



Show Brief

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 Pl 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



RTS Packaging

RTS Packaging is able to handle any brewery's packaging needs. Through our association with WestRock, we can deliver products and services to craft brewers with uncompromising quality and reliability from a local to a global scale.

- Partitions
- 4- and 6-pack carriers
- Can wraps
- Bottle display packs
- 22 oz. bomber cartons
- Die cut specialty items
- 24-pack suitcases
- Sheeted pads

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



The advertisement features a background image of several glass beer bottles. In the foreground, three different packaging options for 'Worley's Broom Me' beer are displayed: a 12-pack cardboard box, a 6-pack cardboard box, and a 3-pack cardboard box. Each box is yellow and red with the brand name and 'Broom Me' logo. Below the packaging, a white text box contains the following information:

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Contact us at 470.328.6154 for more information.

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

westrock.com



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Email Marketing




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Visit our booth #1907 at Craft Brewers Conference & BrewExpo America® or contact us at 470.328.6154 for more information.

westrock.com

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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

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.

"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 Evers, Plant Manager,
Southern Tier Brewing Co.,
Lakewood, New York



501 S. 5th Street, Richmond, VA 23219
 Office: 804.444.5282 • Mobile: 804.405.3729
david.haylette@westrock.com

westrock.com



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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

	Tuesday 4/11		Wednesday 4/12		Thursday 4/13	
	9 am - 1 pm	1 pm - 5 pm	9 am - 1 pm	1 pm - 5 pm	9 am - 1 pm	1 pm - 3 pm
David Hayslette	Booth	Walk/Free	Booth	Walk/Free	Booth	Booth
Dan O'Connor	Booth	Walk/Free	Booth	Walk/Free	Booth	Booth
Ron Lippe	Walk/Free	Booth	Walk/Free	Booth	Walk/Free	Booth
Ben Humphrey	Walk/Free	Walk/Free	Booth	Walk/Free	Booth	Booth
John Prewitt	Walk/Free	Booth	Walk/Free	Booth	Booth	Walk/Free
Bill Storms	Walk/Free	Booth	Walk/Free	Booth	Walk/Free	Booth
Brad Walling	Booth	Walk/Free	Booth	Walk/Free	Booth	Walk/Free
Designers						
Greg Hayter	Booth	Walk/Free	Booth	Walk/Free		
Ryan Bradfield	Walk/Free	Booth	Walk/Free	Booth		

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!



