



EXPOSITION & CONFERENCE SPONSORSHIP PACKAGES

May 10 - 13, 2020

**Gaylord Palms Resort & Convention Center
Kissimmee, FL**

For more information please reach out to:

Craig Valby , President

CraigValby@CraftDBA.org

833-BE-CRAFT x801 (main)

561.239.5200 (direct)

Presenting Partner Sponsorship

\$125,000

- As the official CDBA Presenting Partner, your Company name, logo and short message will be included on all printed and digital media listing you as the Official CDBA Expo & Conference Presenting Partner
- Also, your company Name, logo and listing as CDBA Partner in CDBA Expo & Conference will be included in the Expo & Conference App as it opens
- A dedicated page with link to your website will be included on the CDBA website
- A collective 20 dedicated Facebook and Instagram posts will be created showcasing your partnership with the 2020 CDBA Expo & Conference
- You will have Front Cover placement on the CDBA Expo & Conference Program that will be distributed to all exhibitors and attendees upon registration
- Your business logo will be on signage for every function at the CDBA Expo & Conference May 2020
- You will have an opportunity to speak at the opening night welcome reception/awards ceremony and have 2 VIP tables for 10 guests
- Complimentary Private Exhibitor Suite for you to entertain your VIP clients
 - * food & beverage hosted in the space will be an additional cost
- Within the Expo space you will be given a complimentary 10' x 16' exhibitor space in a premium location to include 10 exhibitor passes and 10 attendee passes
- Complimentary hotel reservations with VIP amenities, complimentary valet parking and waived resort fee for 2 hotel rooms for Sunday May 10 - Thursday May 14, 2020
- Invitation for 4 people to private sponsor dinner on Sunday 5/10
- Complimentary shuttle transportation to/from MCO or ORL

"Steampunk Welcomes You"

\$75,000

Opening Night Reception Partner

- Be recognized as the official sponsor of "Steampunk Welcomes You" CDBA Craft Spirits Awards Ceremony and Welcome Reception and host the official "ribbon-cutting" for the premier event within the CDBA Expo & Conference.
- Opportunity to speak at opening night reception with 2 VIP tables for 10
- Link to website on CDBA website
- 8 dedicated Facebook and Instagram posts related to the event
- Signs with Sponsor Logo outside and inside welcome reception/awards ceremony
- Recognition in mobile app
- Front inside cover, full-page ad in the CDBA Expo & Conference Program
- Complimentary hotel reservation with VIP amenities, complimentary valet parking and waived resort fee for 1 hotel room for Sunday May 10 - Thursday May 14, 2020
- Invitation for 2 people to private sponsor dinner on Sunday 5/10
- Complimentary shuttle transportation to/from MCO or ORL

"Steampunk Welcomes You" Décor & Entertainment Partner

\$22,000

Be recognized as the official Decor & Entertainment sponsor of "Steampunk Welcomes You" CDBA Craft Spirits Awards Ceremony and Welcome Reception for the premier event within the CDBA Expo & Conference. We have secured world-renowned magicians, aerialists and roaming entertainers to amaze and astonish event attendees with Steampunk themed entertainment throughout the evening. The decor will transport guests to a place where the past meets the future with elaborate furnishings, lighting and decor.

- You will have the opportunity to speak at opening night reception and will receive a VIP table for 10
- All table centerpieces and unexpected steampunk "artifacts" will include your logo
- Link to website on CDBA website
- You will receive 4 dedicated Facebook and Instagram posts related to the event
- Signs with Sponsor Logo inside and outside welcome reception/awards ceremony
- Recognition in mobile app
- Full-page ad in the CDBA Expo & Conference Program
- Invitation for 2 people to private sponsor dinner on Sunday 5/10

Craft Beer Olympics Sponsor**\$55,000**

As the first day of the Expo closes, we all will need to just have some fun and decompress. Put together a team of your most athletic buds and compete in the 2020 CDBA Craft Beer Olympics. We have put together a full schedule of "hoppy" games and a menu of brew-friendly food that will let you participate in some friendly competition and relax with a cold one in hand!

