



FULL 2020 CDBA EXPO SCHEDULE OF EVENTS

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| SUNDAY 5/10/2020 | 9:30 AM – 4:30 PM | Registration & Exhibitor Set-Up | Expo Space E & F |
| | 9:30 AM – 4:00 PM | Product Distribution Center & Alcohol Delivery Hours | Expo Space B |
| 5/10/2020 | 11 AM – 5 PM | Spirits & Beer Competition Judging Closed to the Public | |
| 5/10/2020 | 1 – 4 PM | Cicerone Certification Classes <i>*Prior registration and additional cost for non-members will be required & actual testing will not be conducted on-site</i> | St. George 112 Meeting Room |
| 5/10/2020 | 1 – 4 PM | Spirits Specialist Certification Class <i>*Prior registration and additional cost for non-members will be required & actual testing will not be conducted on-site</i> | St. George 114 Meeting Room |
| 5/10/2020 | 5:30 - 6 PM | Craft Distillers & Brewers Association Advisory Council Meeting Closed to the Public | CDBA Suite - TBD By Invitation Only |
| 5/10/2020 | 4:30 – 6 PM | Networking in Wreckers Sports Bar | Wreckers Sports Bar |
| 5/10/2020 | 6 PM – Last One Standing | Craft Distillers & Brewers Association Partner Dinner Closed to the Public | Everglades Atrium By Invitation Only |
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| MONDAY 5/11/2020 | 7 – 8 AM | Morning Yoga <i>Start the morning, the week and the Expo off right! The Craft Distillers & Brewers Association provided this complimentary yoga class taught by a certified yoga instructor.</i> | Coquina Lawn |
| 5/11/2020 | 9 AM – 4 PM | Spirits & Beer Competition Judging Closed to the Public | |
| 5/11/2020 | 9:30 AM – 4:30 PM | Registration & Exhibitor Set-Up | Expo Space E & F |
| | 9:30 AM – 3:00 PM | Product Distribution Center & Alcohol Delivery Hours | Expo Space B |
| 5/11/2020 | 9:30 – 10:30 AM | Expanding Your Business into “Big Box Retailers” <i>Now that you have a pretty good hold of your regional market, how do you expand to get in with a larger “Big Box Retailer”? One of the owners of ABC Fine Wine & Spirits explains the process and offers some tips and tricks to make the process as streamlined and successful as possible.</i> | St. George 114 Meeting Room |
| 5/11/2020 | 10 – 11:30 AM | Federal Regulations and Legal Changes within the Craft Industry – Conversations with the TTB <i>A representative from with TTB will discuss the upcoming changes in the industry, existing laws and have a full 30 minutes of Q & A to help YOU with any questions/issues you may have.</i> | St. George 112 Meeting Room |

*Revision 1.31.20

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| 5/11/2020 | 10:45 – 11:45 AM | <p>Women in Craft Distilling & Brewing</p> <p><i>What better day to pay homage to women in our industry than just following Mothers’ Day. Drink with us girls while one of the most influential women in the craft distilling industry talks about the influence of women in the industry – past, present & future!</i></p> | St. George 114 Meeting Room |
| 5/11/2020 | 11:45 AM – 12:45 PM | <p>Distillery/Brewery Sustainability – Timberfish Technology®</p> <p><i>Like any product that relies on agriculture, beer and spirits can have a major environmental footprint. Growing barley, grains, distilling and brewing takes a lot of water and expends a lot of energy. More craft distilleries and breweries can mean more waste, CO2 emissions, and a significant negative impact on climate change. There are many craft distilleries and breweries that are dedicated to making craft products that we can feel good about drinking as they are to creating incredible taste experiences. With Five & 20 Distillery & Brewery Owner, Mario Mazza, let’s dig into what sustainable options are available to the industry to lessen our environmental footprint.</i></p> | St. George 112 Meeting Room |
| 5/11/2020 | Noon - 1 PM | <p>American Single Malt Whiskey - Movement to Market Segment</p> <p><i>“The American Single Malt Whiskey Commission (ASMWC) has been formed in response to the growing need for American-based producers to define the category—both domestically and internationally—in order to protect, educate, promote and ultimately grow it.” One of the Commissioners will discuss the progress that has been made and how efforts are continuing to make American Single Malt Whiskey a recognized category by the TTB.</i></p> | St. George 114 Meeting Room |
| 5/11/2020 | 1 – 2 PM | <p>Alcohol Logistics & Registering Products within Varied States</p> <p>Our Expo Alcohol Logistics Partner will talk about the services they provide, some basics about registering your products in certain states and how to streamline the sales and distribution process.</p> | St. George 112 Meeting Room |
| 5/11/2020 | 1:15 – 2:30 PM | <p>So You’ve Opened A Distillery – Now What?!?</p> <p><i>As the popularity of craft distilleries and breweries increases, many people are using these locally owned experiential locations to create date-nights, girls/guys weekends, staycations, vacations and everything in between. We will address how to increase your exposure to the market by getting involved in “Destination Distillery/Brewery” and not just relying on bottle sales through your distribution partners.</i></p> | St. George 114 Meeting Room |
| 5/11/2020 | 2:15 – 3:15 PM | <p>Financial Options as a Small Business</p> <p><i>Being the boss can be exhilarating. But there are also significant risks to going out on your own. Unfortunately, the failure rate of small business is high, with only 50 percent of new businesses surviving for five years. The keys to success lie in proper budgeting, determining the right product for your market or audience, marketing that product, and then selling it at the right volume.</i></p> | St. George 112 Meeting Room |

