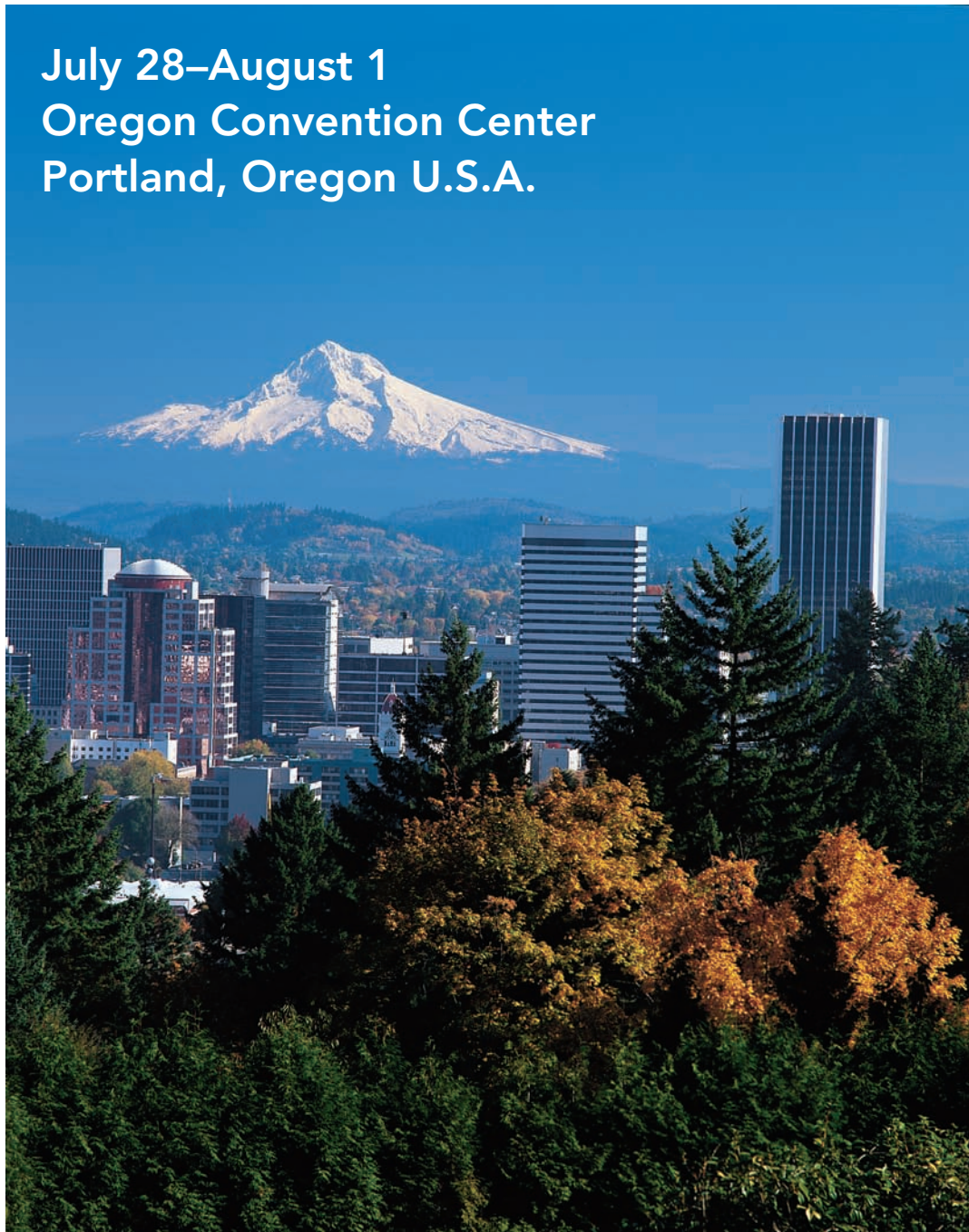


World Brewing Congress 2012

July 28–August 1
Oregon Convention Center
Portland, Oregon U.S.A.



Exhibitor Prospectus

www.worldbrewingcongress.org





Invitation to Exhibit

See page 3

Join us as five international brewing associations come together for World Brewing Congress 2012. Taking place every four years, this unique congress has been organized to bring the brewing community together to discuss evolving product advances and technologies in brewing.

Hosted by:



With active participation by:

Brewery Convention of Japan
European Brewery Convention
Institute of Brewing & Distilling

The People

See page 8

World Brewing Congress provides programming for people whose primary job responsibilities include:

- Research and development
- Brewing and production
- Quality assurance
- Plant engineering and packaging
- Sales and marketing
- Education

The Location

See page 11

Portland, Oregon is the perfect city for this epic event. This city has so much to offer with the snow-capped Cascade Mountains overlooking the Columbia and Willamette Rivers, the lush green forests blanketing the rolling hills, and the colorful roses and other lovely flowers bedecking carefully tended gardens. Portland is equidistant between the ocean and the mountains—it's only 90 minutes to each.

Photo Credits: Portland Skyline with Mount Hood (cover) by Steve Terrill, courtesy of Travel Portland; Hops in Hand (page 2), Brew Pub and Hops Growing (page 11), Oregon Bounty Wanderlust Campaign, by Greg Robeson/Oregon Bount, courtesy of Travel Oregon; RiverPlace Marina with Portland Skyline (page 11) by Edward Nugent, courtesy of Travel Portland; Portland Skyline (mail panel) courtesy of Travel Portland.

