
- Private or semi-private meeting space:
 - Table and four (4) chairs
 - Electrical for two (2) laptops
 - Monitor to illustrate “Packaging on the fly” designs
- Separate LED screen for showing machine/equipment videos
- Literature display (let’s discuss)
- Storage:
 - Must lock with two (2) sets of keys
 - 36 sq. ft. minimum in a 6’ x 6’ or similar configuration

Products

- Baskets
- Carriers
- Keg & Can Collars
- Labels & Shrink Sleeves
- Mother Cartons
- Shippers
- Trays
- Wraps

Messaging

Crafted Solutions.

WestRock has made it our business to understand the evolving craft brewing movement and help emerging brands find ways to stand out on the shelf. No matter where you are in your journey, we have tailored solutions to fit your needs – solutions that work with your operation now but can also grow with you as your business needs change. Because one size does not fit all, we partner with craft brewers to deliver products and services with uncompromising quality and reliability from a local to global scale.

(Subject to being tweaked.)

Proposed Schedule of Deliverables

Booth Concept

February 17, 2017

Review Process & Revisions

February 20-27, 2017

Booth Design Approval

February 28, 2017

Graphics Specs

March 3, 2017

Final Art for Booth Graphics

March 17, 2017