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| 5/11/2020 | 2:45 – 3:45 PM | The History of Distilling & Brewing – From Bootleg to the Boom A grand overview of the main spirits of the world focusing on their histories, their differences and the technicality behind nomenclature. Understanding where a spirit came from is the basis on how to appropriately use it in current times in marketing and being on the front of the industry. | St. George 114 Meeting Room |
| 5/11/2020 | 3:30 – 4:20 PM | CBD and it's Future in the Beverage Industry <i>As recreational marijuana sales continue to open up in states across the country, and with political leaders across the aisle calling for legalized hemp farming and distribution, the market for both CBD and THC, has exploded. The legal cannabis industry brought in \$9 billion in 2017 and that's prior to the launch of recreational sales in California this past January. Hemp-derived CBD is estimated to grow to a \$1.8 billion market by 2020. Let's have this important talk and wrap at 4:20 so we can fully embrace this seminar!</i> | St. George 112 Meeting Room |
| 5/11/2020 | 4 – 5:30 PM | Mixology with YOUR Brand <i>Let us play with your product and help you create some signature craft cocktails with your spirit or beer. Our mixologist will come with ideas, recipes and suggestions for you to use as you wish. *Requires pre-registration</i> | St. George 114 Meeting Room |
| 5/11/2020 | 4:30 – 6 PM | Networking in Wreckers Sports Bar | Wreckers Sports Bar - Adjacent to Expo Space, Ground Level |
| 5/11/2020 | 6 – 9 PM | "Steampunk Welcomes You" Welcome Reception & Judging Awards Ceremony <i>As we kick off the start of an amazing week, we travel to where the past meets the future with elaborate furnishings, lighting and decor all in the Steampunk style. We also bestow the Craft Spirits and Craft Beer awards to those who rose to the top of their categories in the inaugural CDBA Craft Spirits & Craft Beer Competition.</i> | Expo Space B |
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| TUESDAY 5/12/2020 | 7 – 8 AM | Sweat Out the Spirits Boot Camp <i>Get the blood pumping and adrenaline flowing! The Craft Distillers & Brewers Association provided this complimentary boot camp taught by a certified fitness instructor.</i> | Coquina Lawn |
| 5/12/2020 | 8 – 9 AM | LAST MINUTE Registration, Exposition & Private Exhibitor Suites Open for Set-Up – ALL BOOTH SPACES AND SUITES MUST BE SHOW READY BY 9 AM!! | Expo Space E & F |
| | 8 AM – 4 PM | Product Distribution Center & Alcohol Delivery Hours | "Bone Yard" of Expo Space E & F |
| 5/12/2020 | 9:30 AM – 4:30 PM | Ribbon Cutting & Official Opening of CDBA Expo <i>Private Exhibitor Suites are also now open.</i> | Exposition Spaces E & F |
| 5/12/2020 | 4:30 – 6 PM | Networking in Wreckers Sports Bar | Wreckers Sports Bar - Adjacent to Expo Space, Ground Level |

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| 5/12/2020 | 6 – 9 PM | Craft Beer Olympic Games <i>Form a team and come have some fun showing off your Olympic level skills! The winning team will receive the CDBA Craft Brewers Cup that will be passed annually to each winner.</i> | Everglades Atrium |
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| WEDNESDAY 5/13/2020 | 7 – 8 AM | Barrel & Brew Bootcamp <i>Style in your recovery is key! The Craft Distillers & Brewers Association provided this complimentary boot camp taught by a certified fitness instructor.</i> | Coquina Lawn |
| 5/13/2020 | 9:30 AM – 3:30 PM 8 AM – 5 PM | CDBA Exposition Space & Private Exhibitor Suites Open Product Distribution Center & Alcohol Delivery Hours AND End of Show Product Pick Up – ALL PRODUCTS MUST BE RETURNED TO MHW BY 5 PM!! | Expo Spaces E & F “Bone Yard” of Expo Space E & F |
| 5/13/2020 | 3:30 – 7 PM | Expo Space Load-Out | |

Thank You For Participating & See You Next Year!!