Invitation to Exhibit

The Exhibit Hall

The Exhibit Hall is designed to be the central meeting location for congress attendees. Nearly everything will be there!

- Exhibits
- Technical posters
- Beverages/beer
- Food/meals

And with exhibit hours that are nonconcurrent with programming, you will have plenty of time to connect with your target audience.

Exhibit Hours

Concentrated exhibit hours* maximize attendee traffic and allow exhibitors time to attend the excellent program.

Saturday, July 28	2:00 – 7:00 p.m.	Set Up
Sunday, July 29	11:30 a.m. – 2:00 p.m.	Exhibits Open
Monday, July 30	11:30 a.m. – 2:00 p.m.	Exhibits Open
Tuesday, July 31	11:30 a.m. – 2:00 p.m.	Exhibits Open
	2:00 – 5:00 p.m.	Take Down

**Exhibit hours are preliminary and subject to change*

The Exhibit Package

- 10 ft. x 20 ft. piped and draped area with 3 ft. drape on side and back rails
- 2 exhibit tables, covered and skirted
 - Each table is 72 in. x 24 in. (183 cm x 61 cm) and is 30 in. tall (76 cm)
 - All products must be set on the table and may be as high as 48 in. (122 cm)—Products may not be placed on the floor
 - Tables may be set up in any configuration within the confines of your exhibit space
- 2 chairs
- 1 wastebasket
- 1 company identification sign
- One (1) free exhibitor registration, which includes
 - Ticket to the opening reception
 - Entrance to the technical program
 - Exhibit session refreshments
- Complimentary final registration list
- Promotional listings
 - WBC website
 - WBC Program Book
 - Congress electronic proceedings

WBC Exhibitors have come to love the table-top format!

The Table-Top Format

WBC Exhibitors have come to love the table-top format!

Easy

Eliminates time-consuming set up and take down.

Economical

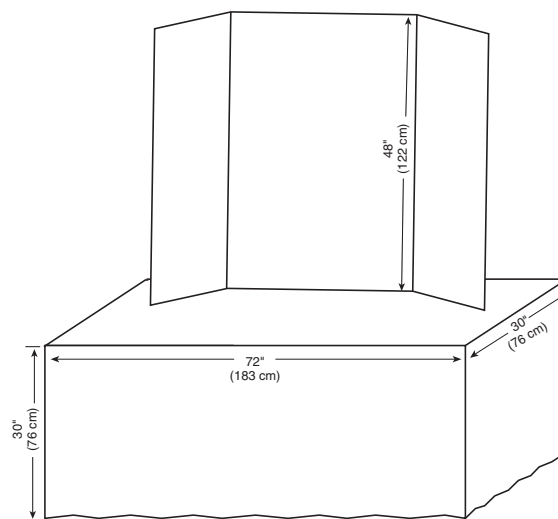
Reduces or eliminates major shipping and display expenses.

Equal

Provides a level playing field, putting the focus on the people and products.

Effective

Creates a casual business environment conducive to open discussions between buyers and suppliers.



Sample WBC Exhibit



Additional Marketing Opportunities

Reinforce your message to delegates before, during, and after the congress with these additional marketing opportunities.

Advertising

Place your order on page 7

Invite attendees to stop by your exhibit and keep your company name in the minds of registrants by placing an ad in the WBC 2012 Program Book. Send personal invitations to your prospects as well! Program Book advertisers receive a complimentary list of advance registrants. Program Book advertisers receive preferred exhibit floor placement if advertising and exhibit orders are received by January 31, 2012.

Sponsorships

Place your order on page 5

Sponsors enhance the meeting while gaining additional visibility at the congress. Sponsors receive preferred exhibit floor placement if sponsorship and exhibit orders are received by January 31, 2012. Reserve your sponsorship using the Exhibition Order Form.

Supporting Sponsor

\$500–\$2,000

- Logo recognition at WBC 2012
- Logo recognition on the WBC 2012 website

Contributing Sponsor

\$2,500–\$5,000

- Logo recognition at WBC 2012
- Logo recognition on the WBC 2012 website
- Distribution of sponsor-provided literature or merchandise at the sponsored event

Hosting Sponsor

\$5,500–\$10,000

- Logo recognition at WBC 2012
- Logo recognition on the WBC 2012 website
- Distribution of sponsor-provided literature or merchandise at the sponsored event
- Complimentary one-page black and white advertisement in the WBC 2012 Program Book

Supplier Sessions

Place your order on page 5

A Supplier Session is your ticket to meeting with a targeted audience of WBC attendees. Take advantage of this opportunity to showcase your latest products and services, educate prospects, conduct focus groups, or whatever you wish—the time is yours! Use the Exhibit Order Form to select either a half- or one-hour timeslot.

Products and Services Presentation in the WBC Electronic Proceedings

Place your order on page 5

Enhance your listing in the Congress Proceedings, which contains the meeting's technical presentations. All exhibiting companies are listed, but this option allows you to greatly enhance your listing with a link to your website and a PowerPoint presentation featuring your company's products and services. Your participation also earns you a complimentary copy of the Proceedings. Place your order using the Exhibition Order Form.

Advance Registration Roster

Place your order on page 5

Let congress attendees know that you will be exhibiting at WBC 2012. Pre-congress marketing can set you apart. Preorder your advance registration list using the Exhibition Order Form, and make plans to send a note to congress attendees personally inviting them to your exhibit!