- You have the opportunity to fully brand each Craft Beer Olympics Game with your company logo.
- Your beer will be served exclusively at the event
- Link to website on CDBA website
- Your logo will be on the CDBA Expo App & will include push alerts to remind attendees of your sponsored event.
- Your logo will be on the CDBA Expo & Convention website and on signage at your sponsored seminar room.
- Your sponsorship will also be recognized in the CDBA Expo & Convention Program.
- Complimentary shuttle transportation to/from MCO or ORL

Specialty Ice Sponsor For All Events**\$8,000**

During the opening Reception/ Awards Ceremony and each nightly hosted reception, 1000's of specialty cocktails will be served to all attendees. As the Specialty Ice Sponsor, you have the opportunity to create custom ice etched with your company logo. Every cocktail will have your presence and it is a unique and memorable way to showcase your brand.

- You will receive 8 dedicated Facebook and Instagram posts related to the event
- Signs with Sponsor Logo outside and inside welcome reception/awards ceremony
- Link to website on CDBA website
- Recognition in mobile app

Exclusive Drinkware Partner**\$18,000**

This partnership will allow you to showcase your reusable, recyclable drink ware in an environment created exclusively for using drinkware! Over 300 exhibitors will be presenting beverage samples to over 3,000 attendees in the beverage industry. Your product will be the exclusive drinkware for the tasting Exposition and Beer & Spirits Competitions. The sponsorship amount is in addition to donation of the appropriate drinkware for each event.

- You will receive 6 dedicated Facebook and Instagram posts related to the event
- Logo inclusion on all signs where your product will be utilized
- Recognition in mobile app
- Link to website on CDBA website
- Full-page ad in the CDBA Expo & Conference Program
- Invitation for 2 people to private sponsor dinner on Sunday 5/10

Exposition Room Partner**\$65,000**

As the Exposition Room Presenting Partner, you will receive recognition during the key portion of the event. Every person attending the CDBA Expo & Conference will spend the majority of their time in the Expo space and see your logo and signage.

- Company name, logo and short message on all printed and digital media and listing as official CDBA Expo Room partner
- Name, logo and listing as CDBA Expo Room Partner in CDBA Expo & Conference App
- Link to website on CDBA website
- 6 dedicated Facebook and Instagram posts
- Front inside cover, full-page ad in the CDBA Expo & Conference Program; Logo on signage for every function at the CDBA Expo & Conference May 2020
- Host for "ribbon-cutting" of Expo space on Tuesday morning
- 2 Complimentary 10' x 16' exhibitor spaces in premium locations to include 20 exhibitor passes and 20 attendee passes
- Complimentary hotel reservations with VIP amenities, complimentary valet parking and waived resort fee for 1 hotel room for Sunday May 10 - Thursday May 14, 2020
- Invitation for 2 people to private sponsor dinner on Sunday 5/10
- Complimentary shuttle transportation to/from MCO or ORL

Exposition Registration Partner	\$18,000
<p>Have your company's logo at the Exposition Registration Desk, on every registration kiosk and in the registration area as every exhibitor and attendee enters and exits the Expo Room. Additionally, this sponsorship will include Lead Retrieval Technology to expedite and simplify the exchange of information while conducting business within the Expo Space.</p>	
<ul style="list-style-type: none"> • You will have your logo on signage, kiosks and the registration deck in the Expo area • A complete list of every exhibitor and attendee who participated in the CDDBA Expo & Conference • You will receive a full page in the CDDBA Expo & Convention Program • Link to website on CDDBA website • Your logo and sponsorship contribution will be listed on the event app • Invitation for 2 people to private sponsor dinner on Sunday 5/10 	
Convention Mobile App	\$10,000
<p>This new and exciting opportunity allows for maximum visibility and includes branding and ads on both the mobile app and on the homepage. This app, created by you, will be a resource for all exhibitors and attendees for the duration of the event. All communication regarding the event will take place via the CDDBA Expo App. It will also feature a "social media" feature that will allow people to post photos and comments while they are at the Expo & Convention. This is a great way for you to showcase your brand by "being" with each attendee digitally.</p>	
<ul style="list-style-type: none"> • Link to website on CDDBA website • Your logo will be shown upon opening the app • We will produce 12 Facebook and Instagram posts about the app prior to the event • You will be featured in a full page of the Exhibitor and Attendee Info Packet that will be sent out 45 days prior to the event • Your logo will be on the CDDBA Expo & Convention website and on signage at Exhibitor and Attendee Registration • Your sponsorship will also be recognized in the CDDBA Expo & Convention Program 	
Registration Bags	\$13,000
<p>Sponsorship underwrites the cost of the registration bags, which are provided by CDDBA to all convention registrants and exhibitors. The sponsoring company's name will be on the bag along with the CDDBA logo. This is a great sponsorship to pair with a Registration Bag Inclusion opportunity at a discounted rate. Link to company website on CDDBA website.</p>	
Registration Bag Inclusions	\$1,500
<p><i>(ex: / rocks glass, bottled water, bottle openers, reusable water bottle for water station, healthy snacks, portable chargers, etc.)</i></p>	
<p>Do you want to provide a quality logo'd giveaway that exhibitors and attendees will use when they leave the expo? If so, prepare an insert for inclusion in the CDDBA convention registration tote bag. ALL CDDBA convention attendees will receive a registration bag. All inclusions will be purchased by the sponsor and must be pre-approved by CDDBA. Link to company website on CDDBA website.</p>	
Personalized Lanyards	\$3,500
<p>With this option, you can customize the 2020 CDDBA Expo lanyards with your company logo. All attendees and exhibitors will receive a lanyard with a convention badge. Your sponsorship will also be recognized in the CDDBA Expo & Convention Program. Lanyards will be purchased by the sponsor and must be pre-approved by CDDBA. This is a great item to pair with the Exposition Badge sponsorship opportunity.</p>	
Exposition Badges	\$2,000
<p>You will have your company logo on all badges required to enter the exposition and all CDDBA events. All attendees and exhibitors will receive a badge in order to enter the Expo and all CDDBA events. Your sponsorship will also be recognized in the CDDBA Expo & Convention Program and on the CDDBA website. This is a great item to pair with the Exposition Lanyard sponsorship opportunity.</p>	

