



**BREW//
LDN**

2021 Trade Exhibitor Pack

PRINTWORKS LONDON | 20TH - 22ND MAY 2021

BREW//LDN is the ultimate date in the diary for trade and beer fans alike...

Our inaugural event in February 2020 saw 12,000 guests embark on the BREW//LDN experience, encompassing 150+ brewers, plus alternative drinks offerings, premium street food, and live music to create the ultimate environment to discover new beers, re-visit old favourites, and enjoy a drink with friends.

The Brew brand was launched in 2019 to give the project the flexibility to go beyond just live events, and utilise the community to provide research, insight, as well as innovative media platforms.

The team also offer coaching to new brands via our Brew//Accelerator programme, as well as continuing to innovate in the live events space.



BREW//LDN 2020 Overview in Numbers



4,000
Trade Guests



7,000
Consumers



162
Exhibitors



12
Sponsors



568
Beers listed

Trade Guests in Detail



Across two dedicated sessions in 2020, we welcomed over 4,000 trade guests into our venue – they were predominately buyers, but also trade press, influencers, and enthusiasts from the hospitality industry.

Our trade session saw a great attendance from all buyer sections

- 26% of our guests were from the on trade
- 47% of which was IFT
- 9% being from major multiples
- 5% from Wholesale
- 11% of our guests were from supermarket chains

They came with opportunities

- Through our BREW//LDN Trade App, 3,200 connections were made, and 150K hL of beer opportunities captured.
- At least 115K hL of those buyers being part of the decision making process or the decision maker.



Trade Sessions



Social Reach



1.2m Impressions



250k Post engagements



70K 10 second video views



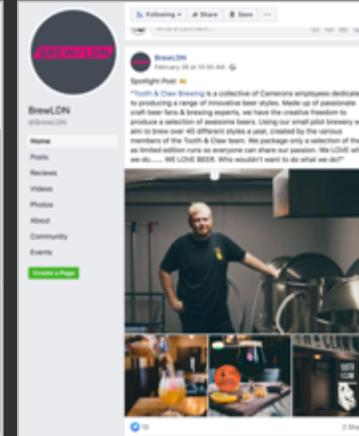
25k Clicks



20k Post reactions



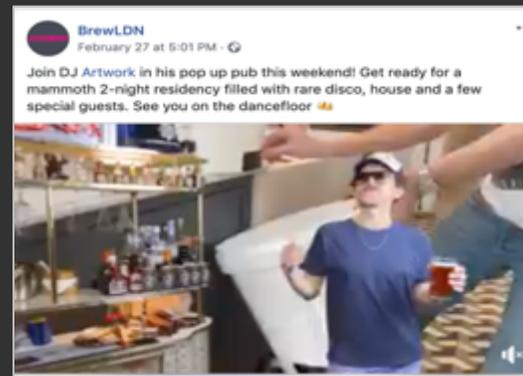
Sponsor showcases



Brewery takeovers



Show information



Talent curated content



PR amplification

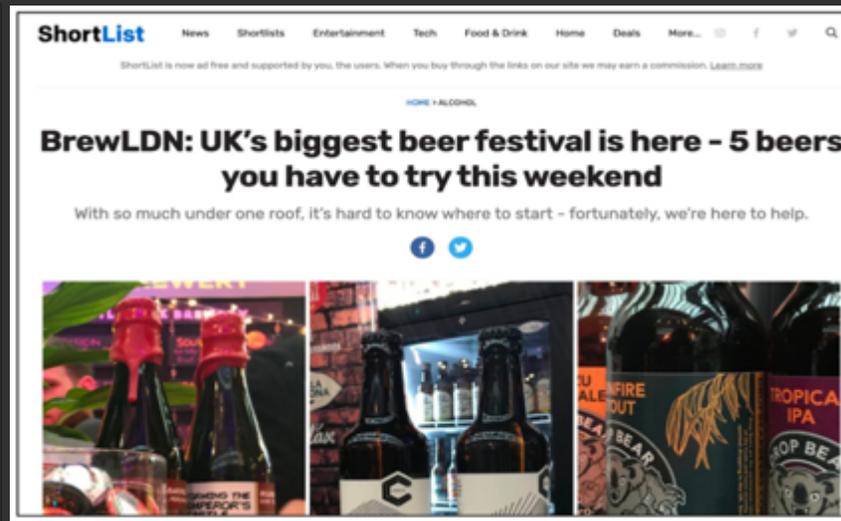


4.2m Print reach



£390k Estimated ad value, £1.1m Estimated media value

Highlights:



PRINTWORKS LONDON | 20TH – 22ND MAY 2021

BREW//LDN 2021 will take place at Printworks London, from 20th May – 22nd May. Building on the huge success of BREW//LDN 2020, BREW//LDN 2021 will continue to drive innovation and create an unrivalled experience for the UK brewing trade and consumer markets.

BREW//LDN 2021 opens itself to exhibit a limited number of 125 breweries, 10 cider producers, and 4 artisan snack vendors. As well as extensive options for trade stands, alternative brands are welcome to partner BREW//LDN, with prime locations available throughout the event. Combined, BREW//LDN remains the UK's biggest Craft Beer Festival, an opportunity for trade and industry not to be missed.