WBC 2012 Regulations and Liability Statement

1. Exhibit Package

A) The WBC 2012 Exhibit Package includes two tables, 72 inches by 24 inches (183 cm x 61 cm) covered and skirted, two chairs, one wastebasket, and a company identification sign, plus one (1) free exhibitor registration that offers entry into the exhibits and technical program. B) Display items must sit on the table, have measurements that do not exceed the table dimensions, and be 48 inches (122 cm) or less in height above the table surface. Tables may be set in any configuration within the confines of your exhibit space.

Each exhibit space consists of a 10 ft x 20 ft piped and draped area. The pipe and drape is 3 ft high (side and back rails).

2. One Table-Top Exhibit Per Company

Due to high demand and limited space, we can allow only one table-top exhibit per company, or one exhibit per independent operating division within a company.

3. Admission

Entrance to the exhibit area is by WBC 2012 name badge only. Each exhibitor is entitled to one (1) free registration. Additional attendees from exhibitor companies register at the Exhibitor Registration rate.

4. Exhibit Shipping, Set Up and Staffing

Exhibit shipments CANNOT be received at the convention center prior to the set-up day due to storage limitations. C.O.D. shipments CANNOT be accepted anytime. Exhibitors must have their table-top set up prior to the opening of the show. Move-in and move-out times for exhibitors and the decorating company will be strictly adhered to so that additional rental charges are avoided. Exhibitors must staff their table-tops at all times during the exhibit hours. Failure to adhere to the above will cause forfeiture of space. No refunds on space will be made after April 1, 2012, and WBC 2012 will have the right to use the space for whatever purpose they deem appropriate.

5. Fire and Safety

All exhibits or portions thereof, must fully comply with applicable health, fire, and safety regulations. No combustible decorations, such as crepe paper, tissue paper, cardboard or corrugated paper, shall be used at any time. All materials and fluids which are flammable must be kept in safety containers. Open flames, butane gas, oxygen tanks, etc., are not allowed without the written permission of the Fire Prevention Bureau.

6. Conduct of Exhibits

The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Interviews, demonstrations, distribution of literature, etc., must be made inside the exhibitor's area. Canvassing, solicitation of business or the use of advertising materials or signs by firms other than those who have contracted for space is prohibited. The distribution by exhibitors of circulars, catalogs, or other advertising materials for firms which are not exhibitors is prohibited. WBC 2012 has the right to decline or prohibit any display or portion thereof which in the opinion of the WBC 2012 Exhibit Manager is not proper in keeping with the character of the exhibition. WBC 2012 may restrict displays which, because of noise, acts, odors, costumes, gimmicks, method of operation, materials or for any reason, become objectionable to the exhibition. In the event of such restriction or eviction, WBC 2012 is not liable for any refunds or rentals or other exhibit expense.

7. Contests, Games, Raffles, and Lotteries

Exhibitors may not offer or give attendance, door, or other similar prizes in the exhibition space or adjacent area. Contests, lotteries, raffles, and games of chance are prohibited. All "giveaways" shall be of a nominal monetary value and in keeping with the nature of a scientific and professional meeting.

8. Care of Building and Equipment

Nothing shall be posted, tacked, nailed or screwed or otherwise attached to columns, walls, floor, or other parts of the building or furniture. Anything in connection therewith necessary or proper for the protection of the building, equipment, or furniture will be at the expense of the exhibitor. Exhibitors will be responsible for any damage to persons or property caused by reason of their exhibits, employees, agents, or servants.

9. Character of the Exhibit

Displays may consist of equipment, services, materials and products (within limitations stated elsewhere on this form) of interest to the WBC 2012 registrants. The display area is limited to the surface of the tables (2 tables, 72 inches in length x 24 inches each) and a height of 48 inches above the table surface. Recorded or live music is prohibited in the exhibit hall.

10. Cancellations, Indemnification, Subletting

This application shall become a binding contract between the parties hereto upon its acceptance by WBC 2012. It is understood and agreed that in the event of the cancellation of WBC 2012 or in the event the space assigned to the exhibitor is, in the opinion of WBC 2012's Exhibit Manager, rendered unusable by any cause, casualty, or occurrence, then and thereupon this Agreement shall terminate and the exhibitor shall pay for said space only up to the time of said termination, pro rata, and the exhibitor hereby waives any claims for damages or compensation should this Agreement be so terminated. Exhibitor agrees to protect, indemnify, and hold harmless WBC 2012 from any and all liability, loss, damage or expense resulting from the exhibitor's use of the exhibition space. This Agreement and the rights herein granted to the exhibitor may not be assigned or otherwise disposed of or encumbered by the exhibitor without the written consent of WBC 2012.

11. Insurance and Liability

Insurance, if desired by exhibitors or required by the convention center, must be obtained at their own cost and expense. WBC 2012 and its agents and employees assume no risk and by the acceptance of this agreement the exhibitor expressly releases them of and from any and all liability for any damage, injury, or loss to any person or goods, from any cause whatsoever. All property shipped to and from the convention center or drayage firm by the exhibitor for installation or display is the sole responsibility of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

12. General

WBC 2012 reserves the right to rearrange the floor plan and/or relocate any table-top exhibit. The Exhibit Manager of WBC 2012 has the right to enforce any and all portions of these rules and policies. In interpreting these rules and policies, particular attention will be given to preserving the professional and educational nature of the exhibit.

