



Post Show Report

# Craft Brewers Conference & BrewExpo America<sup>®</sup>

*April 10-13, 2017 • Washington, D.C.*

Show Leads

## 2017 Show Leads

100 leads were obtained over the course of the 3-day event:

- 92 - badge scans
- 8 - business cards

Leads have been uploaded into Salesforce and assigned to David Hayslette for distribution.

## 2016 Show Leads

165 leads were obtained over the course of the 3-day event:

- 154 - badge scans
- 11 - business cards

Of the 165 leads generated at the show, WestRock had \$5.7M in sales last year from 18 of the companies whose information we gathered.

## ROI History\*

Leads	Year	ROI
100	2017	<b>TBD</b>
165	2016	\$38.76 to \$1
91	2015	\$15.10 to \$1
53	2014	\$62.65 to \$1

\*ROI = Sales / Show Costs (every dollar spent)

# Trade Show Details



## Event 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

## Floor Plan



## Booth Number

#1907

## Exhibit Size

20' x 40' island

## Exhibit Photos

Below:

This year's booth borrowed many elements from last year's design including the front counter and wooden pallets, as well as the conference table featured on page 8.



Above:  
Back of the exhibit uses  
the brand in a unique  
and compelling way.





Left:  
Video monitors on both  
sides of the booth  
featured automation

Below:  
Detail of product  
samples.



Left:  
New this year was the addition of a  
design area where customers/prospects  
could work with structural designers to  
create packaging "on the fly."

Right:  
Poster on outside wall of the conference room  
aligned RTS Packaging with WestRock.



Above:  
Conference  
room.



Above:  
Props in the meeting  
area helped create the  
brewery atmosphere.



Left:  
Posters on the  
conference room wall  
reinforced messaging.

# Advertising & Promotional Marketing



## 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 packaging and automation 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.

## Print & Digital Advertising



**Crafted Solutions.**

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**Contact us at 470.328.6154 for more information.**

Visit our Booth #1907 at Craft Brewers Conference & BrewExpo America April 11-13, 2017

westrock.com



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- Beverage Industry
- Brewbound
- Canadian Packaging
- Craft Brewers Conference Program
- Packaging World
- The New Brewer



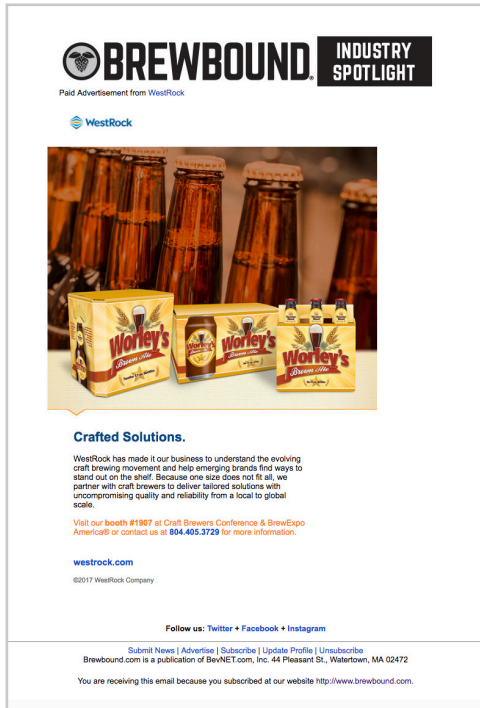
**Crafted Solutions.**

Visit our booth #1907 at Craft Brewers Conference & BrewExpo America®



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## Sponsored Advertising



Sent: 17,170 (Brewbound subscribers)

Successful Deliveries: 17,143 (99.8%)

Opened: 4,428 (25.8%)

List average = 25.7%

Industry average (Media and Publishing) = 17.1%

Clicked: 155

## Other Sponsorships

Brew Talks at CBC 2017



# Email Marketing



Preshow (WestRock)

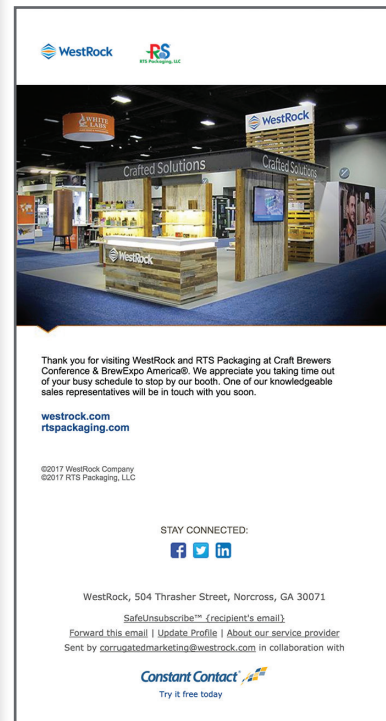
Sent = 419  
 Bounced = 46  
 Opened = 171  
 Open Rate = **46%**  
 Click Rate = 3%