Craft Distillers and Brewers Association Conference Program	\$18,000
<p>The 2020 CDBA Expo & Conference will produce a single publication that will include a listing of all exhibitors, sponsors and resources available to CDBA members. This Program will not only be an invaluable resource while at the event, but will be a publication that attendees will retain will after they leave the Expo.</p>	
<ul style="list-style-type: none"> • You will receive the full back cover for branding as well as the center 2-page spread • Link to website on CDBA website • Your logo and sponsorship contribution will be listed on the event app • Invitation for 2 people to private sponsor dinner on Sunday 5/10 	
2-Page Spread in Conference Book	\$1,200
<p>The 2020 CDBA Expo & Conference will produce a single publication that will include a listing of all exhibitors, sponsors and resources available to CDBA members. This Program will not only be an invaluable resource while at the event, but will be a publication that attendees will retain will after they leave the Expo.</p>	
<ul style="list-style-type: none"> • You will receive a full 2-page spread and your logo and sponsorship contribution will also be listed on the event app • Link to website on CDBA website 	
Full Page Ad in Conference Book	\$750.00
<p>The 2020 CDBA Expo & Conference will produce 1 publication that will include a listing of all exhibitors, sponsors and resources available to CDBA members. This Program will not only be an invaluable resource while at the event, but will be a publication that attendees will retain will after they leave the Expo.</p>	
<ul style="list-style-type: none"> • You will receive a full page spread and your logo and sponsorship contribution will also be listed on the event app • Link to website on CDBA website 	
Spirits Competition & Awards Presenter	\$20,000
<p>As the sponsor of the Spirits Competition and Awards,</p>	
<ul style="list-style-type: none"> • You will have the opportunity to announce and present the spirits competition awards at the award ceremony on Monday night. • Link to website on CDBA website • Your logo will be on the back of each award presented to each competition winner. • You will receive a full page spread in the CDBA Expo & Conference Program. • Your logo and sponsorship contribution will also be listed on the event app. 	
Beer Competition & Awards Presenter	\$16,000
<p>As the sponsor of the Beer Competition and Awards,</p>	
<ul style="list-style-type: none"> • You will have the opportunity to announce and present the beer competition awards at the award ceremony on Monday night. • Link to website on CDBA website • Your logo will be on the back of each award presented to each competition winner. • You will receive a full page spread in the CDBA Expo & Conference Program. • Your logo and sponsorship contribution will also be listed on the event app. 	
Branded Drink on Drink Lists at All Outlets	\$3,000
<p>This partnership is not only with CDBA, but also the Gaylord Palms Resort & Convention Center. With 6 outlets that serve alcoholic beverage across the property, you will be able to get YOUR product in a cocktail on the drink list! This is an incredible opportunity to present your product not only to every attendee at the CDBA Expo, but also every hotel guest staying at the Gaylord Palms, their staff and management. This is a unique opportunity not to pass up and there are a limited amount of spots available.</p>	