Permitted at Table-Top Exhibits

1. Educational sales literature.
2. Sales premiums, souvenirs, handouts, etc.
3. Instruments and/or equipment (if they can be self-supporting and set on the table; no water will be available at the table-tops).
4. Table drapes are acceptable, but signs cannot be set on the floor in front of the table.

Prohibited at Table-Top Exhibits

1. No large display material, (WBC 2012 will provide standard name signs) or any other material over 48" high or that exceeds the table dimensions of 72" total length x 24" (183 cm x 61 cm). (Exceptions include instrumentation or equipment. Check with WBC 2012 if in question).
2. No floor easels or backdrops.
3. Please refrain from excessive frills.
4. Storage of boxes is not allowed behind tables.
5. No solicitations, interviews, and/or distribution of literature can be done outside the confines of the exhibitor's individual table-top area.
6. No food preparation.

A full refund will be made for space cancelled on or before January 31, 2012. A fifty-percent refund will be made on cancelled space after January 31, 2012. No refund after April 1, 2012. All cancelled space shall revert to the possession of WBC 2012.

WBC 2012 Program Book Advertising

Reach a world-class readership.

Advertise in the program book and reach all participants at WBC 2012.

Advertising is available to exhibitors and nonexhibitors. Publication will be in July and invoiced in July 2012.

BONUS: All program book advertisers will receive a complimentary mailing list of registrants in June 2012.

Important Dates

June 5, 2012 — Ad Orders Due

June 12, 2012 — Ad Materials Due

Reserve the following program book advertising:

Please indicate Bleed Non-bleed

Ad Size and Format \$ _____

Four-Color Rates

- Full Page \$1,950
 Half Page \$1,750
 Vertical Horizontal

Spread

- Full Page Spread \$2,775
 Half Page Spread \$2,500

Special Position \$ _____

Covers

- Back Cover add \$400
 Inside Back Cover add \$200
 Inside Front Cover add \$300

Other Special Positions

- Page 1 add \$200
 Page Facing
Table of Contents add \$200
 Other Request add \$200

Total \$ _____

Materials

Repeat our ad that ran in the:

- ASBC Annual Meeting Program Book
Year _____
 MBAA Annual Conference Program Book
Year _____
 MBAA Technical Quarterly
Issue _____ Year _____

The program book cover is coated one side. Balance of the book is on uncoated stock.

- We will send artwork.
 Our agency will send materials and insertion order.
Commission and Payment Terms: 15% commission only to recognized agencies if invoice is paid within 30 days of invoice date. Invoiced on publication date of August 2012. No cash discount. Commission is not allowed on other mechanical charges.

List the company name and website as it should appear in the Advertiser's Index.

Company _____

Website _____

Space reservation authorized by:

Name _____

Title _____

Address _____

City/State or Province _____

Zip/Postal Code _____

Country _____

Telephone _____

Fax _____

E-mail _____

Signature _____

Agency Name _____

Address _____

City/State or Province _____

Zip/Postal Code _____

Country _____

Contact Person _____

Telephone _____

Fax _____

E-mail _____

Invoice Company Invoice Ad Agency

Return this form to:

WBC Advertising Coordinator

WBC 2012

3340 Pilot Knob Road

St. Paul, MN 55121 U.S.A.

Telephone: +1.651.454.7250 • Facsimile: +1.651.454.0766

FOR OFFICE USE ONLY

Accepted for WBC 2012 by _____

Date _____

Reach the World of Brewing

WBC attendees are decision makers from all over the world—60% from the U.S., 40% from other countries. By exhibiting, you will reach customers responsible for purchasing instruments, processing equipment, raw materials, services, and more.

WBC Attendee Profile

Organization Type

Brewing, Barley, and Malting Operations	38%
Suppliers	36%
Government, Educational, Research, and Private Organizations	11%
Consulting	6%
Publisher, Professional or Service Organization	2%
Other	7%

Job Responsibility

Research and Development	18%
Brewing	19%
Quality Assurance	10%
Plant Engineering and Packaging	5%
Sales and Marketing	28%
Education	6%
Other	14%

Job Title

President, Vice-President, Other Corporate Official.....	14%
Director, Manager, Department Head, Supervisor of R&D or Quality Assurance/Control.....	43%
Chemists, Technologists, Biologists, Microbiologists, Lab Assistants, Technicians	12%
Plant Manager, Superintendent Engineer, Other with Production or Process Responsibilities	6%
Professor, Post-Doctorate, Graduate Student, Scientist at University/College	9%
Director, Executive of Association, Publisher, Patent Lawyer, Staff Member	1%
Technical Sales/Service	13%
Independent Consultant	2%

International Audience

Africa

Republic of South Africa

Central America

Dominican Republic

Europe

Austria
Belgium
Czech Republic
Denmark
Finland
Germany
Ireland
Italy

Luxembourg

Netherlands

Russia

Scotland

Spain

Switzerland

United Kingdom

North America

Canada
Mexico
United States

Pacific Rim

Australia
Japan

Malaysia

New Zealand

Peoples Republic of China

Singapore

Thailand

South America

Ecuador
Argentina
Brazil
Colombia
Trinidad
Venezuela

Advertising Mechanicals

Program Book Ad Sizes

	Width	Depth
Full-page	7"	10"
Half-page vertical	3-3/8"	10"
Half-page horizontal	7"	4-7/8"
Full-page spread	17"	11"
Half-page spread	17"	5.5"

Bleed Pages

Bleed art must measure 8-3/4" x 11-1/4" for a single page, 17-1/4" x 11-1/4" for a full-page spread, or 17-1/4" x 5-3/4" for a half-page spread. Keep live matter 1/4" from trim size edges.

