



**BWA**

**BREWERS  
ASSOCIATION**

®

Advertising &  
Sponsorship &  
Opportunities



The Brewers Association is an organization of brewers, for brewers and by brewers. More than 2,710+ U.S. brewery members and 36,000+ members of the American Homebrewers Association® are joined by members of the allied trade, beer wholesalers, individuals, other associate members and the Brewers Association staff to make up the Brewers Association, a 501(c)(6) not-for-profit trade association.



## Purpose

To promote and protect small and independent American brewers, their craft beers and the community of brewing enthusiasts.

## Mission

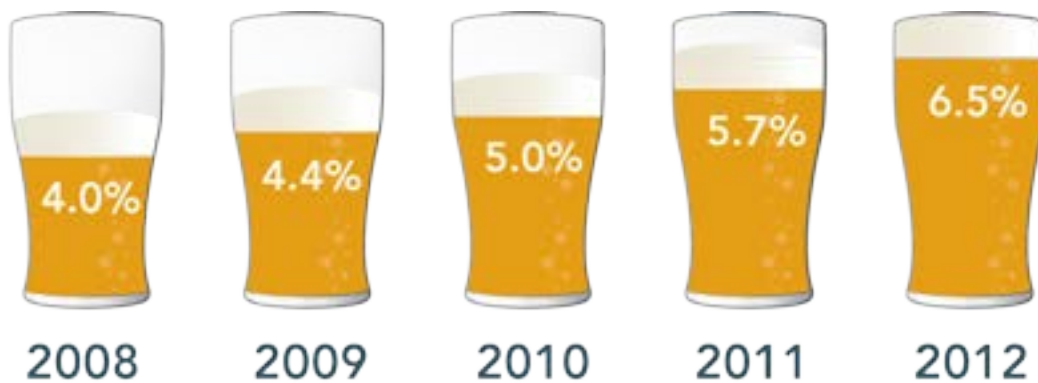
By 2017, America's craft brewers will have more than ten percent market share, will be recognized as making the best beer in the world, will be able to obtain the ingredients and materials needed and will be politically influential enough to secure fair legislative and regulatory treatment for craft brewers.

# 2012 Small & Independent U.S. Craft Brewers' Growth in the Beer Category

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The craft beer industry is like no other. Craft brewers interpret historic styles with unique twists and develop new styles that have no precedent. They tend to be very involved in their communities through philanthropy, product donations, volunteerism and sponsorship of events. The rapid growth of the industry is a great indicator of the continued success experienced by this vibrant, innovative culture.

## Volume Share for Craft Brewers



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## Craft Retail Dollar Value Growth



## Craft Brewer Volume Growth

# 15%

(TOTAL U.S. BEER MARKET GREW 1% IN 2012)

## U.S. Operating Breweries

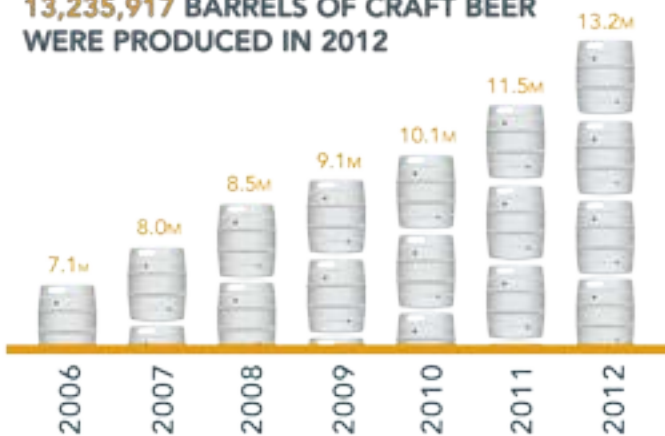


**18%**  
 increase over 2011



## Craft Beer Barrels Produced

**13,235,917** BARRELS OF CRAFT BEER WERE PRODUCED IN 2012



## OPERATING CRAFT BREWERIES OVER TIME



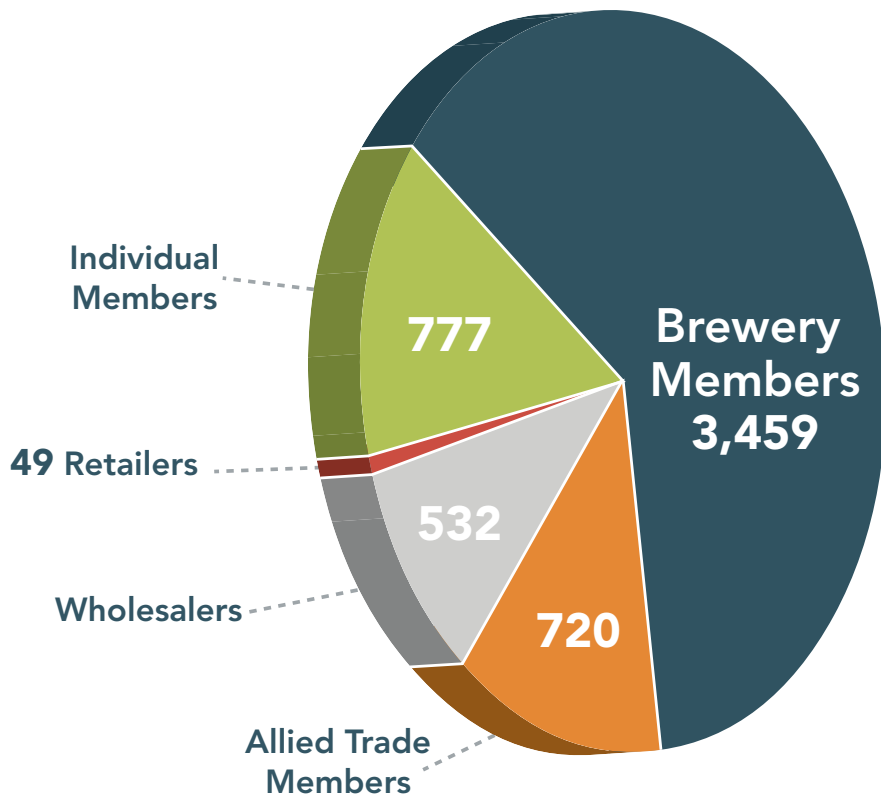
## Openings and Closings



## Small Brewing Jobs



Small brewing companies employed approximately 108,440 people in 2012. This is a 4.6% increase from 103,583 jobs in 2011.



Brewers Association  
Professional Membership

**5,777**  
Total  
Members\*

\*as of 1/2014

### U.S. Craft Brewing Stats

**2,710<sup>+</sup>**  
Craft Breweries

**73%**  
Brewers Association  
Brewery Members

**15%**  
Growth in 2012 (By Volume)

### U.S. Homebrewing Stats

**1.2 Million<sup>+</sup>**  
Homebrewers

**36,000<sup>+</sup>**  
American Homebrewers  
Association Members

**600**  
Homebrew Supply Shops

# Brewers Association Opportunities Overview

Reach all segments of the craft brewing community to build awareness, create brand recognition and grow your customer base. The Brewers Association (BA) offers a wide variety of advertising and sponsorship opportunities to meet your goals and bottom line.



## **The New Brewer** . . . . . 6

Packed with brewing techniques, business and marketing insights, and operations information, *The New Brewer* is the go-to resource for brewing professionals. With a circulation of more than 14,000 and a readership of more than 16,000 brewing industry professionals, you can consistently reach a diverse and receptive audience.



## **Supplier Directory (Professional)** . . . . . 9

The BA is the source for the industry's most comprehensive directory, organized by category, on [BrewersAssociation.org](http://BrewersAssociation.org) and in *The New Brewer*. Your advertisement will reach BA members who refer to the directory for all of their brewing industry needs.



## **Brewers' Resource Directory** . . . . . 10

The Brewers' Resource Directory (BRD) is the most comprehensive directory available to the North American brewing industry today. Professionals throughout the industry use the BRD on a daily basis to locate the contacts, supplies and the advice which they rely on for success in a growing industry.



## **Brewers Association Email Forum** . . . . . 11

More than 13,200+ industry professionals use this Forum to network and communicate at both the national and global level. This moderated, daily email digest will provide your company with visibility in BA members' inboxes every day.



