



FAST FACTS

Events of Note

- **Welcome Reception**
Monday, April 30, 6:30 pm – 9:00 pm: 5th Avenue between Music City Center and the Omni
SOLD OUT. Separate RSVP required.
- **General Session I – Welcome/Keynote Address featuring Paul Saginaw**
Tuesday, May 1, 9:15 am – 10:30 am in the Karl F. Dean Ballroom
- **General Session II – State of the Industry/Keynote Address featuring Deborah Carey**
Wednesday, May 2, 9:15 am – 10:30 am in the Karl F. Dean Ballroom
- **CBC State of the Craft Brewing Industry Press Conference**
Wednesday, May 2, 11:30 am – 12:30 pm in Room 207s
- **BrewExpo America® Trade Show**
Tuesday, May 1, 9:00 am – 5:00 pm
Wednesday, May 2, 9:00 am – 5:00 pm
Thursday, May 3, 9:00 am – 3:00 pm
- **World Beer Cup® Awards Ceremony**
Thursday, May 3, 7:30 pm – 9:30 pm in the Karl F. Dean Ballroom
Live Stream available at [The Brewing Network](#)

Seminar Spotlight

Crafting the Customer Experience for People Not Like You

Speaker: Kelly McDonald

Tuesday, May 1, 1:20 pm - 2:20 pm; Davidson Ballroom A

Trends You Need to Know

Speaker: Jack Li

Tuesday, May 1, 2:40 pm – 3:40 pm; Davidson Ballroom A

Storytelling, Authenticity and What Politics and Pints Have in Common

Speaker: Cody Keenan

Wednesday, May 2, 1:20 pm – 2:20 pm; Davidson Ballroom A

The Art of Inclusive Leadership

Speaker: Ash Beckham

Thursday, May 3, 11:30 am - 12:30 pm; Room 209

Terpenes, Esters, Fruits, Herbs and Vegetables: Brewing Eclectic IPAs

Speaker: Dick Cantwell

Thursday, May 3, 11:30 am – 12:30 pm; Room 104

A Brewery for All: Tactics for Being Inclusive and Building Diversity

Speakers: J. Nikol Jackson-Beckham, Ryan Farrell and Andy Fyfe

Thursday, May 3, 12:55 pm – 1:55 pm; Davidson Ballroom B

The Power of Purpose in Business and Life

Speaker: Roy Spence

Thursday, May 3, 12:55 pm – 1:55 pm; Davidson Ballroom C

35th Annual Craft Brewers Conference & BrewExpo America Statistics and Information

- Over 13,000 industry attendees
- Largest U.S. industry-only gathering for number of breweries represented
- BrewExpo America tradeshow featuring over 700 exhibitors
- 200+ speakers and 72 seminars across 12 educational tracks
- 2018 marks CBC's first-ever visit to Nashville
- Home to the World Beer Cup, the world's largest global beer competition
- Note: A Brewers Association booth, featuring a step and repeat and Brewers Association swag, will be located near the entrance to Hall D.

Upcoming Brewers Association Events

- **American Craft Beer Week[®]**: May 14-20, 2018; Nationwide
- **SAVORSM: An American Craft Beer & Food Experience**: June 1 & 2, 2018; Washington, D.C.
- **Homebrew Con[™] (AHA National Homebrewers Conference)**: June 28-30, 2018; Portland, OR
- **Great American Beer Festival[®]**: September 20-22, 2018; Denver, CO
- **PAIRED[®]L.A.**: October 18 & 19, 2018; Los Angeles, CA
- **2019 Craft Brewers Conference & BrewExpo America[®]**: April 8-11, 2019; Denver, CO

Media Contacts

Ann Obenchain, Brewers Association, 303-579-2836 or ann@brewersassociation.org

Abby Cohen, The Rosen Group, 973-224-0403 or abby@rosengrouppr.com

Gwen Steuart, The Rosen Group, 973-518-3783 or gwen@rosengrouppr.com

Emily Kielthy, The Rosen Group, 702-957-6203 or emily@rosengrouppr.com