

2020 ANNUAL CONVENTION SPONSORSHIP OPPORTUNITIES



**7TH ANNUAL ACSA DISTILLERS' CONVENTION
& VENDOR TRADE SHOW**

**MARCH 29-31, 2020
OREGON CONVENTION CENTER
PORTLAND, OREGON**

americancraftspirits.org



ABOUT ACSA:

The American Craft Spirits Association is the only national, registered nonprofit trade group representing the U.S. craft spirits industry. Its mission is to elevate and advocate for the community of craft spirits producers. Membership in ACSA is open to anyone.

ACSA is governed by a Board of Directors elected by the eligible voting members of the Association. Voting members must be independent, licensed distillers (DSPs) annually removing fewer than 750,000 proof gallons from bond (the amount on which a Federal Excise Tax is paid).



ABOUT ACSA'S DISTILLERS' CONVENTION & VENDOR TRADE SHOW:

If you're going to invest in and attend only one industry event this coming year, this is it. ACSA brings together more licensed DSPs and accounts for more of the industry's volume and purchasing. ACSA attracts decision makers, business owners, distillers, and key DSP team members. This is ACSA's hallmark event, which melds business opportunities, networking, and fun as you Journey to Craftlandia, this year's acknowledgement of our host venue and the action of serving the FINEST craft spirits.

The 7th Annual Distillers' Convention and Vendor Trade Show will be held at the Oregon Convention Center in Portland, OR, from Sunday afternoon, March 29th – Tuesday evening, March 31st, 2020.



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ACSA OFFERS AN UNPARALLELED OPPORTUNITY TO REACH YOUR TARGET AUDIENCE:

- » Amplify your presence and further establish your credibility as a thought leader in the craft spirits industry
- » Enhance your brand image and industry position
- » Build new relationships with prospective customers and strengthen relationships with existing ones
- » Expand your business opportunities

OPPORTUNITY FOR YOU TO INTENSIFY YOUR HIGH-PERFORMANCE SALES CULTURE:

- » Get in front of the crowd: Showcase your thought leadership in supplier led "Ted Talks".
- » Come out from behind the booth: See and hear how your competitors think in an interactive sponsor-only program.

The following opportunities are designed to meet multiple marketing budgets. We can customize a package and work with you to maximize exposure and return on your investment.

For more information or to reserve your opportunity, contact: Teresa McDaniel, Operations Administrator at teresa@americancraftspirits.org or call her at 502.807.4249.

DID YOU KNOW?

ACSA has members in all 50 states!

750 ml SPONSOR LEVEL

Batch #1 **\$17,500**

AWARDS DINNER & TASTING OF CRAFT SPIRITS

Be recognized as the official sponsor of ACSA's Craft Spirits Awards Dinner, the highlight of the convention. Position your company in front of craft spirits producers as a champion of their hard work.

- » 10 minute opening and introduction of final medalist – Best of Show
- » Invite your team of four to attend annual tasting
- » Table tent recognition for each dinner round
- » (2) Mention in Twitter updates
- » (2) Mention in Facebook updates
- » (2) Mention in Instagram updates
- » Sign with sponsor logo
- » Recognition in mobile app and printed convention program
- » Recognition on ACSA's website

Batch #2 **\$12,500**

COMMEMORATIVE CRAFT SPIRITS MAGAZINE

Boost your brand as the official sponsor of the printed, convention issue of the magazine. ACSA's bi-monthly publication is the unparalleled resource of in-depth insight and intelligence for the entire craft spirits universe.

- » Cover wrap, prominent full-page ad placement and sponsored content in printed magazine, to be distributed to each registrant
- » (1) Mention on craftspiritsmag.com
- » (2) Mention in Twitter updates
- » (2) Mention in Facebook updates
- » (2) Mention in Instagram updates
- » Sign with sponsor logo
- » Recognition in mobile app and printed convention program
- » Recognition on ACSA's website

Batch #3 **\$10,000**

BAND ENTERTAINMENT

Enhance social events and showcase your business upbeat tempo as the official band sponsor. Keep the attendees energized with live music while they're sampling craft spirits!