## **BrewersAssociation.org** . . . . . 12

Our flagship website receives more than 213,000+ pageviews per month from a professional audience, giving you thousands of targeted impressions.



**CraftBeer.com . . . . . 13**

Recently rated The Beer Website of the Year by *Men’s Journal*, CraftBeer.com provides advertising exposure to beer enthusiasts, beginners and experts alike, with more than 138,000+ visits and 255,000+ pageviews per month.



**Craft Brewers Conference & BrewExpo America® . . . . . 14**

More than 6,500 professionals throughout the brewing industry attend this conference to increase their brewing and business knowledge, as well as their industry connections. Take advantage of opportunities that reach the most engaged and knowledgeable professionals in the trade.



**SAVOR<sup>SM</sup>: An American Craft Beer & Food Experience . . . . . 20**

The benchmark beer and food pairing event, SAVOR sees beer enthusiasts and foodies alike enjoy the best that America’s craft brewers have to offer. This popular event sells out in a matter of days and is an ideal venue for outreach to the most discerning beer lovers and brewers.



**Great American Beer Festival® . . . . . 22**

Reach more than 49,000 festival attendees at the moment they love beer the most—during the internationally recognized Great American Beer Festival. Your advertising and/or sponsorship can focus either on attendees or the professional brewers—a veritable who’s who of the industry.

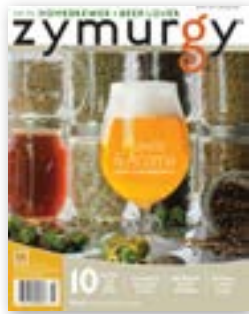
Please contact us about Brewers Association advertising and sponsorship opportunities!

Kari Harrington | Business Development Manager for Advertising & Sponsorship (West) 303.447.0816 Ext. 167 | kari@brewersassociation.org  
 Chris Pryor | Business Development Manager for Advertising & Sponsorship (East) 303.447.0816 Ext. 151 | pryor@brewersassociation.org



# American Homebrewers Association® Opportunities Overview

Connect with beer enthusiasts who live on the cutting edge of the craft, living and breathing passion for craft beer. The American Homebrewers Association (AHA) is a rapidly growing membership division of more than 36,000 homebrewing and beer enthusiasts.



## **Zymurgy** ..... 28

The preeminent magazine for homebrewers and beer enthusiasts, *Zymurgy* is more than a magazine to its readers. This bi-monthly journal has a circulation of 46,000+. Your advertisement in *Zymurgy* reaches more than just casual magazine rack browsers; it promotes your company to the AHA's enthusiastic member network.



## **HomebrewersAssociation.org** ..... 32

This website is required reading for homebrewers—members and non-members alike—with regular stories on events, recipes and action alerts. Your ad will be seen by as many as 209,000+ beer enthusiasts per month, who spend an average of six minutes on the website each visit.



## **AHA Forum** ..... 33

A wealth of knowledge, the AHA Forum sees more than 271,000 pageviews monthly and is a hub for the homebrewing community. Open to both members and non-members, your banner ad will enjoy high visibility when homebrewers are getting ready to re-equip and resupply for their next brewing project.



## **What's Brewing @ the AHA e-Newsletter** ..... 34

Our fun, playfully written monthly e-newsletter is a great way to put your company in front of avid homebrewers. Recent special offers on What's Brewing banner ads saw an impressive clickthrough rate.





## National Homebrewers Conference . . . . . 36

More than 4,000 homebrewers and beer enthusiasts gather each summer to enjoy a week of unbridled fun and attend educational seminars. Your sponsorship will put your company in front of the country's elite homebrewers as they learn, network and enjoy a weekend together.



## National Homebrew Competition . . . . . 42

Every year, the nation's best homebrewers put their craft to the ultimate test to earn prestigious National Homebrew Competition medals. Your sponsorship of this—the world's largest—beer competition will provide visibility both at the award ceremony and beyond as beer enthusiasts look back on competition results for years to come.

# Who are American Homebrewing Association members?

- Brew 10 batches of beer annually, at 7 gallons per batch = **70 gallons of beer per year**.
- Over **40% have made cider, mead or wine** in the past year, while nearly 60% only make beer.
- Two-thirds started brewing in **2005 or sooner**; so most have 8 years or less brewing experience.
- Profile: Middle-aged Caucasian males who are married with high education and high incomes.
- Strongest reason for brewing is enjoying the **creative/artistic aspects** of the process (88% strongly agree). They also brew because they like to **customize the taste** (79%), they enjoy **sharing beer with others** (74%) and they like the science (70%).
- **Activities most enjoyed include:** pubs/breweries (92%), **dining out at restaurants** (74%), **cooking** (70%) and traveling (64%). They also like camping, pets, live music and sporting events.

Please contact us about American Homebrewers Association advertising and sponsorship opportunities!

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# The New Brewer

Tap into the lucrative craft brewing industry by advertising in America's premier professional brewing magazine, *The New Brewer*. Over 16,000 brewing industry professionals read *The New Brewer*. Packed with brewing techniques, business and marketing issues, and operations information, *The New Brewer* is a trusted and often-referenced guide to success in the brewing industry.

Brewery owners, brewers, marketing directors, operations managers and other industry professionals turn to *The New Brewer* for the advice and knowledge they need to succeed, and they'll turn to your business when they see your advertisement on the pages of this valuable resource.

## Contents

Trends, technical information, news from the federal, court and state levels of industry regulation, new products available in the brewing world, recent sales data and statistics for the craft beer industry, an up-to-date supplier list, events and beer happenings, and much, much more!

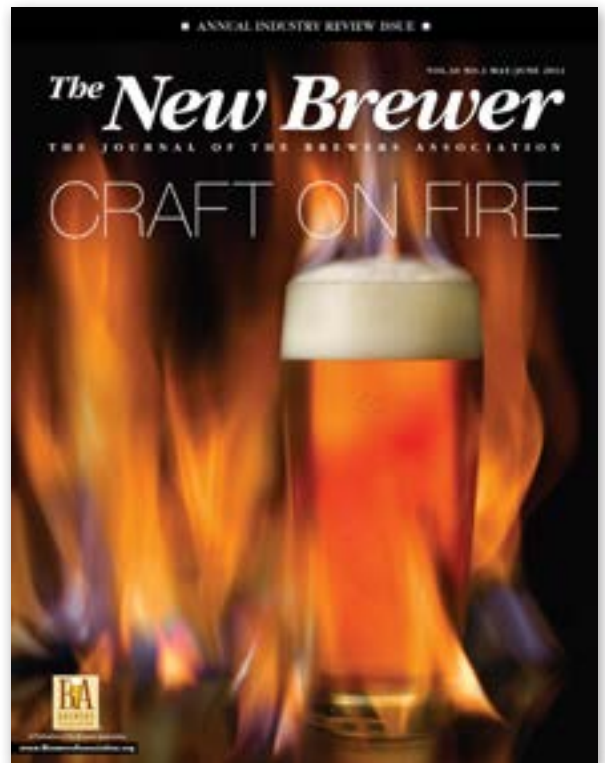
## Audience

Engaged brewing professionals ranging from industry leaders to brewers who are beginning to package and distribute their craft, to those planning to create their own brewing legacy.

14,000  
Circulation

21,000+  
Readership

30  
Countries  
Delivered



## Pricing for *The New Brewer* Single-issue Placements

Back cover (8.625" w x 11.125" h)	\$2,625	1/2 page vertical (4.9" w x 7" h)	\$1,050
Inside front cover (8.625" w x 11.125" h)	\$2,350	1/2 page horizontal (7.5" w x 4.68" h)	\$950
Inside back cover (8.625" w x 11.125" h)	\$2,350	1/3 page vertical (2.33" w x 9.5" h)	\$750
Full page (bleed: 8.625" w x 11.125" h) (no bleed: 7.5" w x 9.5" h)	\$2,000	1/3 page square (4.9" w x 4.68" h)	\$675
		1/4 page horizontal (4.9" w x 3.375" h)	\$525
2/3 page vertical (4.9" w x 9.5" h)	\$1,250	1/6 page vertical (2.33" w x 4.68" h)	\$425

**Artwork Specifications:** High Resolution .PDF, .EPS or .JPG files accepted. Adobe CS5 files with art and fonts also accepted.