<p>Seminar Room #1</p> <p>Throughout the CDBA Expo & Conference, attendees will have the opportunity to learn from industry professionals alongside other like-minded individuals. They will participate in several seminars throughout their experience at CDBA Expo & Conference.</p> <ul style="list-style-type: none"> You have the opportunity to fully brand each seminar room with your company logo. They will see your company logo for the duration of the seminar and it will stay with them well after the seminar concludes. Link to website on CDBA website Your logo will be on the CDBA Expo & Convention website and on signage at your sponsored seminar room. Your sponsorship will also be recognized in the CDBA Expo & Convention Program 	<p>\$5,000</p>
<p>Seminar Room #2</p> <p>Throughout the CDBA Expo & Conference, attendees will have the opportunity to learn from industry professionals alongside other like-minded individuals. They will participate in several seminars throughout their experience at CDBA Expo & Conference.</p> <ul style="list-style-type: none"> You have the opportunity to fully brand each seminar room with your company logo. They will see your company logo for the duration of the seminar and it will stay with them well after the seminar concludes. Link to website on CDBA website Your logo will be on the CDBA Expo & Convention website and on signage at your sponsored seminar room. Your sponsorship will also be recognized in the CDBA Expo & Convention Program 	<p>\$5,000</p>
<p>Certified Spirit Class</p> <p>In addition to presenting their own brands to the market and learning about other brands, industry professionals attend the CDBA Expo & Conference in order to further their knowledge. We are offering 2 days of on-site Spirits Specialist certification, which an added feature to most standard conferences.</p> <ul style="list-style-type: none"> You have the opportunity to fully brand each classroom with your company logo. They will see your company logo for the duration of the seminar and it will stay with them well after the class concludes. Link to website on CDBA website Your logo will be on the CDBA Expo & Convention website and on signage at your sponsored classroom. Your sponsorship will also be recognized in the CDBA Expo & Convention Program. 	<p>\$2,500</p>
<p>Certified Cicerone Class</p> <p>In addition to presenting their own brands to the market and learning about other brands, industry professionals attend the CDBA Expo & Conference in order to further their knowledge. We are offering 2 days of on-site Cicerone certification, which an added feature to most standard conferences.</p> <ul style="list-style-type: none"> You have the opportunity to fully brand each classroom with your company logo. They will see your company logo for the duration of the seminar and it will stay with them well after the class concludes. Link to website on CDBA website Your logo will be on the CDBA Expo & Convention website and on signage at your sponsored classroom. Your sponsorship will also be recognized in the CDBA Expo & Convention Program. 	<p>\$2,500</p>
<p>Custom Branded Room Keys</p> <p>As the Guest Room Key sponsor, you can customize every hotel guestroom key with your logo and a brief message. Each of the 2,600 plus attendees, exhibitors and other sponsors who are staying at the hotel will receive two personalized room keys upon check-in and will view it each time they come and go from their hotel room. Your sponsorship will also be recognized in the CDBA Expo & Convention Program and on the CDBA website. This is a great item to pair with the Do Not Disturb Sign sponsorship opportunity.</p>	<p>\$6,000</p>
<p>Do Not Disturb Sign</p> <p>Want to create something truly unique? Design a custom “Do Not Disturb” sign to be placed on the doors of all attendees sleeping rooms at Gaylord Palms May 2 - 7, 2020. As each one of the thousands of conference attendees retires for the evening, your logo and message will be one of the last they see. All artwork (to be provided by sponsor) must be pre-approved by CDBA. Your sponsorship will also be recognized in the CDBA Expo & Convention Program. This is a great item to pair with the Turn Down Service sponsorship opportunity.</p>	<p>\$1,500</p>