- » (2) Mention in Twitter updates
- » (2) Mention in Facebook updates
- » (2) Mention in Instagram updates
- » Sign with sponsor logo
- » Recognition in mobile app and printed convention program
- » Recognition on ACSA's website

Batch #4 **\$9,500**

TOTE BAGS

Place your brand in the hands of all convention attendees upon checking into the convention. You provide your logo, we provide the bags! Bags used around hometowns with a reminder of your support.

- » (2) Mention in Twitter updates
- » (2) Mention in Facebook updates
- » (2) Mention in Instagram updates
- » Sign with sponsor logo
- » Recognition in mobile app and printed convention program
- » Recognition on ACSA's website

NEW
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DID YOU KNOW?

Now over 2,000 craft spirits producers are operating in the U.S.



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375 ml SPONSOR LEVEL

Batch #1 **\$8,000**

CONVENTION MOBILE APP

Bring attendees the customized ACSA Distillers' Convention and Vendor Trade Show mobile app! Registrants can easily find event locations, times and more. The app will be available to all attendees, positioning your company as leading edge. You may provide daily updates we will load to message attendees.

- » Sponsor logo within the mobile app
- » (1) Mention in Twitter updates
- » (1) Mention in Instagram updates
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #2 **\$7,500**

BADGE WALLET

Reach every registrant at the ACSA Distillers' Convention and Vendor Trade Show by sponsoring the wallet that holds each attendee's name badge. Remember, many bring these home so your logo/brand lives on.

- » (1) Mention in Twitter updates
- » (1) Mention in Instagram updates
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #3 **\$7,000**

Wi-Fi

Sponsor the tradeshow floor Wi-Fi! Everyone needs the access and they start with your home screen first!

- » (1) Mention in Twitter updates
- » (1) Mention in Instagram updates
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #4 **\$6,500**

COACH TRANSPORT FOR PRE-CONVENTION DISTILLERY TOUR

Provide transportation for registrants traveling to local distilleries during the pre-convention distillery tour!

- » (1) Mention in Twitter updates
- » (1) Mention in Instagram updates
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #5 **\$5,400**

VIDEO GAME LOUNGE

You work hard, and play hard, right? Support some collegial down time with some old school retro games such as air hockey, Pac-Man, Street Fighter, Golden Tee, and more!

- » (1) Mention in Twitter updates
- » (1) Mention in Instagram updates
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

**NEW
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YEAR**



DID YOU KNOW?
*The craft spirits market
grew at an annual rate
of 27% in 2018*



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200 ml SPONSOR LEVEL

Batch #1 **\$5,000** **MOBILE CHARGING STATION**

Get your brand noticed while attendees power up their devices for the day! Logos will be placed on all sides of the charging station to ensure maximum visibility.

- » Unique ad on mobile app
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #2 **\$4,500** **PORTLAND LUNCH STATION**

Keep attendees fueled for all the spirited sessions by providing a mid-day meal inspired by Portland cuisine.

- » Napkins with logo
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #3 **\$4,500** **LOUISVILLE LUNCH STATION**

Keep attendees fueled for all the spirited sessions by providing a mid-day meal inspired by next year's convention in Louisville.

- » Napkins with logo
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #4 **\$4,000 (each)** **THE OREGON TOAST** (3) available

Be an official sponsor of The Oregon Toast, presented by ACSA and the Oregon Distillers Guild, featuring light appetizers, local craft spirits, and a silent auction!

- » Sponsor photo opportunity
- » Podium time to welcome all guests and announce silent auction winners
- » Vinyl backdrop with sponsor logo
- » Recognition on ACSA's website
- » Recognition in printed program exclusive to this event

Batch #5 **\$3,500** **BOOTH ASSIGNMENT PLATFORM**

Be seen every time people look at the tradeshow floor! Your logo will be on the floorplan in the convention mobile app and on our website!

- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

**NEW
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YEAR**



DID YOU KNOW?

Nearly 1/3 of all active craft distillers are located in the Pacific Northwest, West, Mountain, and Southwestern regions of the U.S.



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200 ml SPONSOR LEVEL (CONTINUED)

Batch #6 **\$3,000**

PHOTO BOOTH

With an elegant and sophisticated design, the Tower Photo Booth includes all the frills too. Professional booth attendant, fabulous props, with a customized background featuring your logo with ACSA's convention logo. The Tower Photo Booth has full printing capabilities and social media integration so your brand will live on long after attendees go home.

- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #7 **\$3,000**

CONVENTION PROGRAM

This official quick-reference guide to all sessions and special events is given to every convention attendee in their registration bag.

- » Included is a four-color ad on the back cover of the on-site convention program
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #8 **\$2,500**

RESTORATIVE BREAK

When attendees see massage chairs and massage therapists working they'll stop and look, and ask how they can get reinvigorated. Chair massage offers an effective way to make your exhibit buzz with activity, and keep attendees in your exhibit while you pre-qualify them – allowing you the opportunity to increase your qualified lead count as well.

- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #9 **\$2,500**

WATER STATION

+ PRODUCTION OF WATER BOTTLE

Quench attendees' thirst and be the official sponsor of the water station with your business name and logo on the water bottle with ACSA's logo. Let's go H₂O!

- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #10 **\$2,000 (PER DAY)**

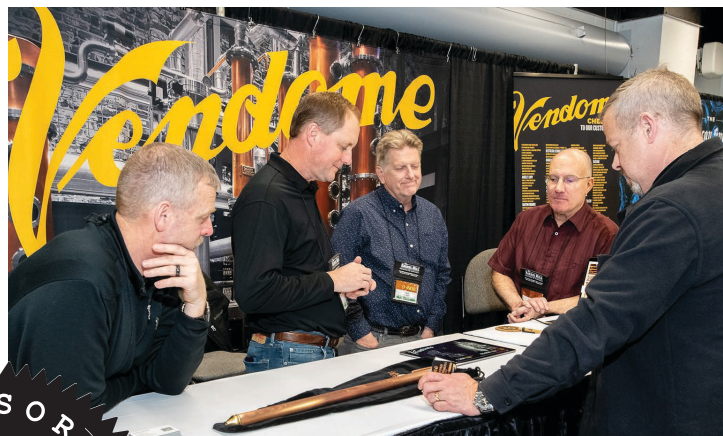
AFTERNOON SNACK & COFFEE

- » Sign with sponsor logo at each snack station on Monday and Tuesday
- » Napkins with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

DID YOU KNOW?

In 2018, craft spirits increased to almost 4% overall U.S. spirits volume.

NEW
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YEAR



DID YOU KNOW?

In 2017, 161,097,868,384 lbs of corn were used in the production of U.S. spirits.



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50 ml SPONSOR LEVEL

Batch #1 **\$2,500**

VENDOR SHOW RIBBON CUTTING

Be recognized as the official sponsor of the ribbon cutting. Help us officially open the convention with a ribbon cutting ceremony to kick-off the vendor trade show.

- » Sponsor photo opportunity
- » Speaking opportunity to conclude the Town Hall and officially open the vendor trade show floor
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #2 **\$2,000**

EDUCATION HEADPHONES

Branded headphones for use in exhibit hall educational sessions. Increase attendees ability to be heard.

- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #3 **\$1,500**

EYEGLASS CLEANERS (SALE MERCHANDISE) + PRODUCTION

Give attendees clear vision in 2020 by becoming the official sponsor of a branded lint-free cloth with your logo.

- » Logo on each cloth, distributed to each attendee
- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #4 **\$1,000**

CONVENTION T-SHIRTS (SALE MERCHANDISE) + PRODUCTION

You will be the official ACSA t-shirt sponsor with your business name and logo on the sleeve of premium t-shirt with ACSA logo on the front. Let's create together the ACSA "uniform" for Oregon.

- » Sign with sponsor logo
- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program

Batch #5 **\$250**

REGISTRATION BAG INSERTS (15 available)

Sponsors can place a one-page flyer in the registration bag distributed to all convention attendees. This is ideal to highlight your booth location or supply all attendees with your product brochure. Inserts must be 8-1/2" x 11" size or smaller. Flyers must be in hand for ACSA approval by Wednesday, March 25th, 2020. There are also opportunities to purchase "swag" for the bags with your logo affixed thereto (complete list available upon request).

- » Recognition on ACSA's website
- » Recognition in mobile app and printed convention program



DID YOU KNOW?

The average investment of a U.S. craft producer has increased to approximately \$340k in 2018.



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WHY SPONSOR ACSA?

Credible Positioning Before a Rapidly Growing Industry.



YOU BRING YOUR BRAND

We Bring Our National Craft Spirits Community with Over 1,000 in Attendance.