**Trim Size:** 8.375" w x 10.875" h Live Area: 7.875" w x 10.375" h

## Book more than one advertisement and save!

2-3 placements = 5% discount • 4-5 placements = 10% discount • 6+ placements = 15% discount

Issue	Editorial Focus	Space Close	Artwork Due	Mail Date
<b>January/ February</b>	Brewery Safety	November 29, 2013	December 6, 2013	Mid-January
<b>March/April</b>	The Business of Brewing; CBC Preview	January 31	February 7	Mid-March
<b>May/June</b>	Industry Review	March 28	April 4	Mid-May
<b>July/August</b>	Technical Brewing/ Brewery Operations	May 23	June 4	Mid-July
<b>September/ October</b>	Sales & Marketing	August 1	August 8	Mid-September
<b>November/ December</b>	Raw Materials; Crop Reports	September 26	October 3	Mid-November

All dates are 2014, unless noted otherwise.

For more information: [BrewersAssociation.org/opportunities](http://BrewersAssociation.org/opportunities)

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# The New Brewer Online Sponsorship

The New Brewer online is the complete online version of *The New Brewer* magazine, and is available to all Brewers Association members. All digital advertisements link directly to advertisers' websites.

## Upgrades and Additional Functionality

Animation	\$450
Video	\$450
Blowin	\$650
Cover Belly Band	\$900

14,200+  
Emails Delivered

43,000+  
Pageviews per  
month

\$2,500  
Two-month  
Sponsorship



### Preview Home Page

Your logo will be prominently displayed with the image of *The New Brewer* cover for the digital edition.



### Email Announcement

With each new issue, we will send an email announcement to members with your logo prominently displayed.



### Home Page Advertisement

A full-page advertisement will brand the left page of the cover when readers access *The New Brewer* online. (8.375" w 10.875" h, PDF)



### Vertical Advertisement and Logo

A vertical advertisement will display to the left of each spread for the entire duration of viewing the publication. (Specs: 120px w x 600px h, JPG) Your logo will also be displayed in the upper right-hand corner. (Specs: 100px w x 35px h, JPG)

# Supplier Directory

Supplier Directory listings remain a cost-effective way to be recognized as a reliable industry supplier. This directory is *the* place for breweries to find suppliers, business partners, prospects and more.



## Print Listing in *The New Brewer*

The industry's most comprehensive directory, organized by category, is placed in the back of *The New Brewer* each issue.

This is a great reinforcement of your company's print

advertisement in the publication, or an inexpensive way to get your company in front of the industry.

14,200<sup>+</sup>  
Circulation via  
*The New Brewer*

3,000  
Pageviews per  
month

\$300  
for the first  
category; \$175  
additional categories,  
for a full year



## Online Listing at [BrewersAssociation.org](http://BrewersAssociation.org)

A comprehensive listing with a hyperlink to your website, address, phone and email, as well as your logo (JPG, TIF or PDF is accepted), is featured on [BrewersAssociation.org](http://BrewersAssociation.org). You also get 50 words of text to promote your business and set your company apart from competitors.

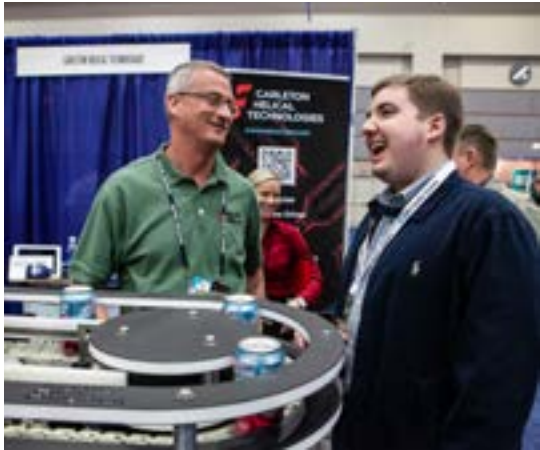
For more information: [BrewersAssociation.org/opportunities](http://BrewersAssociation.org/opportunities)

# Brewers' Resource Directory

The *Brewers' Resource Directory* (BRD) is the most comprehensive directory available to the North American brewing industry today. Professionals throughout the industry use the BRD on a daily basis to locate the contacts, supplies and the advice which they rely on for success in a growing industry.

The BRD will take on a new, more interactive format moving forward, and more details will be released in late 2014 since the last print edition of the publication spanned 2013 – 2014.

**Audience**  
All Brewers Association (BA) brewery and allied trade members.



For more information: [BrewersAssociation.org/opportunities](http://BrewersAssociation.org/opportunities)

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# BA Forum

The BA Forum is a moderated email digest that allows industry professionals to network and communicate at both the national and global levels. This daily e-digest is the ultimate networking tool for the brewing industry, where members suggest solutions to issues, post comments or replies to others' inquiries, etc. Each email is an opportunity to connect with a highly targeted, active audience of industry professionals.

## Audience

Received by 13,200+ Brewers Association (BA) members, engaged industry professionals looking to connect with their peers.

## Delivered

### Monday-Friday

at the end of each day.



## One-Week Sponsorship



Your logo and link will be included at the top of the daily Forum, allowing readers to easily learn more about your company. Sponsorship includes company name, up to a 50-word description and a 2"x 2" color logo with link to your website. \$350 for one-week sponsorship.

## Daily Classified Listing



The BA Forum Classified is an ideal opportunity for companies outside the industry, such as real estate agents or auction houses that offer equipment and services of benefit to BA members. Advertisement includes a 50-word listing. \$65/day for the first two insertions; \$60 thereafter; limit of three days per week.

For more information: [BrewersAssociation.org/opportunities](http://BrewersAssociation.org/opportunities)

Whenever brewing industry professionals need current, reliable information, they go to the source: [BrewersAssociation.org](http://BrewersAssociation.org). Here, they find stories and press releases about the latest trends and events in the brewing industry, plus a special Members-Only section with exclusive, proprietary resources, such as technical information, industry survey data and marketing tools.

## Pricing

Pricing is a flat rate of \$600 per month for an unlimited number of impressions run off site on [BrewersAssociation.org](http://BrewersAssociation.org). Discounts are available for placements longer than two consecutive months.

**Site section sponsorships are also available! Get a run of site standard banner advertisement PLUS a much larger vertical banner that brands a particular section with your company. Ask us how!**

96,000+  
Visits per month

213,000+  
Pageviews per month

## Audience

Professional brewers, members of the trade and aspiring brewers seeking news and resources from the craft brewing industry's nationally recognized trade organization.



## Specs



**Dimensions:** 200 pixels wide x 200 pixels tall

**Image Resolution:** 72 dpi

**Format:** RGB

**File Size:** 100kb maximum

**Image File Format:** GIF, JPG, animated GIF (Flash files will not be accepted).

Submit artwork five business days before campaign start date.

For more information: [BrewersAssociation.org/opportunities](http://BrewersAssociation.org/opportunities)



# CraftBeer.com

CraftBeer.com has come into its own as the premier source for news, views, fun stories and fresh ideas. Voted Outstanding Achievement in 2012 by the Interactive Media Awards, your banner advertisement will reach thousands of avid beer enthusiasts whose interests range from homebrewing and brewery events to beer pairings and slow food.

## Pricing

Pricing is a flat rate of \$600 per month for an unlimited number of impressions run off site on CraftBeer.com. Discounts are available for placements longer than two consecutive months.

Site section sponsorships are also available! Get a run of site standard banner advertisement PLUS a much larger vertical banner that brands a particular section with your company. Ask us how!

138,000+  
Visits per month

255,000+  
Pageviews per month

## Audience

Engaged, enthusiastic beer lovers—ranging from curious beginners to veteran beer journalists—seeking to learn more about new trends, local events and the broader craft beer culture.



