



Craft *on* Ice

6th Annual Distillers' Convention & Vendor Trade Show

FEBRUARY 10-12, 2019

HYATT REGENCY • MINNEAPOLIS, MN

**2019 ANNUAL CONVENTION
SPONSORSHIP OPPORTUNITIES**

americancraftspirits.org



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ABOUT ACSA:

The American Craft Spirits Association is the only national, registered non-profit 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:

ACSA brings together hundreds of licensed DSPs to explore new products and services, learn during multiple hours of professional and customized education, and enjoy camaraderie among industry members. Typically, 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 throughout CRAFT ON ICE, this year's acknowledgment of our host venue and the action of serving the BEST produced spirits.

The 6th Annual Distillers' Convention & Vendor Trade Show will be held at the Hyatt Regency Minneapolis, MN from Sunday afternoon, February 10th – Tuesday evening, February 12th, 2019.

YOU ARE CORDIALLY INVITED TO:

- » 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 products & services in a sponsor-only led live "TED Talks". Opportunities limited to top dollar sponsors.
- » Come out from behind the booth: See and hear how your competitors position their products & services in an interactive sponsor-only program.

NEW
THIS
YEAR

The following opportunities are designed to meet multiple marketing budgets. We can customize a package and work with you to maximum 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.

750 ML SPONSOR LEVEL



DID YOU KNOW?

*As of mid-July 2018, TTB has issued
2,730 DSPs. WOW!!!!*



Batch #1 **\$15,000**

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.

- » Ten-Minute Opening & Introduction of Awards
- » (3) Mention in Twitter Updates
- » (3) Mention in Facebook Updates
- » (3) Mention in Instagram Updates
- » Sign with Sponsor Logo
- » Recognition in mobile app and printed Convention Program
- » Table tent recognition for each dinner round

Batch #2 **\$10,000**

ICE SCULPTURE AND/OR ICE BAR

Be recognized as the "Craft on Ice" sponsor with an ACSA still design AND your logo to centerpiece the convention.

- » (2) Mention in Twitter Updates
- » (2) Mention in Facebook Updates
- » (2) Mention in Instagram Updates
- » Sign with Sponsor Logo
- » Sponsor Logo highlighted at the base of the sculpture

Batch #3 **\$9,500**

TOTE BAGS

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

- » (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

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350 ML SPONSOR LEVEL

Batch #1 **\$7,500**

PRE-CONVENTION MEET & GREET

Be recognized as the official Sponsor of Pre-Convention Meet & Greet (Sunday 4-7pm). Vendors are given opportunity to invite clients & prospects, enjoying quieter moments before the show becomes crowded on Monday and Tuesday.

- » 5-Minute Microphone time to welcome all attendees
- » (2) Mention in Twitter Updates
- » (1) Mention in Facebook Updates
- » (2) Mention in Instagram Updates
- » Sign with Sponsor Logo
- » Napkins with Sponsor Logo
- » Recognition in mobile app and printed Convention Program

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

ON-SITE 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 or one four-color ad on the inside back cover.

- » (2) Mention in Twitter Updates
- » (1) Mention in Facebook Updates
- » (2) Mention in Instagram Updates
- » Sign with Sponsor Logo
- » Recognition in mobile app and printed Convention Program

Batch #3 **\$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.

- » (2) Mention in Twitter Updates
- » (1) Mention in Facebook Updates
- » (2) Mention in Instagram Updates
- » Sign with Sponsor Logo
- » Recognition in mobile app and printed Convention Program

Batch #4 **\$7,500**

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 a leading edge. You may provide daily updates and will load to message attendees.

- » (2) Mention in Twitter Updates
- » (1) Mention in Facebook Updates
- » Sign with Sponsor Logo
- » Sponsor Logo within the Mobile App with opportunity to push content to attendees each day of the show
- » Recognition in printed Convention Program

Batch #5 **\$6,500**

COACH TRANSPORT FOR PRE-CONVENTION DISTILLERY TOUR AND CONSUMER EVENT

Do you want to be the hit of the convention, making sure all registrants keep warm in a comfy shuttle bus? Take the pre-convention registrants to distilleries and all attendees to our off-site networking event.

- » (2) Mention in Twitter Updates
- » (1) Mention in Facebook Updates
- » (2) Mention in Instagram Updates
- » (2) Complimentary tickets for the distillery tour
- » Sign with Sponsor Logo
- » Sponsor signage aboard coach shuttle
- » Recognition in mobile app and printed Convention Program

DID YOU KNOW?

There are 45 DSPs issued within the state of Minnesota!

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250 ML SPONSOR LEVEL

Batch #1 **\$5,000 (per day)**

NOON LUNCH STATION

Keep attendees fueled for all the spirited sessions by providing a midday meal.

- » (2) Mention in Twitter Updates
- » (1) Mention in Instagram Updates
- » Sign with Sponsor Logo
- » Recognition in mobile app and printed Convention Program

Batch #2 **\$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.

- » (2) Mention in Twitter Updates
- » (1) Mention in Instagram Updates
- » Sign with Sponsor Logo
- » Recognition in mobile app and printed Convention Program

Batch #3 **\$4,000 (each)**

CONSUMER HAPPY HOUR/MINNESOTA GUILD RECEPTION

(3) available

Be recognized as the official sponsor of the consumer/guild happy hour, hosted offsite, featuring light appetizers and local craft spirits! Podium time to welcome all guests.

- » Sponsor photo opportunity
- » Vinyl Backdrop with Sponsor Logo
- » Recognition in printed program exclusive to this off-site event

Batch #4 **\$4,000 (per day)**

AFTERNOON SNACK & COFFEE

Your sponsorship will help provide an afternoon snack and coffee to sustain attendees throughout the afternoon.

- » Sign with Sponsor Logo at each Snack Station on Monday & Tuesday.
- » (1) Mention in Twitter Updates
- » (1) Mention in Instagram Updates
- » Napkins with Sponsor Logo
- » Recognition in mobile app and printed Convention Program



DID YOU KNOW?

Each state within the U.S. is proud to offer consumers a craft distillery experience. How many have you visited?

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50 ML SPONSOR LEVEL

Batch #1 **\$3,000**

2019 DSP MAP

Show your support of the growth of our industry! As members arrive, they'll place a sticker in the state in which their DSP operates. They'll be astonished at ACSA's reach, and you'll be remembered as a premier supporter in its growth.

- » (1) Mention in Twitter Updates
- » (1) Mention in Instagram Updates
- » Sign with Sponsor Logo
- » Logo on the DSP Map
- » Recognition in mobile app and printed Convention Program

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

WATER STATION

+ PRODUCTION OF WATER BOTTLE

- » Sign with Sponsor Logo
- » Logo on the water bottle
- » Recognition in mobile app and printed Convention Program

Batch #3 **\$2,000**

VENDOR SHOW RIBBON CUTTING

Be recognized as the official sponsor of the Ribbon Cutting. Help us open the convention with a ribbon cutting ceremony to open the Vendor Trade Show.

- » Sign with Sponsor Logo
- » Sponsor photo opportunity
- » Podium time of 2 minutes to officially open the trade show floor
- » Recognition in mobile app and printed Convention Program

Batch #4 **\$500**

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's logo on the front. Let's create together the ACSA "uniform" for Minnesota.

- » Sign with Sponsor Logo
- » 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, February 6th, 2019. There are also opportunities to buy "swag" for the bags with your logo affixed thereto. [Complete list available upon request.]

DID YOU KNOW?

92% of U.S. craft producers are classified as small producers. They are the decision makers who attend the ACSA convention.



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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.