Turn Down Service (per evening)	\$1,500
Design a fun item such as custom chocolates, bottled water or a note to be thoughtfully left on the pillow of each conference guest at evening turn down service. The sponsorship amount listed is in addition to the cost of the item being provided at turn down service. Additionally you will be listed as a sponsor in the CDDBA Program and on the CDDBA website.	
Cell Phone Quick Charge Kiosk (Per Unit)	\$3,500
We all know the feeling of panic as our cell phone shows 2% battery life remaining. This sponsorship can literally be a life-saver to any attendee or exhibitor who can't leave to charge their phone. 2 Cell phone quick charge kiosks will be located around the expo space and can be customized with your graphics and a welcome screen. Additionally you will be listed as a sponsor in the CDDBA Program. Additionally you will be listed as a sponsor in the CDDBA Program.	
Refillable Water Station (Per Unit)	\$2,000/unit
6 Flo-Water stations will be placed around the exposition space for attendees to have cold, fresh water to keep hydrated while tasting the innumerable amount of beer and spirits being presented at the expo. Your logo will be included on the Flo-Water unit. Consider pairing this sponsorship opportunity with a Swag Bag Inclusion opportunity to add a logo'd reusable water bottle. Link to company website on CDDBA website.	
Coffee/Snack Breaks (per day)	\$3,500
Your sponsorship will help provide an afternoon snack and coffee to sustain attendees throughout the afternoon. We don't need any "Betty White's" amongst us so lets keep everyone going with some snacks and treats throughout the day. Signage with your logo will be included at each Snack Station on each break you are hosting. Your logo will be on break room signage and we will provide recognition in mobile app, on the CDDBA website and printed in Convention Program.	
Valet and Overnight Parking Sponsor	\$7,500
With your sponsorship, all valet and overnight parking for all exhibitors and attendees will be paid for. <ul style="list-style-type: none"> • We will place signage in the valet area as you arrive at the hotel and also at the valet stand when you present your request to obtain your vehicle. • Link to website on CDDBA website • Recognition in mobile app, welcome packet for overnight guests and printed Convention Program. • You will also have the opportunity to part a branded vehicle in the valet area for the duration of the convention and valet will place a branded item (mints, air freshener, etc.) in each vehicle. • The sponsorship amount listed is in addition to the cost of the item being placed in each vehicle. • Additionally you will be listed as a sponsor in the CDDBA Program 	
Peace of Mind/Relaxation Room Sponsor	\$2,500
Business travel can be stressful so we chose to host our inaugural event in paradise for a reason. With limited time to do and see all that the CDDBA Expo & Conference has to offer, there may not be too much downtime to relax. However, as the Peace of Mind sponsor, you can grant the gift of serenity to every CDDBA Expo attendee by hosting a room of calmness and relaxation. We will create a luxurious and calm setting with massage chairs, soft music, aromatherapy and spa products customized with your craft spirit or beer so that when stressed attendees enter, and they can thank you for their moments of serenity. The sponsorship amount listed is in addition to the cost of the items being provided in the relaxation room. Additionally you will be listed as a sponsor in the CDDBA Program.	
Craft Distillers & Brewers Association Scholarship Foundation & Business Grant Partner	Varied Amounts
Be a part of the growth of the Craft Distilling and Brewing industry. Annually we will provide 6 scholarships in the amount of \$2500 each and 1 small business grant. They will be presented at the Annual Craft Distillers & Brewers Association Expo & Conference. As a donor to this scholarship fund, you will be given the opportunity to assist in presenting the 6 winners their award and be named in all publications relating to the scholarship fund. The Craft Distillers & Brewers Association Grant is a not for profit entity. Research and grants are managed by an independent Advisory Council. Donations are tax deductible.	

Expo Space Signage & Branding Opportunities**Call for Pricing**

10'w x 14'h Arch Banners

4'w x 16'h Railing Banners

45'w x 2'h Fountain Wrap

Hotel Atrium Pole Banners (22" x 44")

Logo Projection on the Moor Sail

Escalator Decals

Archway to Convention Center

Floor Decals

Window Decals

Expo Hall Pole Wraps

Custom Sponsorship

Let's collaborate and get creative in designing your own sponsorship to market your brand in the most effective way possible!



Craft Distillers & Brewers Association
Attn: Sponsorship Dept., Craig Valby
1128 Royal Palm Beach Blvd., #145
Royal Palm Beach, FL 33411
CraigValby@CraftDBA.org
833.BECRAFT ext. 801 (main)

COMPANY/CONTACT INFORMATION

COMPANY NAME:

POINT OF CONTACT:

PHONE:

PHONE:

EMAIL:

MAILING ADDRESS:

BILLING ADDRESS:

CITY, STATE, ZIP:

CITY, STATE, ZIP:

COMPANY WEBSITE:

COMPANY FACEBOOK/INSTAGRAM:

SPONSORSHIP PACKAGE(S) INCLUSIONS:

TOTAL SPONSORSHIP AMOUNT: _____

PAYMENT FOR ALL EXHIBITOR SPACE AND SPONSORSHIPS ARE DUE UPON SIGNING OF AGREEMENT.

