

# HOME BREW CON 2016

# POST-EVENT REPORT



38th Annual  
National  
Homebrewers  
Conference

We've been a sponsor of Homebrew Con for over 15 years. It is a must-attend show where we connect with passionate homebrewers and fellow industry suppliers during the day...and well into the night. Amazingly, we get to go for "work."

—OLIN SCHULTZ, FOUNDER  
MOREBEER! HOMEBREWING SUPPLIES  
EXHIBITING AND CLUB NIGHT SPONSOR



# 2016 EVENT OVERVIEW



This annual event attracts the nation's most active homebrewers and beer enthusiasts that gather to celebrate their passion. The conference includes final round judging of the National Homebrew Competition (largest international beer competition in the world), seminars and social events that offer homebrewers the chance to mingle, learn and have fun.

**2016 LOCATION:** Baltimore, Maryland

**TOTAL ATTENDEES:** 3,100

**NUMBER OF SPONSORS:** 83

**NUMBER OF EXHIBITING SPONSORS:** 74

**BREWERIES AT THE CRAFT BEER KICKOFF PARTY:** 59

**HOMEBREW CLUBS AT CLUB NIGHT:** 86

**NATIONAL HOMEBREW COMPETITION**

**TOTAL NUMBER OF ENTRIES JUDGED:** 7,962

**ENTRIES JUDGED IN FINAL ROUND:** 1,074

**NUMBER OF BREWERS WHO ENTERED:** 3,396

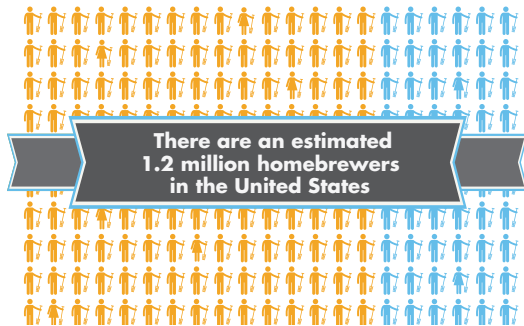
**GRAND BANQUET & AWARD CEREMONY ATTENDEES:** 1,300





# ATTENDEE DEMOGRAPHICS

All Homebrew Con attendees are members of the American Homebrewers Association (AHA). AHA member demographics make for an attractive audience of hobbyists, clubs, industry retailers, industry suppliers, thrill seekers, craft beer enthusiasts and brand ambassadors.



so most have 8 years or less brewing experience

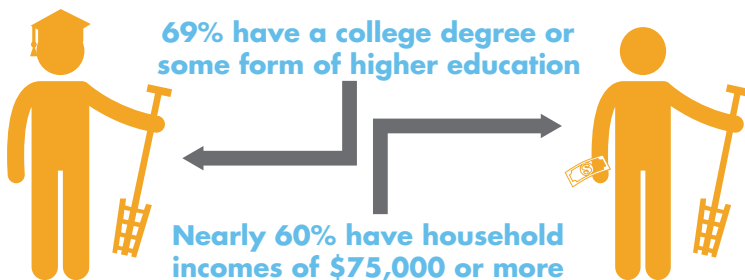
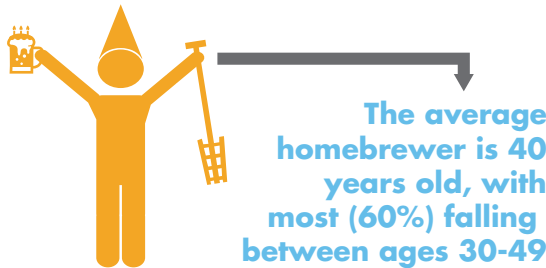


46,000+

American Homebrewers Association Members

800+

Homebrew Supply Shops

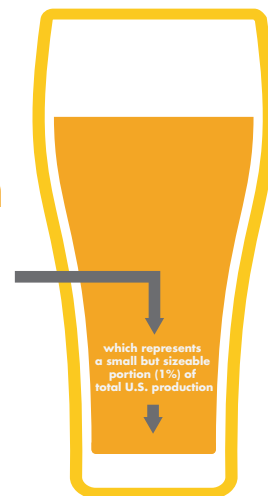


Strongest reason for brewing is enjoying the **creative/artistic aspects** of the process (88% strongly agree). They also brew because they like to **customize the taste** (79%), they enjoy **sharing beer with others** (74%) and they like the science (70%).

Over **40%** have made **cider, mead or wine** in the past year, while nearly 60% only make beer.

**Activities most enjoyed include:** pubs/breweries (92%), **dining out at restaurants** (74%), **cooking** (70%) and traveling (64%). They also like camping, pets, live music and sporting events.

Collectively, homebrewers produce more than **2 million barrels of brew a year**



# MARKETING & PUBLIC RELATIONS TO GENERATE INTEREST IN EVENT



BANNER ADS ON AHA WEBSITES



SPREAD IN ZYMURGY MAGAZINE



POSTCARD TO MEMBERS AND RETAILERS



IN THE PRESS!



WHAT'S BREWING @ THE AHA E-NEWSLETTER



# SPONSORSHIP PACKAGE BENEFITS



**THANK YOU  
ON EVENT WEBSITE,  
SIGNAGE, AND PROGRAM**



**CONFERENCE  
PROGRAM AD**



**EXHIBIT SPACE**



**WEB BANNER AD**

*Sponsorship Package Benefits also include Bag insert*

Homebrew Con 2016 was an incredible event! For love2brew, Homebrew Con provides the chance to spend face-to-face time with thousands of our customers and vendors that we interact with on a weekly basis. This type of personal interaction makes Homebrew Con a premier event and one we look forward to attending each year.

—RON WITKOWSKI, PRESIDENT  
LOVE2BREW  
EXHIBITING AND VOLUNTEER TEAM SPONSOR



Homebrew Con 2016 was our first shot at a trade show and marketing after acquiring Party Pig at the end of 2015, and it ran smoothly. With the AHA guiding us along the way, we were able to get a great setup for the show. We reached out to old and new retail customers, which was part of our plan. A nice surprise is that we were able to connect with several wholesale customers at the same time. We had a blast and made some great contacts. Looking forward to next year!

—GREG HERIVEL, OWNER  
NULINE MANUFACTURING DBA PARTY PIG  
EXHIBITING SPONSOR



**SAVE THE DATE**  
**JUNE 15-17, 2017**  
**MINNEAPOLIS, MN**

# THANK YOU TO OUR GENEROUS 2016 SPONSORS



The Barley Crusher



We look forward  
to working with you!