## Specs



**Dimensions:** 200 pixels wide x 200 pixels tall

**Image Resolution:** 72 dpi

**Format:** RGB

**File Size:** 100kb maximum

**Image File Format:** GIF, JPG, animated GIF (Flash files will not be accepted).

Submit artwork five business days before campaign start date.

For more information: [CraftBeer.com/opportunities](http://CraftBeer.com/opportunities)



“Over the years, we’ve advertised in *The New Brewer*, the *Brewers’ Resource Directory* and at the Craft Brewers Conference. We believe they’ve been instrumental in helping us promote craft beer in the can, and have given us traction with our micro-canning systems which we developed and introduced in 2002. We’ve built awareness and recognition of our canning systems through the Association’s varied opportunities by giving us long-term access to the tight knit global community of craft brewers.”

– Peter Love, Cask Brewing Systems Inc.

# Craft Brewers Conference & BrewExpo America®



**2014: April 8-11:  
Denver, Colorado**

**2015: April 14-17:  
Portland, Oregon**

Professionals from throughout the brewing industry attend the Brewers Association's Craft Brewers Conference and BrewExpo America® (CBC) to increase their brewing and business knowledge and further their industry connections. Over 6,500 devoted brewers, brewery managers and restaurant personnel will see your company both during the conference and afterwards when they're onsite at the event, and when they refer to the program and seminar recordings afterwards.

## Audience

Devoted brewers, brewery managers, allied trade professionals and restaurant personnel.

6,500+  
Attendees

400+  
Exhibiting  
Companies

90  
Educational  
Seminars



# Craft Brewers Conference Sponsorship Opportunities



## Jump Drive \$11,000

The jump drive launches a “hidden” section of the website that contains two pages; one that features electronic “inserts” of sponsoring companies and one that features audio and visual Speaker Presentations. These are extremely heavily trafficked web pages.



## Conference Hotel Room Key Card \$11,000

Place your brand in front of every attendee at the host hotel by branding the hotel key cards with your company and key messages. An invaluable opportunity.



## Internet/Email Access Station \$11,000

Brand your company with the conference’s only Internet access area. Attendees always converge around these free stations to touch base with the home office, and they’ll remember that you made the communication seamless.



## Registration Area \$8,250

Every brewer, attendee and exhibitor will see your brand front and center when they check in to the conference. Placed in a prominent location, everyone will walk by and see your support of the show.



## Keynote Speaker & Continental Breakfast Break \$7,500 per day (2 days)

Associate your company with the wisdom and tone of CBC. The Keynote address takes place on Thursday morning, and includes a continental breakfast hosted just outside the room.



## Continental Breakfast Break

**\$5,500 per day (Wednesday + Thursday)**

Associate your company with the renowned CBC. Help start each conference attendees' day right by providing them with a complete continental breakfast every morning. Increase impact by having each breakfast associated with your brand.



## Private Sponsored Demonstration

**\$4,500**

Host a presentation of your product or service, and we'll help you market it to attendees through advertising, the print program, the web and the pocket program. Two private rooms in the BrewExpo will feature four presentations per day.



## Beer Stations

**\$4,000**

Your brand is guaranteed to get noticed when you are serving beer at the BrewExpo America tradeshow. This sponsorship includes a beer station space on the tradeshow floor and the marketing of the beer station in all available conference materials.



## Hospitality Suite

**\$3,750 per day**

As a Hospitality Suite Sponsor, your brand will be front and center when attendees are relaxing and socializing. This sponsorship includes visibility in the hospitality space and all available conference materials. Hospitality Suites are available each afternoon.



## Eco-Friendly Water Bottles

**\$3,750 + supplied water bottles**

Be remembered as a sustainable maven by providing stainless steel water bottles to all conference attendees. Water bottles can be filled at stations on the show floor and surrounding the conference.



## Seminar Room Sponsorship

**\$4,000 each**

Attendees will continue to associate your company with their conference learning during and after the event, thanks to prominent logo placement and opportunities for your company to offer marketing materials to attendees.



## Off-site Official Nightly Event

**\$3,750 (2 per evening on Wednesday + Thursday)**

Be the host of one of two officially sponsored nightly events and be featured in front of the brewing industry. Your company can plan and produce the event, and we will work with you and your team to promote and market it to our attendees. Be highlighted as the place to be for networking in Washington DC.



## Supporting Marketing Package

**\$3,250**

Give your company prominent placement by participating as a sponsor and help your business stand out from the other exhibitors. You'll be recognized as a valuable supporter of the conference through logo placement and advertising opportunities.



## Open Sponsored Demonstration

**\$3,000**

New to the conference are open areas in the BrewExpo where companies can showcase their product or service to attendees. We'll help you market the event through the print program, the web and the pocket program. Six 45-minute presentations are available per day in two areas.



## Commemorative Attendee Gift

**\$2,750 + gift or sample**

Present attendees with a gift or product placed in their event bag, commemorating their CBC experience. Affiliate your company with the BA, the recognized leader in bringing the craft brewing industry together.

# Craft Brewers Conference Program

Advertising in the Craft Brewers Conference program is an excellent opportunity to reach the nation's largest gathering (6,500+ attendees) of craft brewing professionals. One well-placed advertisement will double your conference visibility when combined with an exhibit booth at BrewExpo America® or sponsorship opportunities.

**Space closes: January 24, 2014**

**Materials due: January 31, 2014**



## Pricing for Single-issue Placements

Back cover (8.625" w x 11.125" h)	\$2,625	1/2 page vertical (4.9" w x 7" h)	\$1,050
Inside front cover (8.625" w x 11.125" h)	\$2,350	1/2 page horizontal (7.5" w x 4.68" h)	\$950
Inside back cover (8.625" w x 11.125" h)	\$2,350	1/3 page vertical (2.33" w x 9.5" h)	\$750
Full page (bleed: 8.625" w x 11.125" h)	\$2,000	1/3 page square (4.9" w x 4.68" h)	\$675
(no bleed: 7.5" w x 9.5" h)		1/4 page horizontal (4.9" w x 3.375" h)	\$525
2/3 page vertical (4.9" w x 9.5" h)	\$1,250	1/6 page vertical (2.33" w x 4.68" h)	\$425

**Trim Size:** 8.375" w x 10.875" h    **Live Area:** 7.875" w x 10.375" h

A multiple placement discount is available for up to 15% savings if you combine this placement with advertising in *The New Brewer*.

High Resolution .PDF, .EPS or .JPG files accepted. Adobe CS5 files with art/fonts also accepted.

For more information: [CraftBrewersConference.com/opportunities](http://CraftBrewersConference.com/opportunities)

# SAVOR<sup>SM</sup>: An American Craft Beer & Food Experience

**2014: May 9-10: Washington D.C.**

The benchmark beer and food pairing event, SAVOR sees beer enthusiasts and foodies alike enjoy the best that America's craft brewers have to offer. This popular event sells out in a matter of minutes and is an ideal venue for outreach to the most discerning beer lovers and brewers.



**2,000**  
Attendees Per  
Night

**144**  
Craft Beers

**76**  
Breweries



## Supporting Host

**\$45,000**

The Supporting Host package is an exclusive opportunity for your company to achieve the highest level of sponsorship and visibility at SAVOR. Our Supporting Host receives prominent logo placement on all event collateral, marketing materials, web properties and communications. Additionally, we will provide the Supporting Host with logo placement opportunities on badge lanyards, volunteer shirts, Salon auditoriums and large-format display screens in the tasting hall. There is only one Supporting Host opportunity available.





### Supporting Partner \$15,000

Supporting Partners receive significant exposure at SAVOR, in the event hall, the official event program and the various marketing materials distributed before and immediately following the event. Breweries will also enjoy prominent table placement in the event hall.



### Supporting Brewery \$6,000

Sponsoring SAVOR as a Supporting Brewery is an ideal way to elevate your brewery's profile and guarantee that your beer will be served at the nation's benchmark food and beer event. Supporters enjoy prominent visibility at the event, access to SAVOR media contacts, as well as logo placement on all SAVOR materials.



### Supporter \$5,000

The Supporter level sponsorship is an excellent entry-level opportunity for your company to participate in SAVOR and achieve visibility amongst the trend-setters of the craft brewing industry. Your company will be recognized in marketing material, and your logo will have visibility on large-format video screens in the hall, as well as ad placement in our magazines—*Zymurgy* and *The New Brewer*.



