2019 CANADIAN BREWING AWARDS & CONFERENCE

Sponsorship & Exhibitor Opportunities

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The Canadian Brewing Awards is the only nationally BJCP sanctioned competition inviting majority Canadian-owned breweries of all sizes across Canada to compete in a certified blind tasting to determine who produces the best beer in more than 50 style categories.

The 17th Annual Canadian Brewing Awards will be held on May 2nd - 4th, 2019 at the The Westin Harbour Castle, Toronto, Ontario.

The 3-day event features an expansive trade expo floor, relevant and influential speakers, engaging events, educational panel discussions and ongoing networking opportunities. The CBA is Canada’s largest gathering of brewing professionals and decision makers in the Canadian craft brewing industry.

OVERVIEW
Sponsors will be able to directly access Canada’s largest gathering of brewing industry professionals and decision makers. Make your impact at the Canadian Brewing Awards & Conference.

Winning a Canadian Brewing Award is a widely recognized symbol of brewing excellence and serves as an important vehicle for educating the Canadian beer-drinking public about the variety and quality of commercially available craft beers.
The Canadian Brewing Awards & Conference has seen exponential growth each year, generating greater participation from Canadian breweries coast to coast.

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2016</th>
<th>2017</th>
<th>6 year growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENTRIES</td>
<td>486</td>
<td>1,209</td>
<td>1,763</td>
<td>263%</td>
</tr>
<tr>
<td>BREWERIES</td>
<td>84</td>
<td>204</td>
<td>333</td>
<td>296%</td>
</tr>
</tbody>
</table>

**GET INVOLVED**

For 17 successive years, the Canadian Brewing Awards have grown to become an essential component of the brewing industry in Canada, adding a conference along the way. This growth have been due in part to the increasing number of industry sponsors who have recognized the value of celebrating the achievements of their customers.

As we celebrate the 17th year of the CBAs, we invite you to show your support and seize the opportunity to showcase your brand.

**BRANDING**

Achieve targeted exposure to the Canadian brewing industry through diverse media including print, web, social media, video and signage. There are sponsorship packages tailored to every budget.

**NETWORKING**

Between the opening reception, hospitality suite and floor expo, there are numerous opportunities for networking with industry professionals.
<table>
<thead>
<tr>
<th>Feature</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hyperlinked banner ad on CBAC website homepage</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Logo with hyperlink throughout CBAC website pages</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Placement on the Digital Media Wall</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Logo placement on bar cups used throughout the conference</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Exposure in all CBAC emails</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Video about your company, to be displayed online and throughout the conference</td>
<td>2 min. long video</td>
<td>1 min. long video</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Acknowledgement from the president as the Platinum Sponsor</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Prominent logo on coasters distributed at gala</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Prominent logo placement on signage</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Opportunity to include merchandise in VIP/Media gift bags</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Recognition from the podium as Sponsor at the opening ceremony</td>
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<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Complimentary tickets</td>
<td>4 tickets</td>
<td>2 tickets</td>
<td>2 tickets</td>
<td>1 ticket + option of 50% off additional ticket</td>
</tr>
<tr>
<td>Choice of premium position on exhibit floor</td>
<td>✔️</td>
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PLATINUM LEVEL

$15,000 +HST (ONE PLATINUM LEVEL SPONSORSHIP AVAILABLE)

This premium level sponsorship package delivers unparalleled exposure for your brand with onsite, multimedia, web and print presence.

Media
• Banner ad with hyperlink on CBAC website homepage
• Ad with hyperlink throughout CBAC website pages
• Premium exposure in all CBAC advertising
• Placement on the Digital Media Wall
• Logo placement on CBAC cups used throughout the conference
• Exposure in all CBAC emails
• Large Show Booth 20 x 10 with 4 complimentary tickets
***First choice of premium position on exhibit floor

Video
• 2 minute video showcasing your company, to be featured online and displayed throughout the conference
• Acknowledgement from the president as the Platinum Sponsor

Awards Presentation Gala
• Prominent logo on coasters distributed at gala
• Prominent logo placement on signage
• Opportunity to include merchandise in VIP/Media gift bags (subject to TAPS Media approval)
• Recognition from the podium as Platinum Sponsor at the opening ceremony
GOLD LEVEL

$7,500 + HST
(FIVE GOLD LEVEL SPONSORSHIPS AVAILABLE)

**Media**
- Logo with hyperlink on CBAC sponsorship page
- Logo on CBAC website pages
- Exposure in all CBAC emails
- Logo placement on TAPS Media-produced CBAC video
- Show Booth 10 X 10 with 2 complimentary tickets