Trim Size

8-1/2" x 11"

Printing Methods

Offset, one color. Second color and four color available.

Stock

Printed on 60-lb. opaque offset, with cover on a 12-point stock, coated one side.

Bindery

Perfect bound.

Printing Material

WBC urges that electronic images and files be supplied only by those experienced in electronic processing of images. Unusable files may result in publication delay and additional charges.

Electronic Files:

Medium: E-mail or CD

Platform: MacIntosh

Software: InDesign CS, Adobe Illustrator CS, Adobe Photoshop CS

Graphic Files (Illustrator or Photoshop): .eps or .tif

Resolution: 4C – 300 dpi, Black and White – 266 dpi

- Four-color ads must be set up as CMYK (including all graphics)
- All fonts and graphics must be included on the disk.
- Please supply high resolution proof. WBC cannot be responsible for final outcome if accurate color proof is not supplied.
- Files must be set up at 100% of final output size, allowing 1/8" bleed for full-page bleed ads.

The more documentation received from you, the better WBC can meet your expectations! A complete documentation package will help ensure desired results.

Please contact the WBC Advertising Coordinator at +1.651.454.7250 with additional questions.

NOTE: Any additional services required for troubleshooting ad materials supplied in incorrect format will carry an additional charge at cost, with minimum of \$100.

For questions or to order your space, please contact:

WBC 2012, 3340 Pilot Knob Road, St. Paul, MN 55121 U.S.A.

Phone: +1.651.454.7250 • Fax: +1.651.454.0766

Website: www.worldbrewingcongress.org

Past WBC Attendees

The following breweries, research institutions, distilleries, suppliers, universities, and government agencies along with Past WBC Exhibitors have attended the previous congresses.

