

American
CRAFT SPIRITS
CONVENTION & EXPO

2026

SACRAMENTO, CA | APRIL 17-18

CONVENTION SPONSORSHIPS

Photo courtesy of Visit Sacramento



AMERICAN CRAFT SPIRITS CONVENTION & EXPO

SAFE CREDIT UNION CONVENTION CENTER

1401 K ST, SACRAMENTO, CA 95814

WHAT TO KNOW FOR 2026

In 2026, the ACSA Convention & Expo will be a breath of fresh air, providing your business more opportunity to connect directly with influential craft spirits producers in an environment designed for meaningful engagement and measurable results.



More Distillery Tours.

Every year, ACSA's pre-convention distillery tour sells out. This year, we're in the heart of the state with the highest concentration of craft distilleries, and some of the more storied distillers, so we have not one but three distillery tours scheduled for this year with sponsorship opportunities.

A Revitalized Expo Floor.

Expect a livelier expo floor with tastings, activations, and networking built into every corner. More moments to meet, share, and build the community that powers craft spirits forward.

A Different Convention Experience.

The craft spirits industry has changed and so has ACSA's annual convention. Our 2026 theme, "Flipping the Script on Business as Usual," reflects a new focus on innovation, adaptability, and the real needs of today's distillers.

More Ways to Gather.

We've heard the call for more networking options, so we're integrating new ways to connect throughout the show.

Focused Education Programming.

Education tops every distiller's priority list. This year's sessions dive into the most crucial aspects of running a distillery in 2026, with new ways for sponsors to engage through educational partnerships.

Key Industry Leaders.

Craft spirits don't operate in a vacuum and this year we're bringing in some leading voices in the off-premise space to share their perspectives on the future of craft spirits.

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The American Craft Spirits Association (ACSA) is the only national, registered nonprofit trade group representing the U.S. craft spirits industry. Our mission is to elevate and advocate for the community of craft spirits producers.

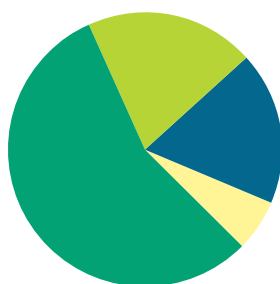


WE ARE CRAFT SPIRITS
By and for Craft Distillers

The craft spirits industry is outpacing beer and wine in the alcohol sector, making sponsorship of this convention the most impactful opportunity in the marketplace

- » 2,282 craft distilleries are operating across the U.S. — representing a powerful network of potential partners and customers.
- » In 2024, the average distiller invested nearly \$300,000 into their business — demonstrating a strong commitment to growth and innovation.
- » Collectively, distillers spent more than \$811 million on business expenses in 2024 — underscoring the scale of investment and purchasing power within this community.

Who Our 1,200+ Attendees Are



- 56% ownership or leadership
- 20% production
- 18% sales or marketing
- 6% other

What Past Exhibitors Are Saying

"Thanks a lot, this was my first ACSA and coming from huge events like CBC I loved the personal feel and much more relaxed atmosphere of your event."

"Good information available and a wide variety of vendors in the trade area."

"Great networking event."

"This was a good show for us with a good number of contacts made, fairly easy to organize and not too expensive."



CONTACT US

For more information or to reserve your opportunity, contact:

Kristiane Weeks-Rogers

Advertising and Sponsorship Associate
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970-314-6967

If you don't see an offering that aligns with your budget or creative vision, we're happy to set up a meeting to explore customized possibilities. Let's talk!

SPONSOR BENEFITS

SPONSOR LEVELS

SPONSOR BENEFITS	PLATINUM \$5,000 +	GOLD \$2,500-\$5,000	SILVER UP TO \$2,500
Opportunity to show ad/promotion during general session	✓		
Attendee contact list (opted-in only)	✓		
Direct eblast promoting your booth location	✓		
Social media collaboration post	✓		
Convention mobile app booth location notification	✓	✓	
Logo on convention promotion designs	✓	✓	
Logo recognition on Convention signage	✓	✓	✓
Logo placement on ACSA's convention website	✓	✓	✓
Company listing in the Convention mobile app	✓	✓	✓
Logo inclusion on Pre- and Post-Convention emails	✓	✓	✓

The American Craft Spirits Convention & Expo is much more than a tradeshow.

It's overflowing with sales opportunities for companies that want to connect directly with influential craft spirit producers — all in an unforgettable, lively and impactful business environment. The following opportunities are designed to meet multiple marketing budgets.

