



# America's Largest Craft Brewing Industry Gathering

## Denver, CO | September 9-12, 2021

Updated September 7, 2021

Welcome to Denver for the Craft Brewers Conference® (CBC) & BrewExpo® America presented by the Brewers Association. We're excited to have you at America's largest gathering of the craft brewing industry.

To help guide you through this year's conference, we've compiled the below information for your reference.

**Health + Safety Information:** Attendance at and participation in the 2021 Craft Brewers Conference & BrewExpo America is subject to compliance with the Brewers Association and the event facilities' policies and procedures to implement current CDC, State of Colorado, City of Denver and Colorado Convention Center recommendations and requirements. Regardless of vaccination status, please wear a mask. Visit the Health + Safety page for current information ([CraftBrewersConference.com/conference/health-safety-information](https://craftbrewersconference.com/conference/health-safety-information)).

**Conference Access:** Your conference badge should be worn at all times and grants you access to conference seminars and the BrewExpo America tradeshow. Advanced sign up for seminars is required to guarantee a seat in the seminar rooms. Note: Media do **not** have access to the Welcome Reception. Access to the GABF awards ceremony is limited and requires a ticket. Tickets are available by RSVP to Jenelle Scott by 5 p.m. Friday, September 3.

### Media Registration Hours:

- Thursday, Sept. 9: 7 a.m.-6 p.m.
- Friday, Sept. 10: 7 a.m.-5 p.m.
- Saturday, Sept. 11: 8 a.m.-5 p.m.
- Sunday, Sept. 12: 8 a.m.-3 p.m.

### General Sessions:

- Fri., Sept. 10: A State of the Industry analysis will be presented by Brewers Association Chief Economist Bart Watson. General Session 1 begins at 9:00 a.m. The presentation will be available in the Media Kit ([CraftBrewersConference.com/media/media-kit](https://craftbrewersconference.com/media/media-kit)) on the CBC website at the conclusion of the General Session.
- Sat., Sept. 11: This year's keynote will be delivered by Richard Montañez, former Vice President of Multicultural Marketing and Sales at PepsiCo. General Session 2 begins at 9 a.m. and includes the annual Industry Awards. Note: *Richard is not available for media interviews.*
- A live broadcast viewing for both sessions will also be available in the Mile High Ballroom.

### THRIVE:

- A roadmap to a CBC experience that empowers craft brewing community members to build safe, inclusive, and equitable cultures where everyone who makes, sells, and enjoys craft beer can thrive. THRIVE includes CBC educational seminars, training with National Conflict Resolution Center, meet-ups, and guided sessions in the CBC Wellness lounge. See full list of events: [CraftBrewersConference.com/THRIVE](https://craftbrewersconference.com/THRIVE).

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**Media Room:**

- A media room equipped with WiFi, coffee, and beer is located in room F1 and will be open:
  - Fri., Sept. 10 8 a.m. - 8 p.m.
  - Sat., Sept. 11 8 a.m. - 5 p.m.
  - Sun., Sept. 12 8 a.m. - 4 p.m.
- A media video room for interviews is also available upon request during the same hours.
- No overnight storage. The Brewers Association and Colorado Convention Center are not responsible for lost or stolen items.
- Media Room WiFi: SSID: BAMEDIA Encryption Key/Password: media2021  
Note: Complimentary WiFi from the center is available on street level in public spaces and street level meeting rooms. Not on upper lobby levels. Paid WiFi is available through the convention center.

**Filming at CBC:** Seminars may only be filmed with prior approval from the speakers. Any live streaming of seminars, including Facebook or Instagram Live broadcasts, is prohibited. Unauthorized film crews may have their credentials revoked.

**GABF Awards Ceremony:** The GABF competition awards ceremony will take place at the Belco Theatre at the Colorado Convention Center during CBC on Friday, Sept. 10 from 5:00 p.m.-6:30 p.m. Access to the GABF awards ceremony is limited and requires a ticket. Please RSVP to Jenelle Scott ([Jenelle.Scott@Backbone.Media](mailto:Jenelle.Scott@Backbone.Media)) by 12:00 p.m. MT on Friday, September 3, 2021, in order to attend in person. Those that RSVP can pick up their ceremony ticket at the media registration desk. The ceremony will also be livestreamed via The Brewing Network ([TheBrewingNetwork.com/gabf-awards-ceremony-2021/](http://TheBrewingNetwork.com/gabf-awards-ceremony-2021/)). A press release recapping all winners will be distributed immediately following the ceremony.

**Media Kit:** Please visit Media Kit on the website: [CraftBrewersConference.com/media/media-kit](http://CraftBrewersConference.com/media/media-kit)

**CBC App:** Download the free CBC app (“Craft Brewers Conference 2021”) to find exhibitor, seminar, hospitality, and other information.

**#NotMe App:** Together we can make CBC a safe and respectful environment for everyone. Download the free #NotMee app to report any discrimination, harassment, or misconduct you experience or witness during the conference. Report by downloading the free app. Create your account within the app, select the ‘Add Company’ button, and authenticate by scanning the QR code to the right.



**Social Media:** #CraftBrewersCon; Follow and tag @BrewersAssoc on [Facebook](https://www.facebook.com/BrewersAssoc), [Twitter](https://twitter.com/BrewersAssoc), and [Instagram](https://www.instagram.com/BrewersAssoc).

**Contacts:** Want to arrange an interview? Any other questions? Should you need anything throughout the event, please give us a shout:

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