For more information on these opportunities, visit [SavorCraftBeer.com/opportunities](http://SavorCraftBeer.com/opportunities).



“GABF 2013 absolutely rocked. It was our first year with a double end-cap, which allowed us to actually interact with fans rather than just handing out beers at warp speed. You’d never have known there were 49,000 attendees this year with how smooth everything ran—from our pre-planning with the BA staff to the volunteers on-site, everyone worked in harmony to deliver yet another extraordinary GABF. Bravely done!”

– Jeff Billingsley, Deschutes Brewery

# Great American Beer Festival®



## 2014: October 2-4: Denver, Colorado

The Great American Beer Festival (GABF) is the largest and longest-running celebration of American brewing, and it celebrates its 33rd year in 2014, returning to Denver's Colorado Convention Center. More than 600 breweries are expected to present more than 2,770 beers to a crowd of more than 49,000 during the three-day salute to American brewing.

GABF gives your company exposure to the entire brewing community and those who love craft brewed beer. From the smallest brewpub to the largest brewery, from the novice attendee to the dedicated beer geek, thousands of beer lovers and homebrewers from around the world converge on Denver for three days of sampling the best beers in the U.S. The GABF draws a diverse crowd, with active, 21–45 year-old professionals as our largest demographic. The event is great fun—interactive booths are very popular and complement the many beer and related entertaining booths.

49,000  
Attendees

3,000+  
Volunteers

2,774+  
Beers

600+  
Breweries



# Great American Beer Festival Sponsorship Opportunities



## Official Level Sponsorship Package \$25,000+

If you are looking to give your company a high profile at GABF, Official Level sponsorship will deliver, with naming rights for a festival asset, an end-cap exhibit space, logo placement on all GABF collateral, banner placement in the festival hall, website banner advertisement, a registration bag insert for brewers and more.



## Associate Level Sponsorship Package \$15,000+

When your company signs on as an Associate Level sponsor, you'll have the choice between festival asset naming rights or an end-cap exhibit space, plus logo placement on all GABF collateral, banner placement in the festival hall, a full-page ad in the festival program, website banner advertisement, a registration bag insert and more.



## Featured Local Sponsorship Package \$5,000+

If your company is based in Colorado, this is a perfect opportunity to make the most of a must-do Denver event. This sponsorship level provides an end-cap exhibit space, logo placement on all festival collateral, banner placement in the festival hall, a website banner advertisement and more.



## Featured Industry Sponsorship Package \$3,500+

Beer industry professionals know that GABF is the best way to reach both consumers and industry members, which is why this sponsor level is ideal if your company is doing business with beer. Receive logo placement on all festival collateral, banner placement in the festival hall, website banner advertisement, a registration bag insert and more.



## Supporter Sponsorship Package \$2,500+

If your company is looking to make the most of your marketing budget, this sponsorship level delivers with an exhibit space, logo placement on all festival collateral, tickets and more.

# Reach these individuals at the Great American Beer Festival!



### Age:

21-24 .....	4%
25-34 .....	42%
35-44 .....	31%
45-54 .....	15%
55+ .....	8%

**Average: 33.5 years**

### Gender:

Male.....	76%
Female.....	24%

### Marital status:

Single.....	35%
Married.....	62%
Other .....	3%

### Combined household

#### income:

\$110K+ .....	43%
\$90K-\$109K.....	19%
\$60K-\$89K.....	19%
\$35K-\$59K. ....	13%
Under \$34K .....	6%

### Educational level:

High School .....	11%
Undergraduate Degree .....	54%
Graduate Degree .....	35%

### Do you live in the greater Denver area?

Yes .....	50%
No.....	50%

### Activities attendees

#### enjoy:

Pubs/Breweries.....	94%
Travel/Vacation .....	83%
Dining .....	70%
Camping/Hiking .....	69%
Cooking.....	66%
Live Music/Concerts .....	61%
Sporting Events.....	59%
Homebrewing.....	63%
Recreational Sports .....	45%
Skiing/Snowboarding .....	40%
Cycling.....	35%
Running .....	32%
Hunting/Fishing.....	25%
Casinos .....	23%
Off-roading/Snowmobiling	12%
Climbing.....	12%

# Great American Beer Festival Sponsorship Opportunities

## Featured Brewery Sponsorship

Is your brewery ready to step up your marketing efforts and promote your brand to the largest, most receptive beer enthusiast audience found anywhere in North America? The Great American Beer Festival offers a Featured Brewery Sponsorship that will elevate your brewery's profile.

Included with a Featured Brewery sponsorship package is a 10' x 10' or 20' x 10' end-cap booth space, a wall banner(s) within the festival hall, advertising in the festival program, all-access sponsor badges, extra tickets for your staff, clients or customers, and your brewery's logo highlighted as a sponsor on all related festival collateral. This sponsorship opportunity will help your brewery reach and influence festival attendees, as well as brand your brewery's name with the most prestigious beer festival in the country.



**Cost of sponsorship is based on taxable barrelage:**

Taxable Barrels	10' x 10' End-Cap Booth	10' x 20' End-Cap Booth
0 – 100K	\$4,000	\$8,000
101K – 250 million	\$5,500	\$11,000
251K – 6 million	\$7,000	\$14,000
Over 6 million	\$10,000	\$20,000

# Great American Beer Festival Program

Reach festival attendees at the moment they love beer the most—during the internationally recognized Great American Beer Festival. The program guide to the festival is truly the most effective means of making multiple impressions to this large number (49,000) of passionate beer lovers.

**Space closes: August 1, 2014**

**Materials due: August 8, 2014**



## Pricing for Single-issue Placements

Back cover (8.625" w x 11.125" h)	\$2,750	1/2 page vertical (4.9" w x 7" h)	\$910
Inside front cover (8.625" w x 11.125" h)	\$1,800	1/2 page horizontal (7.5" w x 4.68" h)	\$715
Inside back cover (8.625" w x 11.125" h)	\$1,800	1/3 page vertical (2.33" w x 9.5" h)	\$625
Full page (bleed: 8.625" w x 11.125" h)	\$1,500	1/3 page square (4.9" w x 4.68" h)	\$500
(no bleed: 7.5" w x 9.5" h)		1/4 page horizontal (4.9" w x 3.375" h)	\$450
2/3 page vertical (4.9" w x 9.5" h)	\$1,245	1/6 page vertical (2.33" w x 4.68" h)	\$385

**Trim Size:** 8.375" w x 10.875" h    **Live Area:** 7.875" w x 10.375" h

A multiple placement discount is available for up to 15% savings if you combine this placement with advertising in *The New Brewer* or *Zymurgy*.

High Resolution .PDF, .EPS or .JPG files accepted. Adobe CS5 files with art/fonts also accepted.

For more information: [GreatAmericanBeerFestival.com/opportunities](http://GreatAmericanBeerFestival.com/opportunities)



# Zymurgy®

Zymurgy is the first and last word in homebrewing and beer culture—the preeminent magazine for homebrewers and beer enthusiasts. Zymurgy is more than a magazine to its 69,000 readers—it’s a bi-monthly journal that they read to gain the latest information and advice that will support their passion for brewing and drinking quality beer.

Not only that, most Zymurgy readers are American Homebrewers Association members, so you can rest assured that your advertising is being seen by an engaged audience, not just someone idly leafing through a newsstand copy. Readers trust Zymurgy and support the businesses that advertise in it.

## Contents

Beer news, gadgets, jokes, reader reviews, letters to the Editor, answers to homebrewing questions, beer style insight, news and recipes from competitions around the world, events and beer happenings, homebrew shop listings, equipment and much more.

## Application

The new application affords even greater flexibility for viewing on the go!