PAYMENT: (MUST BE INCLUDED IN ORDER TO PROCESS APPLICATION)

_____ A CHECK IN THE AMOUNT OF \$ _____ IS ENCLOSED

_____ PLEASE CHARGE MY CREDIT CARD \$ _____

VISA MASTERCARD DISCOVER AMEX _____ EXP _____ CCV _____

CARDHOLDERS NAME

CARDHOLDERS SIGNATURE

SIGNATURE DENOTES THAT YOU HAVE READ AND AGREE TO ALL EXHIBITOR TERMS LISTED BELOW

PLEASE NOTE THAT A 4% PROCESSING FEE WILL BE ADDED FOR ALL CREDIT CARD TRANSACTIONS

PLEASE DO NOT WRITE IN THIS SPACE – FOR CDBA OFFICE USE ONLY

DATE SPONSORSHIP FORM RECEIVED: _____

SPONSORSHIP FEE PAYMENT AMOUNT: \$ _____

CHECK NUMBER/CC PAYMENT PROCESS NUMBER: _____

SPONSOR PACKET SENT VIA EMAIL TO/DATE: _____

SPONSOR INCLUSIONS ON TRACKER _____

ATTENDEES/EXHIBITOR NAMES REGISTERED _____

HIGH RESOLUTION LOGOS _____

COMPANY BIO/FEATURES _____

SOCIAL MEDIA ACCOUNTS _____

SPONSOR TERMS & AGREEMENT

This Sponsorship Agreement (hereinafter referred to as the "Agreement") is made and entered into as of the last signature date below (hereinafter referred to as the "Effective Date") by and between the Craft Brewers & Distillers Association, registered under the laws of Florida (hereinafter referred to as the 'Organizer') and the sponsor/exhibitor identified below (hereinafter referred to as the "Sponsor/Exhibitor").

Each hereinafter referred to as a "Party" and collectively the "Parties". WHEREAS the Organizer organizes the 2020 Craft Distillers & Brewers Exposition & Conference (hereinafter referred to as '2020 CDBA Expo') to be held between May 10 - May 14, 2020; and WHEREAS the Sponsor/Exhibitor is willing to sponsor/exhibit in the '2020 CDBA Expo'.

NOW THEREFORE, it is hereby agreed and covenanted between the Parties as follows;

1. Organizer's obligations

1.1 In consideration for the Sponsor's/ Exhibitor's participation in the 2020 CDBA EXPO, the Organizer shall provide the Sponsor/Exhibitor the benefits as better set out in the sponsorship package, which is incorporated and hereby made a part of this Agreement (hereinafter referred to as the 'Benefits').

2. Sponsor's/Exhibitor's obligations

2.1 For its participation as a Sponsor/Exhibitor in the 2020 CDBA EXPO, the Sponsor/Exhibitor shall pay to the Organizer the appropriate sponsorship fee, which is incorporated and hereby made a part of this Agreement (hereinafter referred to as the 'Sponsorship/Exhibition Fee').

3. Sponsor Trademarks/Sponsor Materials

3.1 Subject to the terms and conditions of this Agreement, the Sponsor/Exhibitor grants to the Organizer the right to use the Sponsor's/Exhibitor's trademarks, trade names, and logo designs and company descriptions as prepared and delivered to the Organizer by the Sponsor/Exhibitor, in any medium of advertising, marketing materials, and/or promotional goods distributed solely in conjunction with the 2020 CDBA EXPO and in accordance with Sponsor's/Exhibitor's trademark usage guidelines.

4. Applications

4.1 Applications for Sponsorship or Exhibition space at the 2020 CDBA EXPO should be made on the official booking form. Both are allocated on a strictly 'first-come, first-served' basis.

5. Payments

5.1 Payment for all exhibitor space and sponsorships are due upon signature of agreement.

6. Sponsors/Exhibitors Cancellations

6.1 Sponsorships are non-refundable and non-negotiable once the agreement is in place.

7. Bankruptcy

7.1 In the event of an Exhibitor or Sponsor becoming bankrupt, or going into liquidation, or having an administrator or receiver appointed, or entering into a voluntary arrangement, the Agreement with him may be terminated at the option of the Organizer and the full Sponsorship/Exhibition Fee shall be due and payable with immediate effect.

