

Master Brewers Association of the Americas

2011 Vendor Alliance Program & Media Kit

Whether through advertising, e-mails, or exhibiting, you find it important to keep your company in the forefront of your customers' thoughts. That is why MBAA has created the Vendor Alliance Program. The various levels offered in this program allow you to connect with your target audience throughout the year through MBAA communications and at the annual conference at a discounted rate.

By taking part in the Vendor Alliance Program, you will connect with executive and supervisory personnel in production, engineering, quality control, research, packaging and material handling, maintenance, and administration in brewing and associated industries. These are the decisions makers you want to reach!

These versatile levels were created to meet your needs. For more details on the program, read the following information or contact Barbara Divver at +1.239.410.8615 or barbara@fernmanagement.com.

Components of the Vendor Alliance Levels

MBAA Annual Conference Exhibits and Program Book

October 13–15, 2011 • Minneapolis, MN, U.S.A.

The MBAA Annual Conference is your place to meet face-to-face with decision makers in key production and technical positions from major breweries and related industries worldwide. The conference features technical sessions, posters, and workshops, as well as exhibit sessions. The conference Program Book lists all of these activities and events, as well as the program. Exhibitors also benefit from the unique design of the program, which is arranged so exhibit sessions do not run concurrently with other programming.

Publications

Technical Quarterly

The *Technical Quarterly* features papers covering a wide range of technical aspects of brewing, including ingredients, the brewing process, brewing by-products, environmental considerations, beer packaging, beer flavor, and physical stability.

The MBAA Communicator

The MBAA Communicator is distributed on the first and third week of each month. It features MBAA news, including upcoming events, letters from the Board, District updates, and articles featuring basic brewing information.

Website

Homepage/News on Tap!

The MBAA homepage is a great place to connect with your target audience. People come to www.mbaa.com to discover the latest association news, information on upcoming events, and the latest industry news through the News on Tap! Advertisers will receive prime placement just below the News on Tap! RSS feed.



www.mbaa.com/advertise

Vendor Alliance Levels



PLATINUM—\$12,000

- Recognition as a Platinum Vendor at the 2011 MBAA Conference
- 2 Promotional Articles in *The MBAA Communicator*
- Recognition as a Platinum Vendor on the MBAA Website
- Signage at the MBAA Conference
- Recognition as a Platinum Vendor in the *Technical Quarterly*
- 2 Navigation ads in *The MBAA Communicator*
- 2 News Panel ads in *The MBAA Communicator*
- 1 month rotating logo recognition in *News on Tap*

GOLD—\$9,000

- Recognition as a Gold Vendor at the 2011 MBAA Conference
- 1 Promotional Article in *The MBAA Communicator*
- Recognition as a Gold Vendor on the MBAA Website
- Signage at the MBAA Conference
- Recognition as a Gold Vendor in the *Technical Quarterly*
- 1 Promotional article in *The MBAA Communicator*
- 2 News Panel ads in *The MBAA Communicator*

SILVER—\$6,000

- Recognition as a Silver Vendor at the 2011 MBAA Conference
- Recognition as a Silver Vendor on the MBAA Website
- Signage at the MBAA Conference
- Recognition as a Silver Vendor in the *Technical Quarterly*
- 1 News Panel ad in *The MBAA Communicator*

BRONZE—\$3,000

- Recognition as a Bronze Vendor at the 2011 MBAA Conference
- Recognition as a Bronze Vendor on the MBAA Website
- Signage at the MBAA Conference
- Recognition as a Bronze Vendor in the *Technical Quarterly*