## Audience

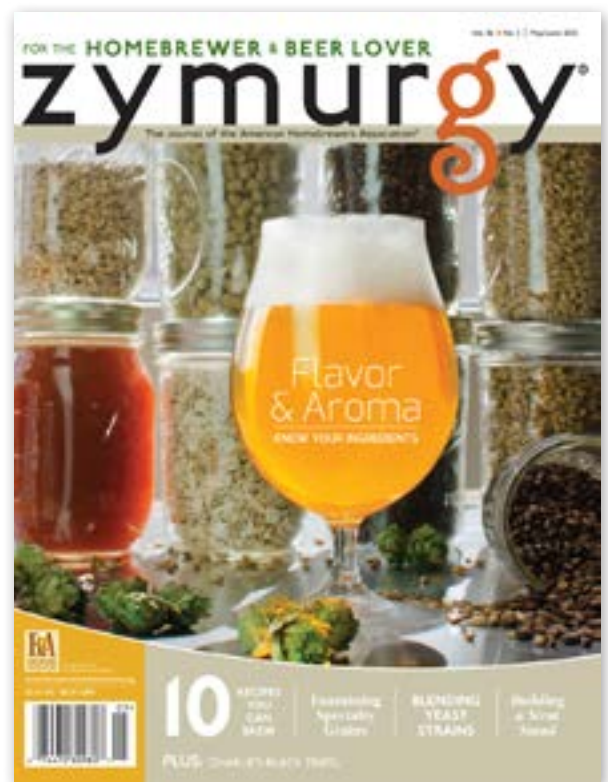
Homebrewers and beer enthusiasts



46,000+  
Circulation

69,000+  
Readership

3,500+  
Copies on  
Newsstands







## Pricing for Zymurgy Single-issue Placements

Back cover (8.5" w x 11" h)	\$2,365	1/2 page horizontal (7" w x 4.5" h)	\$840
Inside front cover (8.5" w x 11" h)	\$2,100	1/3 page vertical (2.2" w x 9.5" h)	\$620
Inside back cover (8.5" w x 11" h)	\$2,100	1/3 page square (4.63" w x 4.5" h)	\$620
Full page (bleed: 8.5" w x 11" h)	\$1,680	1/4 page horizontal (4.63" w x 3.25" h)	\$510
(no bleed: 7" w x 9.5" h)		1/6 page vertical (2.2" w x 4.5" h)	\$415
2/3 page vertical (4.63" w x 9.5" h)	\$1,100	1/6 page horizontal (4.63" w x 2.2" h)	\$415
1/2 page vertical (4.63" w x 6.875" h)	\$945		

**Artwork Specifications:** High Resolution .PDF, .EPS or .JPG files accepted. Adobe CS5 files with art and fonts also accepted.

**Trim Size:** 8.25" w x 10.75" h Live Area: 7.75" w x 10.25" h

## Book more than one advertisement and save!

2-3 placements = 5% discount • 4-5 placements = 10% discount • 6+ placements = 15% discount

Issue	Editorial Focus	Space Close	Artwork Due	Mail Date
January/ February	Gadgets; Equipment; GABF Pro-Am	November 1, 2013	November 8, 2013	Mid-December 2013
March/April	Brewing Outside the Box	January 3	January 10	Mid-February
May/June	Ingredients; Conference Preview	February 28	March 7	Mid-April
July/August	Best Beers In America; Session Beer	May 2	May 9	Mid-June
September/ October	National Homebrewers Conference and Competition Coverage	July 3	July 11	Mid-August
November/ December	Brewing Better Beer	August 29	September 5	Mid-October
January/ February	Gadgets; Equipment; GABF Pro-Am	October 31	November 7	Mid-December

All dates are 2014, unless noted otherwise.



# eZymurgy

eZymurgy is the complete online version of *Zymurgy* magazine, and is available to all AHA members. All digital advertisements in eZymurgy will link directly to advertisers' websites.

## Upgrades and Additional Functionality

Animation	\$450
Video	\$450
Blowin	\$650
Cover Belly Band	\$900

36,000+  
Emails  
Delivered

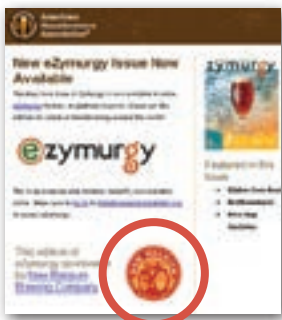
160,000  
Pageviews per  
month

\$1,500  
Cost



### eZymurgy Preview Home Page

When readers access the eZymurgy preview page on HomebrewersAssociation.org your logo will be prominently displayed.



### eZymurgy Email Announcement

With each new issue of eZymurgy, we will send an email announcement to over 20,000 AHA members with your logo prominently displayed with the image of the eZymurgy cover.



### Digital Home Page Advertisement

A full-page advertisement will brand the left of the cover when readers access eZymurgy. (Specs: 8.25" w x 10.75" h, PDF) Your logo will also be prominently displayed in the upper right-hand corner of your browser. (Specs: 100px w x 35px h, JPG)



### Vertical Advertisement

A vertical advertisement will display to the left of each spread providing additional exposure to all readers for the entire duration of viewing the publication. (Specs: 120px w x 600px h, JPG)

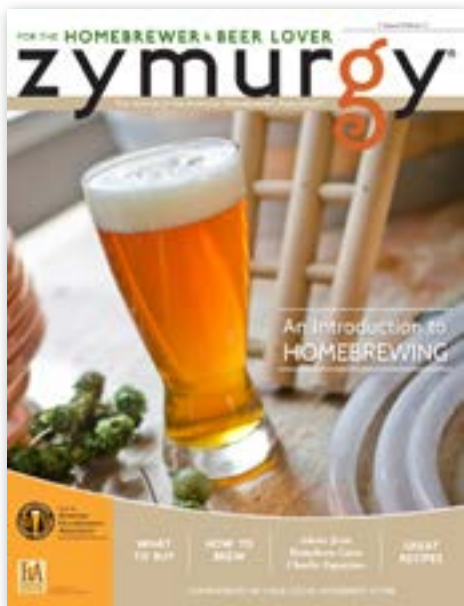


# Zymurgy: An Introduction to Homebrewing

Zymurgy: An Introduction to Homebrewing covers the fundamentals for the new homebrewing enthusiast. Complimentary copies of Zymurgy: An Introduction to Homebrewing are provided free to homebrew supply shops across the

**Audience**  
Novice homebrewers and beer enthusiasts

**30,000+**  
Readership  
All homebrew supply shops are eligible to receive this valuable tool to pass on, free of charge, to their customers



country to support and spread the word about the exciting hobby of homebrewing.

Advertising in this publication provides the unique opportunity to secure visibility in a magazine that has long shelf life—sometimes over a year—and a fresh, receptive audience that could potentially become your life-long customers.

**Space closes: July 3**  
**Materials due: July 11**

## Pricing for Single-issue Placements

Back cover (8.5" w x 11" h)	\$2,365	1/2 page horizontal (7" w x 4.5" h)	\$840
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Inside back cover (8.5" w x 11" h)	\$2,100	1/3 page square (4.6" w x 4.5" h)	\$620
Full page (bleed: 8.5" w x 11" h)	\$1,680	1/4 page horizontal (4.6" w x 3.25" h)	\$510
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1/2 page vertical (4.63" w x 6.875" h)	\$945		

**Trim Size:** 8.25" w x 10.75" h **Live Area:** 7.75" w x 10.25" h  
High Resolution .PDF, .EPS or .JPG files accepted. Adobe CS5 files with art/fonts also accepted.

For more information: [HomebrewersAssociation.org/opportunities](http://HomebrewersAssociation.org/opportunities)



# HomebrewersAssociation.org

In the spirit of the AHA's flagship magazine *Zymurgy*, HomebrewersAssociation.org is an equally valuable source of news, views, recipes and more for homebrewers—beginners and old hands alike. If your company is looking to achieve visibility online and trying to weed through the diverse array of homebrewing websites, look no further than HomebrewersAssociation.org. The AHA's official website also provides a lively, active forum, members-only content and exclusive features, which all add up to make it a favorite resource for homebrewers.

## Pricing

Pricing is structured as a flat rate of \$600 per month for an unlimited number of banner impressions on HomebrewersAssociation.org. Discounts are available for placements longer than two consecutive months.

