

2012 World Brewing Congress Sponsorship Opportunities



WBC
July 28–August 1
Oregon Convention Center
Portland, Oregon U.S.A.

Spark additional name recognition and attendee interest with WBC's sponsorship offerings! Choose to be an exclusive or partial sponsor of one or more conference events.

All Conference Sponsorships Include:

- The right to use a "sponsor" title (WBC 2012) in your own promotional materials
- Recognition on the WBC 2012 web page
- Recognition in the WBC 2012 Program Book
- Recognition on signage during WBC 2012

Additional benefits based on level of contribution are listed under each sponsorship level below.

Sponsorships may be partial or exclusive and are accepted on a first-come, first-served basis.

Sponsor Benefits

In addition to the benefits listed above, each sponsor will also receive the following recognition.

Supporting Sponsor \$500–\$2,000

- Logo recognition at WBC 2012
- Logo recognition on the WBC 2012 website

Contributing Sponsor \$2,500–\$5,000

- Logo recognition at WBC 2012
- Logo recognition on the WBC 2012 website
- Distribution of sponsor-provided literature or merchandise at the sponsored event

Hosting Sponsor \$5,500–\$10,000

- Logo recognition at WBC 2012
- Logo recognition on the WBC 2012 website
- Distribution of sponsor-provided literature or merchandise at the sponsored event
- Complimentary one-page black-and-white advertisement in the WBC 2012 Program Book

Order your sponsorship using the Sponsorship Contribution Order Form, or contact Cindy Anderson at +1.651.994.3848 to discuss sponsorship options.

Sponsorships

Sponsors enhance the meeting while gaining additional visibility at the congress. Sponsors receive preferred exhibit floor placement if sponsorship and exhibit orders are received by February 15, 2012.

Registration Brochure

Exclusive: \$1,800

Be the exclusive Registration Brochure Sponsor. Includes your company logo on the brochure sent out to 6,000.

Audio Visual

Exclusive: \$15,000 • Partial: \$3,000–\$4,000/day

Audio visual sponsors will enjoy additional the recognition of their company logo posted as the background image on each session computer. An exclusive sponsor will be featured on all of the computers throughout the congress. Partial sponsor logos will be featured on the computers for their specified day.

Attendee Lunches

Daily Exclusive: \$10,000 • Partial: \$2,500/day

Stand center stage during attendee lunches. Signage at the lunch area in the Exhibit Hall will feature your company's logo for all meeting attendees to see.

Mobile App

Exclusive: \$9,000 • Partial: \$3,200

NEW! Attendees will be able to browse meeting schedules, explore abstracts, view exhibitor information, and create personal schedules using the WBC 2012 mobile app. Make sure you're there, in the palm of your customer's hand, when they go searching for the information they need.

Opening Reception

Exclusive: \$5,000

This event will feature hors d'oeuvres, live entertainment, and a fun theme to get kick off the congress. The Opening Reception sponsor will be able to provide trinkets or other promotional items on the tables at the reception as long as they are received in advance of the congress.

Closing Reception

Exclusive: \$5,000

Make this offsite reception an event to remember. Your sponsorship will provide attendees with an excellent variety of hors d'oeuvres and fun entertainment. The Closing Reception sponsor will be able to provide trinkets or other promotional item on the tables at the reception as long as they are received in advance of the congress.

Attendee Lanyards – Sold

Exclusive: \$5,000

A lanyard with your company's name will be provided to each congress attendee. As people are meeting throughout the congress and looking at each other's name tags, make sure that they see your company's name as well.

Attendee Bags – Sold

Exclusive: \$5,000

Attendees need a way to keep track of all of their congress gear. Make sure your company's name is the one that everyone is carrying around, both during and after the congress!

Presenters' Breakfast

Daily Exclusive: \$2,500

An estimated 50 VIPs of the brewing industry will be present during each Presenters' Breakfast. Your company logo will be featured at the breakfast tables. A give-away or promotional piece preapproved by WBC may be provided by the sponsor to breakfast attendees.

Refreshment Breaks

Single Break Exclusive: \$1,500 • Minimum: \$500

As a refreshment break sponsor, your company's logo will appear at the refreshment break station for your designated break. Please note that exclusive sponsors will be the only company recognized during their specified break. For breaks without an exclusive sponsor, signage will feature all partial sponsor logos.

2012 World Brewing Congress Sponsorship Contribution Form



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1. Deadline for sponsorships June 1, 2012

Early reservations receive earlier and longer website publicity, and high-demand sponsorships will be reserved in the order of the date they are received. Complete the form and return with your payment and logo no later than June 1, 2012 for recognition in the Program Book.

2. Governing Rules, Regulations, and Policies

- WBC staff must approve final copy, layout, design, and products of all sponsorships prior to production. WBC reserves the right to restrict content for any sponsorship.
- Final decision on any issues regarding WBC Sponsorships rests with WBC.

3. Company Information

Company Name _____
 Address _____
 City _____
 State or Province/Country _____
 Zip/Postal Code _____
 Telephone _____
 Facsimile _____
 Website _____

4. Sponsorship Contact Information

(person to receive future sponsorship communication)

Name _____
 E-mail _____
 Telephone _____

Please complete information below if contact information and address are different from above.

Company Name _____
 Department/Division _____
 Address _____
 City _____
 State or Province/Country _____
 Zip/Postal Code _____
 Telephone _____
 Facsimile _____

5. Please indicate item and amount of your sponsorship

To discuss a customized or exclusive sponsorship, contact Cindy Anderson at +1.651.994.3848 or canderson@scisoc.org.

	<i>Amount of Sponsorship</i>
Registration Brochure Exclusive \$1,800	\$ _____
Audio Visual Exclusive: \$15,000 • Partial: \$3,000–\$4,000/day	\$ _____
Attendee Lunches Daily Exclusive: \$10,000 • Partial: \$2,500/day	\$ _____
Mobile App <i>NEW!</i> Exclusive: \$9,000 • Partial: \$3,200	\$ _____
Opening Reception Exclusive: \$5,000	\$ _____
Closing Reception Exclusive: \$5,000	\$ _____
Attendee Lanyards Exclusive: \$5,000	\$ _____ SOLD _____
Attendee Bags Exclusive: \$5,000	\$ _____ SOLD _____
Presenters' Breakfast Daily Exclusive: \$2,500	\$ _____
Refreshment Breaks Single Break Exclusive: \$1,500 • Minimum: \$500	\$ _____
Total Contribution \$ _____	

6. Payment Information

- Check enclosed (payable to WBC)
(When you provide a check as payment, you authorize us to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. Funds may be withdrawn from your account the same day we deposit payment and you may not receive your check back from your financial institution.)
- Charge my credit card (check one):
 Visa MasterCard American Express
- Card No. _____
 Expiration Date (month/year) _____ / _____
 Signature _____
 Name of Cardholder _____

7. Logo Submission

Your sponsorship includes both print and web recognition.
Preferred format: eps vector with fonts outlined
Other accepted formats: jpg or tif, 300 dpi (high resolution), and no smaller than 3 inches width or depth
 Please submit your logo to canderson@scisoc.org by June 1, 2012.

Completed forms and payment must be received by **June 1, 2012**.
 Send to: WBC Sponsorship, 3340 Pilot Knob Road, St. Paul, MN 55121 U.S.A. • Fax: +1.651.454.0766
Questions? Cindy Anderson • +1.651.994.3848 • canderson@scisoc.org