



BARCELONA BEER FESTIVAL

22, 23 & 24 March 2024



InnBrew
THE BREWERS CONVENTION

22 & 23 March 2024

Options for participation 2024

Fira de Barcelona – Montjuïc



Introduction:

The Barcelona Beer Festival (BBF) is a craft beer festival and has become the reference event in southern Europe. Since the first edition, in 2012, there have been eleven editions that consolidate the success of this event, with more than **15,000 unique visitors**. What also remains firm is the objective pursued by the festival: **to bring craft beer to the general public, spreading the gastronomic culture inherent to it and boost the sector's momentum**, through a trade fair for professionals with meetings, conversations and innovation.

After last year's success, the Festival repeats its location in **Fira de Barcelona-Montjuïc**, one of the most important trade fair organizations in Europe, which hosts more than 150 events throughout the year and a good showcase of the country's business potential. The new location means a remarkable qualitative leap and provide visitors with a much more satisfactory experience. This edition of the BBF is located in a different pavilion to the previous one, in order to provide more capacity and more integration between the InnBrew (B2B) and the BBF, as well as having an **outdoor terrace** that will undoubtedly improve the attendee's experience.

In addition, the BBF allocates human and economic resources every year to bring craft beer closer to the hotel and catering trade, so **invitations are offered free of charge** to hotel and catering trade (distributors, importers, baristas and restaurateurs in general), so that they can attend and **discover the gastronomic potential of quality beer and include it in their daily offer**.



The following are the possibilities of participating in the Barcelona Beer Festival 2024, which will take place in Hall2 of Fira de Barcelona-Montjuïc on 22, 23 and 24 March 2024.

OPTIONS FOR PARTICIPATION:

1. Presence with an **own booth or Main Rotative Bar**
 2. **Pairing** activities and/or presentation of brewery projects
 3. **Off-booth activation**
- All options contain a variable number of **Professional Accreditations, including:**
 - Free entrance during the 3 days of the event (BBF-InnBrew)
 - Preferential access without being affected by limit capacity
 - Festival tasting glass, with access to tastings at a reduced price and size in order to be able to taste more variety
 - Complimentary initial recharge of 10€
 - BBF Craft Beer Map
 - Fabric bag: InnBrew: The Brewers Convention
 - InnBrew professional guide with all the exhibitors attending and details of conferences, workshops and other professional presentations.

1. Presence with an own booth or Main Rotative Bar

Main Rotative Bar



Includes:

- Presence at the main Rotative Bar
- Posters and image
- BBF24 Web and App presence
- 2 professional passes (valued in 45€/each) (valid for the InnBrew24)
- Beer Installation
- Service and product management staff

Registration cost
0€ + 1 keg of 20 liters

- Only productions under 1.000 hL/year
- The keg must arrive directly in the Festival venue

4m² wooden booth



Includes:

- 2 exhibitor passes with preferent acces and 4 professional passes (valued in 45€/each) (valid for the InnBrew24)
- BBF24 Web and App presence
- Anthracite gray carpet on the floor
- Wooden slatted walls, 1 side with slats and the other without. Walls are shared between booths
- White pvc frieze with vinyl lettering
- 1 x 20w spotlight per booth
- 1,00x0,50 counter with black stained top
- Service and product management staff

Registration fee
2.000€ VAT not included + product

- Under 5.000 hL/year, ask for discount
- Beer Installation not included

Space per m²



- Anthracite gray carpet on the floor
- Wooden slatted walls, 1 side with slats and the other without
- White pvc frieze with vinyl lettering
- 1 x 20w spotlight per booth
- 1.2kW electrical panel with built-in socket outlet. (1kW each 5m²)
- 1,00x0,50 counter with black stained top each 4m²
- Pases expositor e invitaciones profesionales a concretar

Registration fee
500€/m² VAT not included + product

*Only available for options above 10m²

Extras

There is the possibility of hiring extras for the stand, such as:

- Personalized color sign
- Stool
- Fridge
- Frontal vinyl with personalized image on the counter
- Beer Installation
- Extra kW
- Triplet Length 3 meters
- Design and production of customized booth
- Other options upon request

Quote on request

2. Pairing activities and/or presentation of brewery projects.

The Festival offers within its agenda several activities, both for the general public and within the framework of InnBrew exclusively for professionals. These **are activities with quality content** such as tastings of attractive products, rotating tastings, pairings with local products or presentations of key brewing projects guided by a master brewer.

These activities take place in a preferential space of the festival, being one of the great attractions because BBF Experience attendees have the privilege of being able to book them in advance, being responsible for many activities to be published with a "sold out" output.

Price
500€/each activity

Includes: Web and social media promotion, furniture, brewery installation, cold storage, lighting and amplification, as well as personnel in charge of managing the service and providing any assistance required.

3. Off-booth activation

Always with beer as the backbone, the festival seeks to give visibility and presence to other **performing and cultural arts** that complete the experience of the festival attendee. This type of activations help to make the brand visible and improve its empathy with the attendees, it can be specific pairing actions at the booth, small sporadic unplugged musical performances, draws, happenings or other actions of impact.

Cost to be defined

Do not hesitate to contact us for more information and if you wish to **pre-register, you can do it here:** <https://forms.gle/KDryyXjoNZTQhFhr7> and we will contact you as soon as possible.

Thank you!



The Barcelona Beer Festival is a project of the company SL de Beer Events, specialized in the management of events related to craft and quality beer.