AB Abro Bryggerier	Brewers & Bottlers Equip Corp	Deltagen Bioproducts NA	Hops Restaurant Bar & Brewery	Muntons Malt	Silliker Inc
AB Vickers Ltd	Brewers Association of America	Deschutes Brewery	Hopunion CBS LLC	NATECO2 GmbH & Co KG	Simon H Steiner Hoppen GmbH
ABI	Brewers Association of Japan	DesSense Inc	Huppmann	Neogen Corp	Sinebrychoff OY AB
Abita Brewing Co	Brewers Bulletin	DG Yuengling & Son Inc	IDD Process & Packaging Inc	Net.worXs Llc	Sleeman Maritimes Ltd
Accessio	Brewers Guardian	Diageo	IFBM	New Belgium Brewing Co	Slovene Association of Brewers
Aceto Corp	Brewers Supply Group	Diblo Corporativo SAdeCV	IGB	New Brewer	Sopura SA
Ackermann & Associates	Brewery Consultation Services	Difusa	InBev	New Glarus Brewing Co	Southern African Breweries
Adelaide Univ	Brewery Ommegang	Diller-Brown & Associates Inc	Inner Mongolia Jinchuan Health Beer Brewing Co	Nodding Head Brewing Co	Southern Associated Maltsters
ADM Malting LLC	Brewery Union	Dow Corning Corp	Inst for Brewing Technology	Nordic Sensor Technologies	Southern Cross Univ
Advance Instruments	Brewing & Distilling Analytical Services LLC	Dr Thiedig	Inst Politecnico Nacional	North Dakota State Univ	Spirittech Solutions
Advanced Cleaning Technology	Brewing & Malting Barley Research Inst	Dragsbaek Malt Factory	Institut Meurice	Northland Labs	Spoetzl Brewery
Agilisys	Brewing Research Intl	DuBois	Interbrew	Novo Nordisk De Mexico SAdeCV	St Lawrence Starch Co Ltd
Agricultural Research Centre	Brewpoints LLC	Dupont Polyester Technologies	International Malting Co	Okanagan Spring Brewery	Stabifix Brauerei-Technik
Ajinomoto Omnichem	Brewtech Servicios Ltda	E Begerow	ISP	Oland Breweries Ltd	Steinbart Wholesale
Alaskan Brewing Co	BridgePort Brewing Co	E&J Gallo Winery	Ivora Corp	Oregon State Univ	Steinecker
Alcan Packaging	Bristol Brewing Co	Eastern Industrial Supplies	J F Hilton & Co	Oriental Brewery Co Ltd	Steiner Hops Ltd
Alcatraz Brewing Co	Brown-Forman Corp	Easyproof Laborbedarf GmbH	Jaenicke Inc	Orion Breweries Ltd	Stimson Lane
Alcoholic Beverage Medical Res Fdn	Budweiser Budvar Brewery	Eichbaum Brauereien AG	Josef Mehrer GmbH & Co Kg	Ouncel	Stingray Brewery
Alfred Jorgensen Lab Ltd	Busch Agric Resources Inc	EJ Gallo Winery	Joseph Huber Brewing Co	Oxford Brookes Univ	Summit Brewing Co
Allied Domecq Spirits & Wine	Business Development Associates	Emerson Performance	Kangnung Natl Univ	Pabst Brewing Co	Suntory Ltd
AmBev	C&T Malt	Empresas Polar	Karl Strauss Breweries	Paques BV	Tatlock & Thomson
American Brewer Magazine	Calrol Inc	Enviroline Group	Katholieke Univ Leuven	Paul Mueller Co	Technical Univ of Munich
American Distiller	Canada Malting Co Ltd	EUWA H H Eumann GmbH	Kellogg Co	Perlick Corp	Tepral
American Malting Barley Assn	Canadian Grain Commission	Experitec	Keofitt Inc	Pernod Ricard	Tetra Pak Inc
Amersham Biosciences	Canadian Wheat Board	Extractos Y Maltas SAdeCV	Kerry Bio-Science	Pika Weihenstephan GmbH	Thermo Fisher Scientific
Analysis Laboratory	Cara Technology Limited	F and B Engineering Services	KHS Inc	Pioneer Hi-Bred International	Thornhauser
Anchor Brewing Co	Caribbean Development Co Ltd	Fachverlag Hans Carl	Kirin Brewery Co Ltd	Pivovarna	Trumer Brauerei
Anheuser-Busch Inc	Carlsberg Research Center	Femto Technologies Inc	Kloekner KHS Inc	Plzensky Prazdroj A S	TSL Services Inc
Anritsu Corp	Carlton & United Breweries Ltd	Firestone Walker Brewing Co	KMS Consultants	Polttimo Companies Ltd	Unicer Serv de Gestao Emp SA
Applied Cleaning Technologies	Cass Brewery Co Ltd	Fisher Rosemount	Koenig Brauerei GmbH	Portland Brewing Co	Union de Cervecerias Peruanas
Applied Control Equipment	CDM	FlavorActiV	Kronos Inc	Prairie Malt Ltd	United Grain Growers Ltd
APS USA	Center For Brewing Studies	Florida Brewery Inc	Labatt-Interbrew	Proffinox	United States Tobacco Co
Aquionics Inc	Central De Cervejas	Florida Ice & Farm Co	Lallemand Inc	Pyramid Breweries Inc	Univ Catholique de Louvain
Arnel Inc	CERIA - Institut Meurice	Flying Dog Brewery	Landaluce SA	Quest Intl Canada	Univ College Cork
AROL USA	Cerveceria	Foss	Laporte Consultant	Quimiproducos SAdeCV	Univ for Development Studies
ARteva Specialties S de RL de CV	Cerveceria Andina SA	Foxboro Co	Latrobe Brewing Co	Radzan Associates	Univ of Abertay Dundee
Asahi Breweries Ltd	Cerveceria Centro Americana SA	Full Sail Brewing Co	Lion Nathan Limited	Rahr Malting Co	Univ of California
Aspera Brauerei Riese GmbH	Cerveceria Cuauhtemoc	Futuretec Technologies Ltd	LRD	Recycle America	Univ of Manchester
Associacao Cobracem	Moctezuma SAdeCV	FX Matt Brewing Co	Lupofresh Inc	Red Stripe	Univ of Nottingham
Association of Brewers	Cerveceria Y Malteria Quilmes	Gambirinus Malting Corp	M S King Inc	Redhook Ale Brewery	Univ of Otago
Atech/Carl Zeiss	Consultores Cerveceros	GEA Process Technology	M&G Polymers USA LLC	Reproductive Biology Assoc	Univ of Saskatchewan
Ball Corp	Coors Brewing Co	General Electric	Magic Hat Brewing Co	Rhosonics	Univ of Tasmania
Ballast Point Brewing Co	Corn Products Intl	General Filtration	Malt and Beer Technology	Riverwood International Corp	Univ Studi Udine
Baltic Beverages Holding AB	Cornell Univ	Genesis Solutions	Malterias De Colombia SA	Roche Diagnostics GmbH	Universal Flavors Mexico SAdeCV
Banks Breweries Ltd	Cornes Dodwell Ltd	Gen-Probe	Masaryk Univ	Russell & Associates	US Department of the Treasury: Alcohol and Tobacco Tax and Trade Bureau
Barbados Shipping & Trading Co Ltd	Coronado Brew Co	German Brewers Assn	McAuslan Brewing Inc	S A Damm	USDA ARS
Baron Intl Inc	Crane Pumps and Systems Inc	Ghent Univ	McCormick & Co Inc	SA Ajinomoto Omnichem NV	USFilter
Barry-Wehmiller Co Inc	Crannog Ales	Glass Consulting LLC	McGill Univ	SAB Miller	UST Inc
Baseline - Mocon Inc	Crisp Malting Group Ltd	Global Innovation and Dev	Mead O'Brien Inc	Salem Label	Verlag W Sachon GmbH & Co
Bass Brewers Ltd	Crown Cork & Seal Co Inc	Gobain Performance Plastics	Mead Packaging	Samuel Adams Brewery Co	VLB Berlin
Bavaria	Columbia Analytical Services	Gokyo Trading Co Ltd	Mendocino Brewing Co	San Miguel Brewing Group	VTT Biotechnology
BDI Brewing Magazine	ConAgra Malt	Gold Treasure (Canada) Ltd	Micro Analytics	Sanwa Shurui Co Ltd	Warsteiner Brewery
Bell Flavors & Fragrances	Consultores Cerveceros	Grace Davison	Micro Matic Intl SA	Sapporo Breweries Ltd	Washington State Univ
Beringer Blass Wine Estates	Coors Brewing Co	Great Western Malting Co	Micro Motion Inc	Scandinavian School-Brewing	WCB De Mexico SAdeCV
Better Lines Co Ltd	Coors Products Intl	Greenwood Associates Inc	Microbac Laboratories	Schmalbach-Lubeca Plastic Containers Inc	Weissheimer Malzfabrik
Better With Beer	Corn Products Intl	Greystones Brewing Services	Micromat Co	Science Source LLC	Whittier Filtration
Beverage Consult International Inc	Cornell Univ	Grolsch	Micromatic/Johnson Enterprises Inc	Scott Laboratories Ltd	Widmer Brothers Brewing Co
Big Rock Brewery	Cornes Dodwell Ltd	Guinness	MicroPure Filtration Inc	Scottish and Newcastle Plc	World Minerals Inc
Biotecca SA de CV	Coronado Brew Co	Halox Technologies Inc	Mill Street Brewery	Scottish Courage Brewing Ltd	X Flow
Biothane Corp	Crane Pumps and Systems Inc	Hamilton Co	Millennium Specialty Chemicals	SeitzSchenk Filtersystems GmbH	Yards Brewing Co
Boortmalt NV	Crannog Ales	Happy Valley Brewing	Miller Brewing Co	Shimadzu Corporation	Yuengling Brewing Co
Boston Beer Co	Crisp Malting Group Ltd	Harpoon Brewery	Minnesota Malting Co	Showa Chemical Industry Co Ltd	
Botanix	Crown Cork & Seal Co Inc	Hartwall PLC	MIT	Sierra Nevada Brewing Co	
Boulevard Brewing Co	Dalhousie Univ	Heineken	Miyake Industries Co Ltd		
BP Amoco	Dallas Group of America	Heinrich Frings GmbH	Molson Breweries		
BP Chemicals	Danfoss Solutions A/S	Heriot Watt Univ	Monsanto Co		
	Danish Brewery Group A/S	HHV	Moosehead Breweries Ltd		
		High Falls Brewing Co LLC	Mtn West Brewery Sply		
		Hops and Beer Institute Zalec	MTZ Global Technologies Inc		
		Hops Extract Corp of America	Mullerbrau/Doemens EV		