36,000+  
AHA  
Members

209,000+  
Visits per month

623,000+  
Pageviews  
per month



## Specs



**Dimensions:** 200 pixels wide x 200 pixels tall

**Image Resolution:** 72 dpi

**Format:** RGB

**File Size:** 100kb maximum

**Image File Format:** GIF, JPG, animated GIF  
(Flash files will not be accepted).

Submit artwork five business days before campaign start date.

For more information: [HomebrewersAssociation.org/opportunities](http://HomebrewersAssociation.org/opportunities)

Kari Harrington | Business Development Manager for Advertising & Sponsorship (West) 303.447.0816 Ext. 167 | [kari@brewersassociation.org](mailto:kari@brewersassociation.org)  
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# AHA Forum

Thousands of avid homebrewers refer to the AHA Forum on a regular basis to seek advice, provide it or simply escape from the daily grind for a few minutes. If your business caters to homebrewers, this is an ideal advertisement property. You can be confident knowing that your advertisement is reaching a large cross-section of the homebrewing community that is brewing and talking about brewing on a daily basis. These are the trendsetters and thought leaders of the homebrewing community, and their exposure to your advertisement will go a long way to promote your business to them and their peers.

71,000+  
Pageviews  
per month

131,000+  
Posts

9,400+  
Topics

## Pricing

Pricing is structured as a flat rate of \$600 per month for an unlimited number of banner impressions on HomebrewersAssociation.org. Discounts are available for placements longer than two consecutive months.



## Specs



**Dimensions:** 468 pixels wide x 60 pixels tall

**Image Resolution:** 72 dpi

**Format:** RGB

**File Size:** 100kb maximum

**Image File Format:** GIF, JPG, animated GIF  
(Flash files will not be accepted).

Submit artwork five business days before campaign start date.

For more information: [HomebrewersAssociation.org/opportunities](http://HomebrewersAssociation.org/opportunities)



# What's Brewing @ the AHA e-Newsletter

Looking for a way to promote your company to thousands of homebrewers, in their email inboxes, without seeming intrusive? Advertising in the What's Brewing @ the AHA e-newsletter will achieve results for you and your company. The AHA is a trusted, well-known resource amongst homebrewers, and as such, it doesn't simply fall into the junk folder when it is delivered to AHA members and non-members on a monthly basis. In fact, the newsletter

30,500+  
Email Opens

44%  
Open Rate



has an impressive open rate and a history of strong clickthroughs for past advertisers. Allow the AHA to introduce your company to thousands of engaged homebrewers and beer enthusiasts.

## Pricing

Pricing is structured as a flat rate of \$400 per email. Only two banner ads are available per month.

## Specs



**Dimensions:** 200 pixels wide x 200 pixels tall

**Image Resolution:** 72 dpi

**Format:** RGB

**File Size:** 100kb maximum

**Image File Format:** GIF, JPG.

Submit artwork the first week of the month.

For more information: [HomebrewersAssociation.org/opportunities](http://HomebrewersAssociation.org/opportunities)

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# AHA Digital Sponsorship

Engage our more than 36,000 active AHA members at every electronic touch point through sponsorship of all the Association's digital assets. This sponsorship is ideal for companies looking to launch a new product, conduct a contest or drawing, gain valuable insights for product/brand development, and much more.



## What's Brewing @ AHA Banner Ad

Your banner ad on this very popular monthly e-newsletter will immediately drive traffic

to your other sponsorship assets. (Specs: 200px w x 200 px h, JPG)

623,000+  
HomebrewersAssociation.org  
Monthly Pageviews

271,000+  
AHA Forum Monthly  
Pageviews

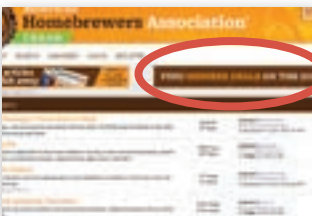
30,500+  
What's Brewing @ AHA  
e-Newsletter Opens

\$3,000  
Cost



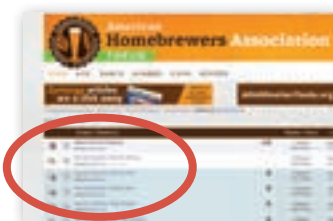
## HomebrewersAssociation.org Banner Ad

Your banner ad will be placed on the home page and run of site. High web traffic ensures interactivity with the AHA Forum. (Specs: 200px w x 200px h, animated JPG or GIF)



## AHA Forum Banner Ad

The banner ad on every page of the AHA Forum reminds site visitors of your company and will link directly to your topic on the Forum. (Specs: 468px w x 60px h, animated JPG or GIF)



## AHA Forum topic

Your selected subject will be one of the first topics visitors see when going to this area of the Forum. We will work with you on posting content to answer questions, offer advice, etc.



“On behalf of Kegs.Com Ltd. and Sabco, I’d like to take this moment to thank the Brewers Association and the American Homebrewers Association for providing us with the venue to present our products to homebrewers around the world who naturally prefer a ‘hands-on,’ and ‘kick-the-tire’ opportunity, prior to purchasing brewing hardware. The conference is not merely a selling opportunity for Sabco, but also a learning experience. Products such as the Brew-Magic System have evolved over the years due to the great feedback and suggestions received from both professional as well as amateur brewers. We look forward every year to seeing the faces and shaking the hands of the brewers that have made us successful.”

— Bob Sulier, Brew-Magic.com, Kegs.com





# National Homebrewers Conference

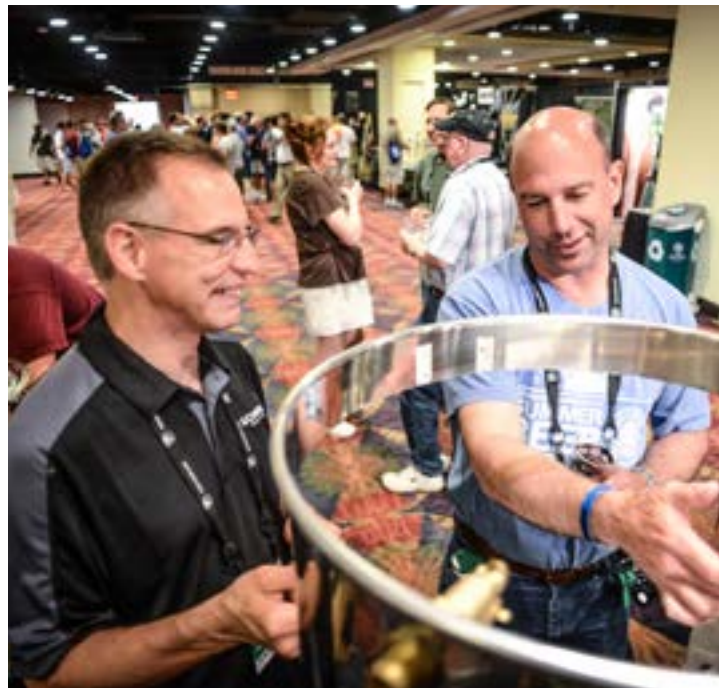
## 2014: June 12-14: Grand Rapids, Michigan

This annual event attracts the nation's most active homebrewers and beer enthusiasts that gather to celebrate their passion. The conference includes judging, seminars and social events that offer homebrewers the chance to mingle, learn and have fun.

Most sponsorship opportunities receive a full-page advertisement in the conference program, recognition and "Thank You" before, during and after the conference on AHAConference.org and in *Zymurgy*, an insert in the attendee bag, and a web banner advertisement.

Audience  
Hobbyists, clubs,  
thrill seekers,  
enjoyers of  
great beer

4,000  
Attendees  
75  
Exhibitors





# National Homebrewers Conference Sponsorship Opportunities



## National Homebrew Competition Award Banquet Sponsor

**\$4,500**

Be the exclusive sponsor of the most anticipated evening of the conference. On Saturday night, all attendees converge to celebrate new friendships and toast those who get accolades at this celebratory dinner event. In addition to all the other sponsor benefits, your company will receive exhibitor space at the conference and a sponsor table space at the Grand Banquet.



## Club Night Sponsor

**\$4,500**

Club Night is arguably the most fun you can have at any beer event. Homebrew clubs from across the country set up shop and serve special beers...in costume! Sponsoring this special event will provide your company with exhibitor space at the conference and a sponsor table space at Club Night.