Industry Average Open Rate = 24%



Preshow (Co-branded)

Sent = 109  
 Bounced = 6  
 Opened = 40  
 Open Rate = **39%**  
 Click Rate = 5%



Post Show

Sent = 115  
 Bounced = 1  
 Opened = 78  
 Open Rate = **69%**  
 Click Rate = 4%



# Literature



## 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 with tailored packaging and automated 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 you to provide offerings that improve production efficiencies, protect your products, and promote your brand at the point of sale.

- High-end graphics across all substrates
- Brand management
- Point-of-purchase displays

We deliver value beyond the container through automation and supply chain optimization that improves your packaging line productivity and bottom line profitability.

- Packaging line evaluations
- Packaging equipment

**"Working with WestRock has been one of the best decisions we've made. You always come through for us and I genuinely appreciate it."**

— Brian Evans, Plant Manager,  
Southern Tier Brewing Co.,  
Lakewood, New York

Contact us to see how our expertise in beverage packaging can deliver winning solutions to the range of issues your business faces with uncompromising quality and reliability from a local to global scale.

WestRock's packaging is made from high quality 100% renewable and recyclable materials for carriers, trays, baskets, wraps, mother cartons, and shippers.



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17.2.9

Show Highlights  
& Takeaways

## Highlights

### Opening Welcome Reception

All booth personnel were registered for the Craft Brewers Conference & BrewExpo America® Official Welcome Reception on Monday evening, April 10th, which was held at the Smithsonian National Museum of Natural History & Smithsonian National Museum of American History.

### Hospitality Event

A hospitality event was sponsored by WestRock and Sixpoint Brewery on Tuesday evening at Gypsy Sally's. The musical guest was Love Canon, whose unique bluegrass take on songs of the 80's, made a big splash. Click on the image below to view a short video. Password: CBC2017LoveCanon.



### Lead Retrieval

Custom qualifiers were added to the lead retrieval system making it easier to distribute leads to the appropriated personnel.

## Takeaways

Regrettably, the design station failed to attract any takers.

Ideas/improvements for next year's show:


- Sponsorship of the beer tap handles for sample stations if available.
- For dress attire, consider the actual shirts that WestRock employees wear in our plants.
- Should we reuse the same booth or elements of it next year, "rustic looking" shelving to match the rustic look and feel of the booth environment was suggested as an alternative to the white shelving of the past two years.

Next Year's Show

# CBC 2018

Next year's Craft Brewers Conference & BrewExpo America® will be held April 30 - May 3 at Music City Center in Nashville, TN.

Booth location TBD.



**Craft Brewers Conference & BrewExpo America® 2018**  
Nashville  
April 30 - May 3, 2018

**World Beer Cup 2018**

Craft Brewers Conference & BrewExpo America® 2018  
Music City Center  
[www.craftbrewersconference.com](http://www.craftbrewersconference.com)

**Official Hotels:**

1. Aloft Nashville
2. Clarion Downtown
3. Courtyard by Marriott Downtown
4. Courtyard by Marriott Vanderbilt/West End
5. Doubletree Hotel
6. Embassy Suites Vanderbilt
7. Fairfield Inn Gulch
8. Hampton Inn & Suites Downtown
9. Hampton Inn Vanderbilt Elliston Place
10. Hampton Inn Vanderbilt West End
11. Hilton Garden Inn Vanderbilt
12. Hilton Nashville Downtown
13. Holiday Inn Express Downtown
14. Homewood Suites Vanderbilt
15. Hotel Indigo
16. Hutton Hotel
17. Hyatt Place Downtown
18. Loews Vanderbilt Hotel
19. Millennium Maxwell House
20. Nashville Airport Marriott
21. Omni Hotel
22. Quality Inn Downtown Nashville Stadium
23. Renaissance Hotel
24. Residence Inn Vanderbilt/West End
25. Sheraton Grand Hotel
26. SpringHill Suites Vanderbilt/West End
27. The Capital Hotel Downtown Nashville
28. Westin Nashville

\*Hotels are Subject to change.