8. Sub-Letting or Shared Stands

8.1 An exhibitor may only sub-let or share a stand with the prior written consent of the Organizer.

9. Registration of Staff

9.1 Staff from Sponsors and Exhibitors who wish to attend conference sessions (where applicable) at the event must register as full delegates, unless a specific prior arrangement has been made with the Organizers.

10. Information and Copyright

10.1 Information supplied by the Organizer in relation to the 2020 CDBA EXPO is accurate to the best of their knowledge and belief, but shall not constitute any warranty or representation. Any inaccuracy, mistakes or omission in such information shall not entitle the Sponsor or Exhibitor to cancel this Agreement. All information and data relating to the Termination shall be without prejudice to any rights or liabilities of any Party arising prior to termination.

10.2 All information and data relating to the event is the copyright of the Organizer and cannot be passed on to any third party for any purpose. Lists and information relating to participants may only be used in relation to the Sponsor or Exhibitor's presence at the 2020 CDBA EXPO.

11. Websites & Links

11.1 The 2020 CDBA EXPO website may link to other websites and networking tools, provided for the convenience of the users. The contents of these websites are maintained by their respective owners, for which the Organizer shall bear no responsibility; neither shall any responsibility whatsoever be assumed by the Organizer for contents of any website linking to the 2020 CDBA EXPO website.

12 Term and Termination

12.1 Subject to the terms and conditions herein, this Agreement shall be effective upon the Effective Date and shall continue through May 21, 2020, one week past the 2020 CDBA EXPO date, unless earlier terminated as otherwise provided in this Agreement.

12.2 The Organizer shall be entitled to terminate this Agreement at any time for any reason. In the event the Organizer terminates this Agreement for any reason other than the Sponsor's/Exhibitor's breach, the Organizer shall refund any fees received from the Sponsor/Exhibitor, and at Sponsor's/Exhibitor's expense, return any materials, and equipment, hardware and/or software loaned by the Sponsor/Exhibitor for the 2020 CDBA EXPO.

12.3 The Sponsor/Exhibitor may terminate this Agreement for breach by the Organizer after giving the Organizer at least thirty (30) days prior written notice specifying the nature of the breach, and giving the Organizer no less than thirty (30) days to cure such breach. In the event such breach remains uncured at the end of the notice period, this Agreement shall terminate on the thirtieth day.

12.4 If breach occurs fewer than thirty (30) days prior to the 2020 CDBA EXPO, the Sponsor/Exhibitor may terminate this Agreement for breach if such breach is not cured by the first day of the 2020 CDBA EXPO.

12.5 If the Organizer terminates this Agreement due to a Sponsor's/Exhibitor's breach, the Organizer shall retain any fees received from the Sponsor/Exhibitor which fees shall be due and payable notwithstanding any such termination. Any equipment, materials and hardware or software of the Sponsor/Exhibitor shall be returned at the end of the 2020 CDBA EXPO and, in the interim, may be used for the purposes contemplated herein notwithstanding such termination.

12.6 If the Sponsor/Exhibitor terminates due to an Organizer's breach, the Sponsor/Exhibitor shall be entitled to seek a full refund of any fees paid, subject to the conditions stipulated under Clause 13.3 of this Agreement, and for the return of any equipment, materials and hardware or software of Sponsor.

12.7 Termination shall be without prejudice to any rights or liabilities of any Party arising prior to termination.

13. Indemnification & limitation of Liability

13.1 The Organizer shall have no liability whatsoever for any claims, demands, pretensions, costs, expenses, disbursements, fines, penalties, damages, losses or liabilities incurred by the Sponsor/Exhibitor or any other person directly or indirectly as a result of any services rendered pursuant to this Agreement except to the extent that and subject to this provision they are determined by a competent court or arbitrator to have resulted from the fault and/or negligence of the Organizer.

13.2 The Sponsor/Exhibitor shall hold harmless, release and indemnify the Organizer from any and all actions, suits proceedings, claims, demands, pretensions, costs, expenses, disbursements, fines, penalties, damages, losses and/or liabilities which may arise or occur, be taken, commenced, made, incurred by or sought from or against the Sponsor/Exhibitor or any other person as a result of any act or omission of the Sponsor/Exhibitor in connection with this Agreement and in relation to 2020 CDBA EXPO or otherwise as a direct or indirect result of the facilities provided pursuant to the Agreement or in consequence hereof, except to the extent that, and subject to this provision, they are determined by a competent court or arbitrator to have resulted from the fault and/or negligence of the Service Provider.