***Premium reserved spot on exhibit floor chosen by CBAC planning committee

**Video**
- 60 second video about your company, to be featured online and in several locations throughout the conference

**Awards Presentation Gala**
- Logo placement on signage
- Opportunity to include merchandise in VIP/Media gift bags (subject to TAPS Media approval)
- Recognition from the podium as Gold Sponsor at the opening ceremony

SILVER LEVEL

$5,000 + HST
(SEVEN SILVER LEVEL SPONSORSHIPS AVAILABLE)

**Media**
- Logo with hyperlink on CBAC sponsorship page
- Logo on CBAC website pages
- Exposure in all CBAC emails
- Logo placement on TAPS Media-produced CBAC video
- Show Booth 10 X 10 with 2 complimentary tickets

***Reserved spot on exhibit floor chosen by CBAC planning committee

**Awards Presentation Gala**
- Logo placement on signage
- Opportunity to include merchandise in VIP/Media gift bags (subject to TAPS Media approval)
- Recognition from the podium as Sponsor at the opening ceremony
BRONZE LEVEL

$3,500 +HST

(TEN BRONZE LEVEL SPONSORSHIPS AVAILABLE)

Media
• Logo with hyperlink on CBAC sponsorship page
• Logo on CBAC website pages
• Show booth 10 X 10 with 1 complimentary ticket with the option of purchasing a second ticket at half price.
***Reserved spot on exhibit floor chosen by CBAC planning committee

Awards Presentation Gala
• Logo placement on signage
• Opportunity to include merchandise in VIP/Media gift bags (subject to TAPS Media approval)

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Neck Wallets & Wristbands: $5,000 +HST
• Exclusive logo on neck wallets: each attendee will receive a neck wallet upon registration
• Official recognition from podium during seminars
• Recognition in the ‘Thank You’ video
• Recognition on all signage
• Logo with hyperlink on CBAC sponsorship webpage
• Opportunity to distribute sponsor-provided promotional items (subject to TAPS Media approval)
• Your logo on every attendees’ wrist
• Show Booth 10 X 10 with 2 complimentary tickets
**Continental Breakfast, May 3rd: $6,000 +HST**
- Logo on all signage
- Company logo on cups and napkins used at breakfast (sponsor provided)
- Company name and logo on tent cards at all food stations and tables
- Official recognition from podium during following seminars
- Recognition in ‘Thank You’ video
- Logo with hyperlink on CBAC sponsorship webpage
- 2-3 minute speaking opportunity at Friday Welcome Breakfast, following opening speech from President
- Opportunity to distribute sponsor-provided promotional item (subject to TAPS Media approval)
- Show Booth 10 X 10 with 2 complimentary tickets

**Continental Breakfast, May 4th: $5,000 +HST**
- Logo on all signage
- Company logo on cups and napkins used at breakfast (sponsor provided)
- Company name and logo on tent cards at all food stations and tables
- Official recognition from podium during following seminars
- Recognition in ‘Thank You’ video
- Logo with hyperlink on CBAC sponsorship webpage
- Opportunity to distribute sponsor-provided promotional item (subject to TAPS Media approval)
- Show Booth 10 X 10 with 2 complimentary tickets

**Lunch Buffet, May 3rd & 4th: $12,000 +HST**
- Logo on all signage
- Company logo on cups and napkins used at Lunch (sponsor provided)
- Company name and logo on tent cards at all food stations and tables
- Official recognition from podium during following seminars
- Recognition in ‘Thank You’ video
- Logo with hyperlink on CBAC sponsorship webpage
- Opportunity to distribute sponsor-provided promotional item (subject to TAPS Media approval)
- Large Show Booth 10 X 20 with 4 complimentary tickets
**ADDITIONAL SPONSORSHIP OPPORTUNITIES**

**Hospitality Suite: $5,000 +HST**
Your chance to give back and treat your brewers to some drinks and snacks prior to the gala!

- Showcase your products to your target market
- Recognition in the CBAC ‘Thank you’ video
- Logo with hyperlink on CBAC sponsorship page
- Exclusive logo opportunity on sponsor-provided registration bags given to every attendee at registration (subject to TAPS Media approval)
- 2 complimentary tickets

**Exhibitor Booth Space: $2,500 +HST**

- Ability to meet with breweries nationwide
- Recognition on signage
- Recognition in CBAC video
- Opportunity to distribute sponsor-provided promotional item to every attendee at registration (subject to TAPS Media approval)
- Show Booth 10 X 10 with 1 complimentary ticket

**Option to upgrade your show booth:**
Sponsors: $1,500 to upgrade your booth size from 10 X 10 to 10 X 20
Exhibitor: $2,000 to upgrade your booth size from 10 X 10 to 10 X 20