With issues throughout 2020 shutting down events and much of the hospitality industry, we've not been busy onsite, in fields, venues or the like and so have been able to put a lot of time into how to run BREW//LDN with social distancing in place whilst still allowing us to create meaningful and memorable experiences.

The first major change is from our usual February weekend, instead going for a May weekend, in hope that what's expected to be a difficult winter facing COVID-19, will be behind us. Secondly, we'll be moving venue to Printworks, and therefore sadly leaving The Old Truman Brewery, where we've been staging beer festivals for 8 years, with every single one having been amazing.

The positives of Printworks are great though. We have a potential 120,000 m² of both indoor and outdoor space, individual rooms, ample seating for every guest, comfortable ability to navigate in large numbers, stacks of toilets, with greater transport links for safer travel. And to boot, it's an awesome space that's added some spectacular events to London's nightlife in its short time on the scene.

The choice of venue was vital to allowing us to stage a great event safely – working with crowd management and H&S advisors we've an arsenal of options we can introduce to fit within whatever guidelines are in place come May 2021, including some exciting stuff such as; Private meeting rooms | Larger stand spaces | Zonal timed areas | Online conference rooms to connect with overseas buyers.

As well as the boring stuff (should we need it) such as; Table Booking Service | Timed Entry | Table deliveries | Areas with significant PPE to allow close up interactions | Zones we can operate on capacity control | Extra cleaning and toilets.

Our COVID-19 policy will be updated regularly inline with developing UK Government guidelines.

Event Specifics



Having successfully trialled a specific trade exhibitor area for BREW//LDN 2020, we're building on this success for BREW//LDN 2021, developing a unique space spanning up to 2000m² for suppliers to industry and trade to showcase their business – up to 400m² will be allocated for trade exhibitor stands.

- **WEDNESDAY 19th MAY: 08:00 – 20:00, All access and build.**
- **THURSDAY 20th MAY: 11:30 – 17:00, Trade | 18:30 – 00:00, Consumer.**
- **FRIDAY 21st MAY: 11:30 – 17:00, Trade | 18:30 – 00:00, Consumer. ****
- **SATURDAY 22nd MAY: 11:30 – 17:00, Consumer | 18:30 – 00:00, Consumer.**
- **SUNDAY 23rd MAY: 08:00 – 20:00, All access and De-Rig.**

**** Trade Exhibitors also have the option of vehicle access and De-rig throughout Friday 21st Consumer Session (18:00 – 22:00).**

A forklift service for unloading/loading, reasonable electricity hook-up and 1 pallet worth of storage is included in the stand cost. Dispensary equipment, fridges and gas, can all be booked through BREW//LDN at competitive prices.



With an abundance of workable space, and relatively easy access, exhibitors have the facility to fully exhibit their products and/or services – we'll aim to accommodate your stand requirements as much as possible, no matter what size their production may be.

individual stands can be purchased in accordance of their size in m², with a minimum stand size of 4m² necessary - *individual stands for both trade day sessions are priced at £400m² (+VAT at 20%)*

Trade exhibitor stands receive 4 interchangeable exhibitor lanyards allowing access to the entire event, with the ability to invite their own trade guests across our 2 trade sessions.

[CLICK HERE TO COMPLETE YOUR ONLINE BOOKING FORM](#)

Confirmed trade exhibitors will be listed in order of the date their online booking form is received – this order will be used for exhibitor stand selection once the event floorplan is confirmed inline with relevant COVID-19 Restrictions.

For any questions, please Email daniel@brewuk.beer or call 07702 782670.



Marketing Opportunities



We have created a number of ways in which your brands or business can engage with our consumers - 'Drinks Enthusiasts'

Trend Tracker:

- In conjunction with KAMedia
- 15 set questions designed to track drinks consumption habits over a year.
- Track trends, trial products, test concepts.

Email Marketing:

- A monthly trade and consumer email

Bespoke Email:

- A designated email designed by you
- Advertorial and designated email with content

Designated Campaign:

- A multichannel campaign encompassing email, social, live and DTC

For further information including full rate card please [click here](#)



Additional Opportunities



There are two things every BREW//LDN attendee will have on their person for the entirety of their BREW//LDN experience - our festival glassware and session wristbands. As a partner, you have the opportunity to gain further visibility by placing your brand alongside ours on glassware or wristbands for either trade or consumer sessions.

GLASSWARE PARTNER

One of our most sought-after branded items, BREW//LDN glasses are designed to withstand use and enjoyment for years to come.

- Your logo on 2 x trade sessions glassware is priced at £1,500 +VAT
- Your logo on 4 x Consumer Sessions glassware is priced at £3,000 +VAT

WRISTBAND

One of the best footfall / rate of sale driving mechanic are our wristbands, digitally Printed onto smooth stain fabric for a premium finish.

- Your logo on 2 x Trade Sessions wristbands are priced at £1,000 +VAT
- Your logo on 4 x Consumer Sessions wristbands are priced at £2,000 +VAT

Opportunities are allocated on a first come first served basis, so if you're interested, please let us know as soon as you can.



