

Craft Brewers Conference & BrewExpo America®

April 10-13, 2017 • Washington, D.C.



Event Overview

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

Trade Show Details

Location

Walter E. Washington Convention Center 801 Mt Vernon PI NW Washington, DC 20001



Expo Dates & Times

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

Floor Plan

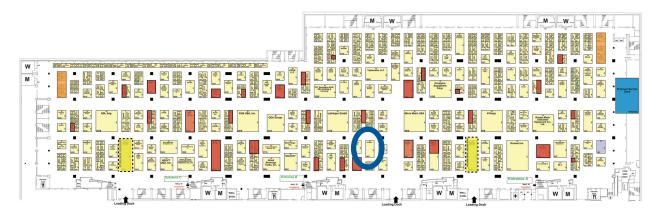


Exhibit Size

20' x 40' island

Booth Number

#1907

Exhibit Renderings











Conference Room



Design Area

Booth Graphics







Conference Room Posters



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



Email Marketing



Literature



Sponsorships

WestRock will again be sponsoring Brew Talks at CBC in addition to the Brewbound e-newsletter the week of the show.

Booth Staff Information

Booth Staff

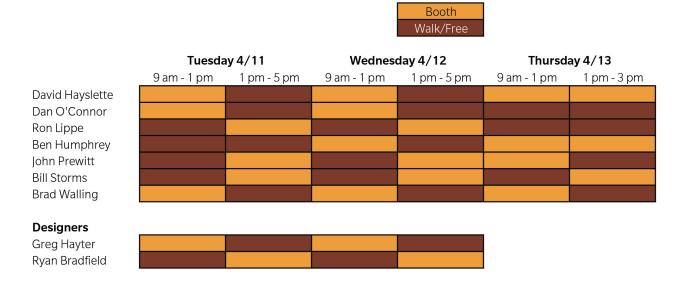
Exhibitor Badges

Booth staff have been registered for the show and should have received confirmation of registration via email. Badges will not be mailed and will need to be picked up onsite at the registration desk. An ID will be required to pick up badges.

Complimentary Passes

WestRock has been assigned a unique code for obtaining complimentary one-day visitor passes to the show. The code can be used up to ten (10) times. The deadline for utilizing the code for passes is Friday, March 24th. At this date, no passes remain.

Staff Schedule



Todd Gentry, Jeff James and Steve Meyer - no set schedule

Dress Attire

The wardrobe for booth staff will consist of branded work shirts in black, desert sand beige, and dark navy blue – same as last year – and jeans. Shirts are on order for new staff (Delivery expected March 28th) and will be shipped prior to the show.

Tuesday - Navy Wednesday - Khaki Thursday - Black





Men's

Ladies

Hotel Accommodations



Washington Hilton 1919 Connecticut Ave NW Washington, DC 20009 Phone: (202) 483-3000

Welcome Reception

All booth personnel have been registered for the Craft Brewers Conference & BrewExpo America[®] Official Welcome Reception on Monday, April 10th from 7:30 PM to 10:00 PM at the Smithsonian National Museum of Natural History & Smithsonian National Museum of American History.

Hospitality Event

All are invited to attend the hospitality event sponsored by WestRock and Sixpoint Brewery. Musical guest: Love Canon.

When: Tuesday, April 11, 2017
Doors open 7:00 PM - Show 8:00 PM
Where: Gypsy Sally's
3401 Water Street NW
Washington DC

Please contact David Hayslette if you plan to attend. The venue will not let you in if your name is not on the list!