13.3 The liabilities set out in this provision shall be subject to the proviso that the aggregate liability which may be attributed to the Organizer pursuant to the terms thereof shall be limited to the Sponsorship/Exhibition Fee paid by the Sponsor/Exhibitor.

14. Force Majeure, Alteration, Cancellation and Postponement

14.1 No failure or omission by the Organizer to perform or observe the terms and conditions of this Agreement will: (a) give rise to any right of action or claim against it; or (b) be treated for any purpose as a breach of this Agreement; if such failure or omission arises from any cause reasonably beyond the control of the Organizer, including but not limited to causes or circumstances that are unforeseeable or whose happenings are unpreventable or unavoidable.

14.2 It may be necessary for the Organizer to alter the advertised content, timing, date, location and/or site layout of 2020 CDBA EXPO. The Organizer reserves the right to do this at any time during the term of this Agreement and without liability towards the Sponsor/Exhibitor for any expenditure, damage or loss incurred by him/her. In the event of such occurrence, the Organizer undertakes to provide the Sponsor/Exhibitor with notice of any alterations as soon as is reasonably practicable.

14.3 The Organizer reserves the right to cancel 2020 CDBA EXPO at any time during the term of this Agreement and, in the event of such occurrence, undertakes to provide the Sponsor/Exhibitor with notice of the same as soon as is reasonably practicable.

14.4 In the event that the Organizer cancels 2020 CDBA EXPO (pursuant to clause 14.3), the Sponsor/Exhibitor shall be entitled to either: (i) a credit for a future event organized by the Organizer of the Sponsor's/Exhibitor's choice (up to the value of the Sponsorship/Exhibition Fee); or (ii) terminate this Agreement with immediate effect and obtain a refund (calculated in good faith) of an amount that reflects the total sums paid by the Sponsor/Exhibitor at the date of cancellation minus the value of any Sponsorship/Exhibition Rights received by the Sponsor/Exhibitor prior to the date of cancellation. Any such refund shall be paid by the Organizer within 30 days of receipt of confirmation from the Sponsor/Exhibitor to terminate the Agreement.

15. Disclaimer

15.1 Whilst the Organizer shall make every effort to secure a high level of attendance of delegates to the event, for the avoidance of any doubt, no guarantee of delegate numbers can be given and no discounts or refunds are available if delegate numbers do not reach the projected levels.

16. Assignment

16.1 This Agreement may not be assigned by either Party without the prior written consent of the other Party.

17. Counterparts

17.1 This Agreement is executed in two (2) counterparts, whereas each Party shall retain one (1) counterpart. Each counterpart shall be deemed an original whereas both together shall constitute one and the same instrument.

18. Amendment and Supplement

18.1 Any amendment and supplement to this Agreement shall come into force only after a written agreement is signed by both Parties. The amendment and supplement duly executed by both Parties shall be part of this Agreement and shall have the same legal effect as this Agreement.

19. General

19.1 All notices to be given under this Agreement will be in writing. Notices may be delivered personally, by registered mail, email or facsimile transmission.

19.2 This Agreement shall be binding upon and endure to the benefit of the Parties hereto and their respective legal successors but shall not

otherwise be assignable by either Party without the written consent of the other Party which consent shall not be unreasonably withheld.

19.3 No delay or failure by either Party to exercise any of its powers, rights or remedies under this Agreement will operate as a waiver of them, nor will any single or partial exercise of any such powers, rights or remedies preclude any other or further exercise of them. In order to be effective any waiver/s must be in writing.

19.4 If any part of this Agreement is found by a court of competent jurisdiction or other competent authority to be invalid, unlawful or unenforceable then such part will be severed by the remainder of this Agreement, which will continue to be valid and enforceable to the fullest extent permitted by law.

20. Governing Law

20.1 This Agreement shall be governed by and construed in accordance with the laws of Florida.

20.2 The validity, interpretation and performance of this Agreement and the provision of the Service Provider's services to the Client shall be governed by and construed in accordance with Florida law and will be subject to the exclusive jurisdiction of the Florida Courts.

SPONSOR REPRESENTATIVE SIGNATURE

DATE

SPONSOR REPRESENTATIVE PRINTED NAME

CRAFT DISTILLERS & BREWERS ASSOCIATION REPRESENTATIVE SIGNATURE

DATE

CRAFT DISTILLERS & BREWERS ASSOCIATION PRINTED NAME