



Exhibitor and Sponsor Guidelines

September 18–October 8

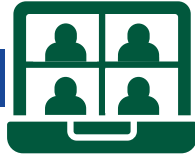
World Brewing Congress is a virtual meeting this year, making this meeting available to more attendees than ever! We've compiled best practices for your team to ensure that you get the most out of your entire meeting experience before, during and after the event – whether at home or in the office!



Before the meeting begins

- **Log in to the Bravura Exhibitor Portal to upload any files and information you would like to appear in your virtual exhibit space**
 - Whitepapers and case studies
 - PDFs and brochures
 - Social account links
 - Discount code(s), or similar, if offering to meeting attendees
 - Sales contact information
 - Company zoom link + office hours for attendees to meet your team
- **Download the WBC Connect 2020 app** and log in before the meeting begins
 - Create your own schedule in the app so you don't miss important sessions
 - Reach out to attendees before the meeting starts – you can message them directly!
- **Clear your calendar** and task load during meeting session times you want to make yourself available for
- **Set your objectives and make a plan**
 - *What are you looking to get out of the meeting?*
 - *Who do you need to connect with?*
 - *What sessions are relevant to your business?*
 - *How will you connect with attendees during sessions?*
 - Plan your follow-up with attendees, speakers and other professionals you meet
- **Get social and publicize your participation** in the Congress
 - Tell your customers where to find you during WBC and afterward – whether it be via the mobile app, in a session, or via email
 - Use the **attendee resources** available to you
 - Leverage the **WBC social media kit**

continued



During the meeting

- Treat WBC Connect 2020 as you would our in-person meeting:
 - **Be present** in the meeting experience
 - **Engage with presenters and attendees** in the sessions you attend
 - Ask questions!
 - Exchange information
 - Share your contact information if you feel comfortable
- Use the tools at your disposal to assure you connect with other attendees
 - **Attend interactive networking sessions** – these are made for you and will be a welcomed break from all of the technical content that will be available:
 - Exhibit times
 - Trivia, jeopardy and yoga
 - Your own office hours
 - Fireside chats that parallel your business
 - **Use the chat and Q&A** features in the sessions you attend – speakers, moderators and attendees will engage here during live sessions
 - **Message attendees** in the mobile app and invite them to connect with you – with WBC being a virtual meeting, you will have 4+ weeks to connect with attendees in the app
 - **Get social** and tag us on LinkedIn, Twitter, and Facebook when you post about the meeting – be sure to **#WorldBrewingCongress** as well!
 - Twitter: <https://twitter.com/worldbrewingcon>
 - Facebook: <https://www.facebook.com/Worldbrewingcongress2020/>



After the meeting

- **Follow up** with the new contacts you've made during the meeting
 - Use the attendee list that your team will receive to help with this
- **Leverage the meeting content** that will be available to your team for 12 months!
- **Stay connected with attendees** and our members by joining Master Brewers and the American Society of Brewing Chemists (ASBC):
 - Join us for year-round webinars and educational courses
 - Listen to weekly podcast episodes of the Master Brewers podcast hosted by John Bryce (available on Spotify, iTunes, Stitcher, Google and www.masterbrewerspodcast.com)
- **Advertise your products and offerings** with Master Brewers and ASBC – contact us for more information

As your team prepares for WBC, don't hesitate to contact us as you have questions or need help.
We look forward to your participation and seeing you soon!

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