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2026 ACSA CONVENTION & EXPO Sponsorship Opportunities

HIGH-TRAFFIC VISIBILITY: Be the first brand attendees see

On-Site Registration and Badges (\$5K)

Your brand can welcome attendees to Sacramento as one of their first Convention interactions, so you can start off on the right foot with potential customers. They will see your logo on a pre-convention email, the digital kiosks at registration, and on the badge wallet worn by all attendees throughout the event.

- » Inclusions: Your logo on digital kiosk registration welcome page, your logo on a branded badge, and logo recognition on ACSA's "Register Now" email.

Convention Mobile App (\$4K)

Let attendees see your brand each time they open the convention's essential mobile app! The agenda, attendees, exhibitors and maps are available through the app, along with lead retrieval, networking connections, updates, and surveys.

- » Inclusion: Your logo on app homepage and footer for every page.

Opening Industry Party (\$5K)

Host ACSA's opening night welcome event for an unforgettable night with the craft spirits community! You'll have the exclusive opportunity to kick off the convention in style at this unique outing.

- » Inclusions: Opportunity to address the audience, your logo on event signage.

Convention WiFi (\$3.3K)

Imagine a world without WiFi. Hard, right? As the official WiFi sponsor, you'll help attendees stay connected throughout the event. They will be directed to your branded splash page to log in throughout the event.

- » Inclusion: Your logo on a dedicated welcome splash page, as well as a company-branded WiFi network name and password.



Education Track Sponsor (\$3K)

Position your brand at the forefront of industry learning by sponsoring one of ACSA's highly attended Education Tracks. As an Education Track Sponsor, your company will be recognized as a champion of professional growth and innovation in the craft spirits community over both days of the convention. Limited number of (Technical/Production, Sales/Marketing, Business track) sponsorships available.

- » Inclusions: Logo on sign outside of room, on app schedule over the sessions, showcasing brand between sessions, presentation slide templates for each session will include logo on every page.

Charging Units (\$700)

Position your brand as a must-visit destination by offering one of the most in-demand services on the show floor: mobile charging. As attendees power up for the day, your booth becomes a natural hub for connection, visibility, and engagement, ensuring your brand is seen, appreciated, and remembered. Limited number of sponsorships available.

- » Inclusion: Your logo on a four-sided mobile charging unit.

Water Station Sponsor (\$1K)

Stay top-of-mind while keeping attendees hydrated throughout the day. As the official Water Station Sponsor, your brand will be prominently displayed at a high-traffic hydration hub, offering a practical, appreciated service that ensures your logo is seen again and again. Limited number of sponsorships available.

- » Inclusions: Logo placement on water station signage at select areas of the convention center.



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MERCHANDISE LONGEVITY:

Extend brand life through apparel worn beyond the event

Convention Daypack (\$6.5K)

Get your brand in the hands of all convention attendees when they check in to our convention. Provide your logo and we provide the packs! Attendees will be reminded year-round of your support and contribution to our industry when they bring the packs back home.

» Inclusion: Your logo on ACSA daypack.

Convention Apparel (\$3.5K)

Brand the apparel for the convention with your logo in conjunction with the unique convention logo. Be memorialized as a supporter of the craft industry on our most popular merchandise options which live on well after the convention.

» Inclusion: Your logo on ACSA's 2025 Convention t-shirt.

Branded Bag Swag (\$1K)

Make a lasting first impression by offering a thoughtful, branded item tucked into every attendee's registration bag. Your customized gift delivers a warm welcome, and ensures your brand travels with attendees throughout the show and long after they head home. Limited number of sponsorships available.

» Inclusions: Opportunity to include one branded item for inclusion in the bag.

**For an additional cost, we can help you identify and order the item; you approve the design, we'll take care of the rest!*



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INDUSTRY LEADERSHIP:

Position your brand as a champion of craft spirits excellence

Awards Luncheon (\$6K)

Be seen and recognized as an avid supporter of ACSA's Craft Spirits Awards, one of the highlights of the convention. Position your company in front of craft spirits producers and suppliers as a champion of their hard work.

- » Inclusions: Opportunity to address the audience via short speech or video, your logo showcased throughout the ceremony presentation, and a reserved table for your team and guests.

Distilleries Tour (\$3.3K)

This premier experience offers your company a one-of-a-kind opportunity to expand its reach. As the exclusive sponsor, you'll join the tour and spend the day connecting directly with attendees. With demand so high that the tour sells out every year, your brand will be front and center at one of the convention's most sought-after offsite events.

