



2026 Master Brewers Conference

Exhibition

Showcase your technology and products in the heart of the **Virginia Beach Convention Center**.

Sponsorship

Elevate your brand authority through high-visibility placements and thought leadership. **A la carte options available.**

The Master Brew

Sponsor/Exhibit Packages

Secure the ultimate footprint with a bundled sponsorship package including priority booth space and keynote branding

Who We Are?

Established in 1887, Master Brewers is a global community of **4,000 experts (from craft brewers to large production macro-breweries and suppliers)** dedicated to advancing the brewing and fermentation industries. Our mission is to share technical information to continuously improve the products & processes of the brewing world.

2026 Conference

Conference: October 22 - 24, 2026

Virginia Beach Convention Center
1000 19th Street, Virginia Beach, VA 23451

Expected Audience: 300 brewers and suppliers

Exhibition on October 22, 2026

Set Up: October 21, 2026

More Info at www.mbaa.com/2026-conference

Exhibit / Sponsor Interest Form

www.mbaa.com/2026-conference#exhibitors



mbaa@mbaa.com



www.mbaa.com

Exhibition Options

Standard Single Booth | \$3,400

- Perfect for product demos
- 10' x 10' - Includes 1 registration, standard pipe & drape, table, & chair

Standard Double Booth | \$6,000

- Expanded footprint for higher impact
- 10' x 20' - Includes 2 registrations, standard pipe & drape, table, & chairs

Upgrade Your Impact

Beer Service at/near Booth | \$750

- The ultimate traffic driver.
- Provide branded beer service directly at or near your booth.

Digital Lead Capture | \$150

- Turn conversations into customers.
- Capture leads seamlessly via the official conference mobile app.

Beer Passport Stop | \$500

- Gamify your presence.
- Drive foot traffic as a mandatory stop for attendees to win prizes.

The Master Brew

VIP Sponsor Package | \$20,000

The Ultimate Presence:

- 2 priority booths, a **1-hour custom session on main stage**, 4 registrations, and branding at coffee stations. Plus, a dedicated email blast & daily email spotlights.

Platinum Sponsor Package | \$15,000

The Industry Leader:

- 1 premiere booth. 2 registrations, and **the Conference Collab Beer** branding. Includes a featured giveaway and daily email spotlights.

Gold Sponsor Package | \$10,000

The Networking Pro:

- 1 premiere booth, 1 registration, and **exclusive branding at lunch or breakfast** and daily email spotlights.

Want a Custom Package? - Contact mbaa@mbaa.com

A La Carte Sponsor Options

Premiere Branding & Giveaways

- **Lanyard Sponsor (\$6,000):** Exclusive branding on every attendee's neck.
- **Giveaway Sponsor (MBAA Supplied) (\$5k-\$7k):** We handle the swag (totes, openers), you get the logo credit. Cost depends on type of giveaway item.
- **Item Sponsor (Sponsor Supplied) (\$2,500):** You provide the branded item (e.g., water bottles) and we distribute.
- **Internet Sponsor (\$4,000):** Your brand is the password every attendee types in

Food & Drink

- **Welcome or Closing Party Sponsor (\$10,000):** Own the biggest social hours of the event.
- **Breakfast or Lunch Sponsor (\$5,000):** Branded food stations and high-traffic visibility.
- **Coffee Sponsorship (\$3,000):** Be the hero that provides the caffeine.
- **Water Station Sponsor (\$2,500):** Sustained visibility at refill stations.

Thought Leadership & Stage Time

- **Main Stage Speaker (\$10,000):** The highest level of authority and visibility.
- **Focus Session Sponsor (\$3,000):** 3-5 minutes of stage time and speaker introduction.
- **Brewtech Sponsored Session (\$1,500):** 10-15 minute technical demonstration.
- **Flyer Drop (Main Hall or Reg Desk) (\$1,500):** Direct physical outreach to every seat or at reg.

Digital Visibility

- **Registration Confirmation Email (\$5,000):** The first thing every attendee sees.
- **Mobile App Banner or Meeting Platform Ad (\$3,000):** Constant digital rotation.
- **Dedicated Email Blast (\$4,000):** A solo spotlight sent to the entire database.
- **Ad in Daily Email or Conference Website Ad (\$1,000):** Targeted, repeatable digital impressions.

Community Impact

- **Sponsor a Student (\$500):** Invest in the future of the industry. Includes recognition on rotating slides.
- **Wellness Event Sponsor (\$3,500):** Brand the yoga, Zumba, or run meet-ups.