

2019 ASBC Meeting

June 24–26 | New Orleans, Louisiana

Sponsorship Prospectus

ASBC



THE SCIENCE OF BEER





AMERICAN SOCIETY OF BREWING CHEMISTS | 3340 Pilot Knob Road, St. Paul, MN 55121 U.S.A.
Phone: +1.651.454.7250 ■ Fax: +1.651.454.0766 ■ E-mail: asbc@scisoc.org ■ Website: asbcnet.org

Sponsorship Levels

Platinum Sponsorship: \$15,000

- (3) complimentary registrations
- (1) digital ad on the ASBC homepage
- (1) digital ad in the ASBC Buzz
- (1) company highlight in the ASBC Buzz
- Recognition on sponsor signage throughout ASBC Annual Meeting
- Recognition on ASBC meeting website
- Recognition in ASBC mobile app
- Recognition in ASBC program book
- Final attendee list after the meeting

Gold Sponsorship: \$10,000

- (2) complimentary registrations
- (1) digital ad in the ASBC Buzz
- Recognition on sponsor signage throughout ASBC Annual Meeting
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Silver Sponsorship: \$8,000

- (2) complimentary registrations
- Recognition on sponsor signage throughout ASBC Annual Meeting
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Bronze Sponsorship: \$5,000

- (1) complimentary registration
- Recognition on sponsor signage throughout ASBC Annual Meeting
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Supporting Sponsorship: \$2,500

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New Sponsorship Opportunities!

Sponsored Session: \$10,000

Have a scientific topic you'd like to organize into a program session? Sponsor the opportunity to give attendees a scientific session that's important to brewing science. Session content must align with scientific ASBC meeting program.

Hospitality Suite Sponsorship: \$3,000

Reserve a Bourbon Street hotel suite for Monday vendor night! Beer and accommodations will be provided for your guests for the evening (until midnight), and it's exclusively yours. The ASBC hospitality suite will be closed while vendors host their own hospitalities – take advantage and get one-on-one time with attendees!

YETI Can Coolers: \$6,000+

Sponsor YETI can coolers for all attendees staying in the Royal Sonesta Hotel and keep their beer cold the entire meeting (but seriously, the coolers are that good)! ASBC + company name will be printed on the coolers.

Closing Party Sponsorship: \$5,000

Provide attendees with live music, great food and beer to cap off a great meeting. We'll make it an event they'll remember thanks to you!

Food & Beer Pairing Lunch Station Sponsorship: \$5,000

We'll pair your beer with a special entrée for lunch on Monday or Tuesday – and you can educate and mingle with attendees as they try it!

Jazz Playhouse Karaoke Sponsorship: \$5,000

Sponsor karaoke during lunch at the *Jazz Playhouse* in the hotel's backyard – we'll brand the karaoke area for you, giving you plenty of opportunity for great photos and social media tags to commemorate the experience!

Cornhole and Game Area: \$3,000

Bring the F-U-N during lunch and breaks! The area will be branded for you and there will be plenty of photo opportunities for attendees to tag you on social media.

Mardi Gras Beads Sponsorship: \$3,000

You can provide company-branded Mardi Gras beads for all attendees! Your team can pass these out during lunch on Monday as attendees grab their food and beer – a great accessory for the meeting and social media will be filled with photos of attendees wearing them!

Create-Your-Own Sponsorship: \$2,000

Have a different idea on how you'd like to create an experience for attendees? Let's chat! Bplank@scisoc.org.

Questions?

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Reserve a sponsorship opportunity and learn about other opportunities on the [2019 ASBC Annual Meeting website](#).