Past WBC Exhibitors

The following companies exhibited at WBC in the past.

Aber Instruments Ltd	Crispmalt / Brewers	Invista Sarl	QTRCO Inc
Acadian Seaplants Ltd	Crosfield Company	Ionics Instrument Business	Reotemp Instrument Corp
AcquiData Inc	Cyrano Sciences Inc	Group	Robertet Flavors Inc
Adaptive Analyzer Technologies Inc	Danbrew Ltd A/S	IXL Inc	Rockwell Automation
Akitek Inc	Danfoss Manufacturing Co Ltd	J E Siebel Sons Co Quest Intl	Romer Labs Inc
Albert Handtmann	Diagnostix Ltd	John I Haas Inc	Rotech (Swindon) Ltd
Armaturenfabrik GmbH	DiverseyLever	JohnsonDiversey Inc	S S Steiner Inc
Alfa Laval Inc	domnick hunter	Kalsec Inc	Saint Gobain Performance
Alltech Inc	Donaldson Ultrafilter	Kathabar Inc	Plastics
AMC Technologies Inc	Draught Beer Guild	Keg Club Inc	Sartorius AG
Amcors Pet Technologies	Drinktec USA Ltd	LemnaTec	Sellers Cleaning Systems
American Society of Brewing Chemists (ASBC)	DSM Food Specialties	Loeffler Chemical Corp	Seneca Printing & Salem Label
American Water Chemicals Inc	EaglePicher Filtration and Minerals	Master Brewers Association of the Americas (MBAA)	Serfilco Ltd
Anton Paar USA	Eastman Chemical Co	McCrometer Inc	Sethness
Anton Steinecker	EcoLab Inc	McNab Inc	Siebel Inst of Technology
Maschinenfabrik GmbH	Emerson Process Management	Megazyme Intl Ireland Ltd	Siemens
Applied Biosystems Inc	Endress & Hauser Inc	Mehrer-Compressors (Josef Mehrer GmbH & Co KG)	Sigrist-Photometer
APV	ENERFAB Inc	Metrohm-Peak Inc	Silbrico Corp
Arthur D Little Inc	Enzyme Development Corp	Mettler-Toledo Inc	Skalar Inc
Astoria Pacific International	Esau & Hueber	Meura (Brewery Equipment) Ltd	Smart Brewing Services
Ball Plastic Container Operation	European Brewery Convention (EBC)	Microanalytics Instrumentation	Spraying Systems Co
BASF Corp	Filtrox AG	Millennium Chemicals	Strategic Diagnostics Inc
Baumann	Filtrox North America Co	Millipore Corp - Food and Beverage	Sudmo North America
Beckman Coulter Inc	Foss North America Inc	Mitco Inc	Tekmar-Dohrman
BetzDearborn	Frings America	MLT Research/Gen-Probe	Teledyne Tekmar
Bio-Chem Laboratories Inc	Fuji Silysia Chemical Ltd	Modern Brewery Age	TruTorq Actuators Ltd
BioProcessors Corporation	G W Kent Inc	Multi-Tech Systems Intl Inc	Tuchenhagen Flow Components LLC
BIOTECON Diagnostics Inc	GE Water Technologies	MYNAH Technologies	ULTRA ANALYTICS - A HACH Company Brand
Biotrace Inc	Genencor International Inc	Nalco Chemical Co	Union Engineering A/S
BIRKO Corp	GenPrime Inc	NAPCOR	Univ of California/UC Davis Extension
Brewers Digest	Gerstel Inc	NDC Infrared Engineering	USFilter
Brewers Wholesale	Givaudan Roure Corp	New Zealand Hop Marketing Board	Vendome Copper & Brass Works Inc
Brewery Convention of Japan (BCOJ)	GKD-USA Inc	Norit Process Technology BV	Vermicon AG
Brewmaxx GmbH & Co KG	GSE Systems	Novozymes	Versuchs Und Lehranstalt
BRI Brewing Research Intl	Gulfshore Bird-A-Way	OmniChem	W R Grace & Co
Briess Malting Co	Gusmer Enterprises Inc	optek Danulat Inc	Waste Management
Briggs of Burton Inc	GusmerCellulo	Orbisphere	Waukesha Cherry-Burrell
Bruker BioSpin Corp	HACH Company	Packaging Technologies (1991) Inc	Westfalia Separator Inc
Buhler Inc	Haffmans BV	Pall Corp	Weyermann Specialty Malting Co
Butterworth Inc	Hanna Instruments	PBM Inc	White Labs Inc
Cambridge Wire Cloth Co	HDP-NERB	Perkin Elmer	The Wittemann Company LLC
Canadian Malting Barley Technical Centre	Headmaster Limited	Ponndorf	Wyeast Laboratories Inc
Canongate Technology Inc	Heavy Duty Products Inc	The PQ Corporation	Yakima Chief Inc
Cargill Sweeteners North America and Malt	Huppmann Group	Praxair Inc	Zahm & Nagel Co Inc
Carmi Flavor & Fragrance Inc	Hygiena	PreSens Precision Sensing GmbH	Zepf Inc
CE Elantech Inc	Hygienic Process Equipment/Tyco Flow Control	Procon Engineering Inc	Zeta Corporation
Centec	Industrial Environmental Coatings Corp	Profamo Inc	Ziemann Ludwigsburg GmbH
ChemTreat Inc	INEOS Silicas Americas LLC	The Pub Brewing Co	Zylux Corporation
CONSTAR Inc	Institute of Brewing & Distilling	Pure Malt Products Ltd	
Cool-System Bev GmbH	Intl Centre Brewing & Distilling Intl Specialty Products		