- » Inclusions: Includes two complimentary distillery tour tickets, logo on registration

Awards Luncheon Table Sponsor (\$800)

Invite your VIP customers to join your team at a reserved table at the awards luncheon for up-to 8 people to celebrate industry achievements together. Limited number of sponsorships available.

- » Inclusion: one reserved roundtable with company signage.

Opening Ceremony (\$1K)

Step into the spotlight as the exclusive sponsor of the convention's Opening Ceremony. Your brand will set the tone for the entire event as we officially welcome attendees and kick off the highly anticipated vendor trade show. This high-visibility opportunity places your company front and center at the very moment excitement and energy are at their peak—ensuring lasting recognition as the partner who helped launch the convention in style.

- » Inclusions: Opportunity to address the group eagerly waiting to enter the exhibit hall, your logo on event signage, recognition via app alert to direct traffic to your booth.



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COMMUNITY CONNECTION:

Drive foot traffic by supporting social activities and booth activations

Distribution Workshop Sponsor (\$4K)

Position your company as a thought leader of independent spirits distribution by sponsoring ACSA's Distribution pre-convention course.

- » Inclusion: Your logo on class materials and event signage, opportunity to introduce your business to the class as the sponsor.

Craft Spirits Closing Reception (\$3.3K)

Wind down with the craft spirits community in a relaxed yet lively setting where your brand takes center stage as the official Craft Spirits Closing Reception sponsor to wrap up the whole convention. Attendees will gather to enjoy snacks and sample standout entries from this year's ACSA Craft Spirits Awards program, offering your brand a unique opportunity to be associated with excellence in American craft distilling.

- » Inclusion: 3-hour event, opportunity to address the audience at this festive closing gathering, logo on reception signage.

Booth & Beverage Bash (\$3K)

Play a central role in the signature exhibition hall happy hour that celebrates the spirit, camaraderie, and creativity of the craft distilling community, one of the Expo's most beloved and high-energy gatherings. Your support will complement the custom cocktails, paired with small bites to keep us going until dinner.

- » Inclusion: Your logo on signage, sharing sponsorship with the state guild.

Ice Cream Social (\$2.5K)

Delight attendees with a 2-hour refreshing break and a scoop of fun by sponsoring the Ice Cream Social, a crowd-favorite moment of indulgence and connection during the convention. Your brand will be front and center as guests gather to enjoy a frozen treat (boozy topping optional), fostering relaxed conversations and memorable interactions in a cheerful, high-traffic setting.

- » Inclusion: Logo placement on event signage, push notification through app to notify time of event.

Exhibit Hall Industry-Sponsored Salon (\$2K)

Position your brand as a thought leader by hosting a dedicated 1-hour session in the Exhibit Hall. These high-visibility platforms allow you to showcase your insights, innovations, or case studies to a targeted audience of craft spirits professionals. Whether you're launching a new product, want to demo your best service for distillers, or want a dedicated hour focused on networking, this is your chance to educate, engage, and elevate your brand in a dynamic, expo-floor setting!

- » Inclusions: One-hour slot in the Exhibit Hall area, promotion in convention schedule, logo on signage, opportunity to distribute branded materials.

Exhibition Floor Activation (\$2K)

Bring your brand to life at the heart of the convention! This activation places your company directly on the exhibition floor, where attendees naturally gather, mingle, and explore. By hosting an engaging activity, you'll create a memorable touchpoint that keeps people energized and connected.

- » Inclusion: Your logo on event signage.

Exhibit Hall Coffee in your Booth (\$2K)

Keep attendees energized and engaged by turning your booth into a caffeine destination throughout the day! Host coffee service right at your exhibit to draw traffic, spark conversations, and keep the craft spirits community alert for the day's spirited sessions. Limited number of sponsorships available.

- » Inclusions: Your logo on table signage, recognition via app push notification to direct traffic to your booth.
- » *Coffee sponsorship outside education area available

Snack Break in your Booth (\$2K)

Draw attendees in and keep the energy high by offering curated snack breaks right from your booth as a delicious way to spark conversations, boost visibility, and become a go-to stop during the day's spirited sessions.

- » Inclusions: Your logo on table signage, recognition via push notification to direct traffic to your booth

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HOW CAN MY BRAND STAND OUT?
 Bring the best of your brand to Sacramento. We'll bring our craft spirits community.



WHY SPONSOR THE CONVENTION?
 Get noticed for sharing your knowledge and passion — face to face!



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CONTACT US

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