## Welcome Reception Sponsor

**\$4,500**

This evening offers attendees a perfect opportunity within the conference to connect with 4,000 of their closest homebrewing friends, clubmates and professional brewers from across the country. Sponsoring this special event will provide your company with exhibitor space at the conference and a sponsor table space.



## Registration Area Sponsor

**\$3,850**

Every brewer, attendee and exhibitor will see your brand front and center when they check in to the conference. Placed in a prominent location, everyone will walk by and see your support of the event.



### Attendee Bag Sponsor

**\$3,000 + cost of bag**

National Homebrewers Conference attendees always look forward to their attendee bags, so why not promote your company in this high-visibility collateral opportunity that all of the homebrewers will see?



### Seminar Room Sponsorship

**\$2,325 (per room)**

Educational seminars have always been the heart and soul of the National Homebrewers Conference, and sponsoring one of the seminar rooms will give your company prominent visibility where the rubber meets the road. You will receive banner placement in the seminar rooms in addition to all other great sponsorship benefits.



### Custom Water Bottle Sponsor

**\$1,750 + product**

Are you looking to achieve visibility and promote environmentally-friendly habits at the National Homebrewers Conference? Water bottle sponsorship will give your company visibility on a reusable product that will eliminate waste and be a souvenir for attendees. You will also receive exhibitor space at the conference to promote your brand.



### Lanyard Sponsor

**\$2,750 + product**

Sponsor the National Homebrewers Conference in one of the most visible ways—everybody wears lanyards and everybody sees them at the event. If you want to put your company's brand in front of homebrewers, this is an easy way to do it. You will also receive exhibitor space at the conference to showcase your brand.



### **General Commercial Sponsor Exhibitor & Insert \$2,000; Exhibitor \$1,750; Bag Insert \$1,500**

The National Homebrewers Conference includes a well-trafficked Expo where companies like yours can introduce attendees to your business. An Industry workshop and Reception also offers a great networking opportunity to connect with other industry professionals to grow your business.



### **Craft Brewery Sponsorship \$2,000**

We choose our host cities for the National Homebrewers Conference carefully, and one of the criteria is the local craft beer scene. You'll want to participate in this event, which brings beer enthusiasts from around the country and shows them the best that you and your fellow brewers and homebrewers have to offer. Craft Brewery Sponsors will receive a featured pouring station at the Welcome Reception an exhibitor/sampling table at the conference, recognition in *Zymurgy* magazine and more.



### **Commemorative Gift Sponsor \$1,750 + product**

Commemorative gifts have lasting value beyond the three days that attendees enjoy the National Homebrewers Conference, and similarly, this sponsorship opportunity provides long-term visibility and benefits to your company. You also receive exhibitor space at the conference to promote your brand.



### **Commemorative Glass Sponsor \$1,750 + cost of product**

You can't have a beer event without glassware, so why not put your company's brand in the hands of thousands of thirsty homebrewers? As a Commemorative Glass Sponsor, your sponsorship will extend beyond the three days of festivities because most attendees keep these glasses for posterity, proudly displaying them at home.



# National Homebrewers Conference Program

This yearly event attracts more than 4,000 of the nation's most active and passionate homebrewers and beer enthusiasts that get together to celebrate a craft of the ages. The conference includes judging, seminars and discussion events that lets homebrewers enjoy of the fruits of each others' labor.

**Space Reservation: April 2014**

**Materials Due: April 2014**

## Pricing

Back Cover (5.75" w x 8.75" h) \$950

Full page (bleed: 5.75" w x 8.75" h) \$650

(no bleed: 4.875" w x 8" h)

(Trim: 5.5" w x 8.5" h)

1/2 page (4.875" w x 3.75" h) \$450

High Resolution .PDF, .EPS or .JPG files accepted. Adobe CS5 files with art/fonts also accepted.



For mechanical specs and more information: [AHAConference.org/opportunities](http://AHAConference.org/opportunities)

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# National Homebrew Competition

The National Homebrew Competition (NHC) is the world's largest international beer competition recognizing the most outstanding homebrewed beer, mead and cider produced by amateur brewers worldwide. NHC awards are presented at the National Homebrewers Conference and generate visibility for your company before, during and after the event.

7,823  
Total Entries

713  
Total Entrants

## Competition Award Sponsors

**\$500+**

**Sponsor one of these prestigious categories:**

- Ninkasi Award
- Homebrewer of the Year Award
- Meadmaker of the Year Award
- Cidermaker of the Year Award



## Category Award Sponsors

**\$300 per category**

NHC winners receive gold, silver or bronze medals in 28 style categories. Be recognized at the National Homebrewers Conference, online and in the conference program by sponsoring one of these categories:

- |                           |                               |                                       |
|---------------------------|-------------------------------|---------------------------------------|
| 1. Light Lager            | 11. English Brown Ale         | 21. Spice/Herb/Vegetable Beer         |
| 2. Pilsner                | 12. Porter                    | 22. Smoke-Flavored and Wood-Aged Beer |
| 3. European Amber Lager   | 13. Stout                     | 23. Specialty Beer                    |
| 4. Dark Lager             | 14. India Pale Ale            | 24. Traditional Mead                  |
| 5. Bock                   | 15. German Wheat and Rye Beer | 25. Melomel (Fruit Mead)              |
| 6. Light Hybrid Beer      | 16. Belgian and French Ale    | 26. Other Mead                        |
| 7. Amber Hybrid Beer      | 17. Sour Ale                  | 27. Standard Cider & Perry            |
| 8. English Pale Ale       | 18. Belgian Strong Ale        | 28. Specialty Cider & Perry           |
| 9. Scottish and Irish Ale | 19. Strong Ale                |                                       |
| 10. American Ale          | 20. Fruit Beer                |                                       |

For more information: [AHAConference.org/opportunities](http://AHAConference.org/opportunities)

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Please contact us about Brewers Association and Homebrewers Association advertising and sponsorship opportunities.



## West

**Kari Harrington**

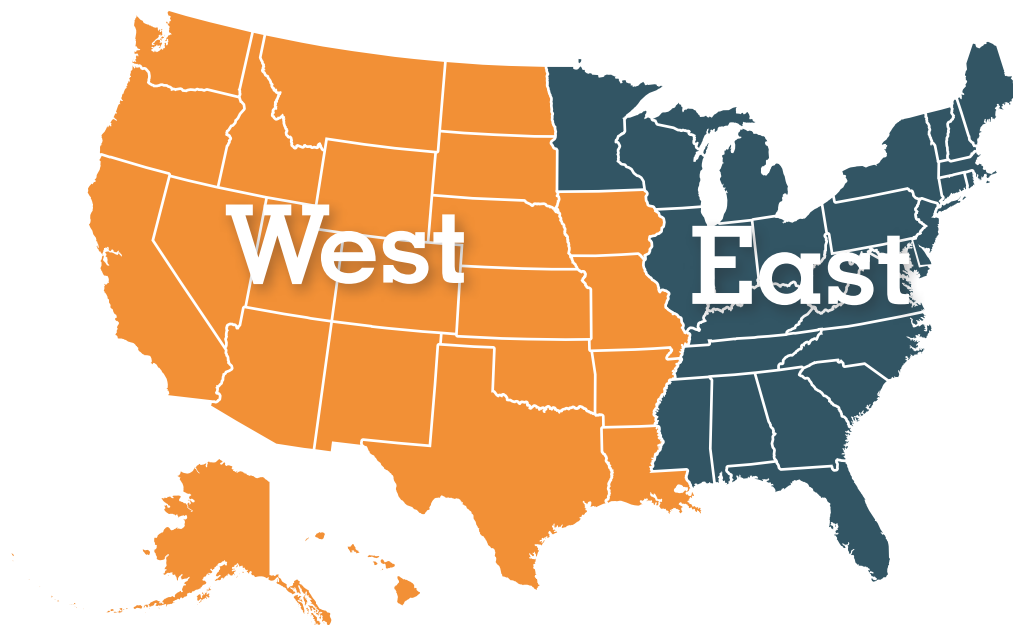
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