Portland, Oregon—Ideal Home for the World Brewing Congress

Portland, Oregon is the perfect city for World Brewing Congress 2012. Portland has more microbreweries and brewpubs per capita than any city in America. It all started in the mid-'80s, when the city first became awash in handcrafted beer. Portland features 32 breweries in the city limits, 38 if you consider the entire metro area. It's no surprise then that Portland is fondly referred to as "Beervana."



This region is blessed with the best ingredients needed to make beer. Fourteen varieties of hops are grown in the Willamette



Valley, which makes brewing fresh hops beer a piece of cake for local brewmasters. Two-row barley is grown here as well. Softer and sweeter than more traditional six-row barley, it's the preferred grain for quality craft beer. As for water, local brewers use nothing but the best. It's pure glacial water from the slopes of Mount Hood that flows throughout Portland with just a flick of the faucet.

You will never go thirsty in Portland—the ideal home for the World Brewing Congress!

Portland is also all about food. The fabulous restaurants have rightly garnered accolades from the national food press. But really, it's not just the chefs—everybody in Portland is a little food crazy. Chefs and home cooks alike have access to the freshest and finest ingredients grown within a few miles thanks to many Portland-area neighborhood farmers markets. You'll find that fresh taste in a myriad of great restaurants, and new eateries seem to pop up every week.

Portland's great transportation system and walkable streets make it easy and pleasant to get anywhere in town. Within the Free Rail Zone, a 330-block area in the central city, there's no charge for transportation aboard MAX light rail trains, trolleys, or streetcars. Riders lucky enough to catch the historic Vintage Trolley (Sundays only) along the MAX route are even treated to a guided tour. The Free Rail Zone also stretches across the Willamette River to include stops at the Rose Garden Arena (home to the Portland Trail Blazers), the Oregon Convention Center, and Lloyd Center Mall. There's also no sales tax in Oregon, which makes shopping that much more fun here!



Important Dates

2011

July	Hotel Reservations available
December	Call for Papers opens

2012

January 31	Deadline for full refund on cancellations
January 31	Program Book advertising order deadline to receive preferred exhibit floor placement
January 31	Sponsorship order deadline to receive preferred exhibit floor placement
April 1	Payment in full deadline
April 1	Deadline for 50% refund on cancellations. No refunds offered after this date
May	Exhibitor Services Kit posted on the website
May 2	50-word description submission deadline for inclusion in program book—submit at www.worldbrewingcongress.org
May 8	Advance registration deadline
June	Exhibitors e-mailed floor assignments
June 5	Ad orders due for WBC Program Book
June 12	Ad materials due for WBC Program Book

World Brewing Congress 2012
3340 Pilot Knob Road
St. Paul, MN 55121
United States of America

World Brewing Congress 2012
July 28–August 1
Oregon Convention Center
Portland, Oregon U.S.A.

Hosted by:



With active participation by:

Brewery Convention of Japan
European Brewery Convention
Institute of Brewing & Distilling



Contact Information

WBC 2012 Headquarters
3340 Pilot Knob Road
St. Paul, MN 55121 U.S.A.

Phone: +1.651.454.7250
Fax: +1.651.454.0766

www.worldbrewingcongress.org

*These five great brewing associations only come together
for a World Brewing Congress every four years. Why
wait until 2016 to connect with the brewing industry?*

