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BREWERS GUILD
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Friends of Wisconsin Craft Beer,

My name is Jamie Heijnen, Executive Director of the Wisconsin Brewers Guild, and I'm reaching out to invite your business to be part of our 2027 Technical Conference: Brewing Better Together, taking place January 11–12 in Appleton.

The Wisconsin Brewers Guild brings together the people who make Wisconsin's craft beer industry one of the best in the country. Our 2027 Technical Conference will bring brewery owners, brewers, production and operations teams, sales professionals, and industry partners from across Wisconsin to Appleton for two days of education, networking, and collaboration.

While they're here, they'll be eating, drinking, shopping and exploring our community. That's where your business comes in! We're inviting businesses from Appleton and the surrounding Fox Cities - as well as companies that serve the brewing industry state and even nation-wide - to advertise or sponsor the conference.

Restaurants, bars, coffee shops, hotels, retailers, attractions, service providers, and other local businesses are especially encouraged to participate. An ad in our digital conference program is an affordable way to introduce your business to brewing professionals who will be spending time in the Appleton area during the conference.

Additionally, sponsorship opportunities offer additional visibility before and during the event, along with the opportunity to show your support for Wisconsin's craft beer community.

You don't have to be a brewery or brewing-industry supplier to be part of the conference. If your business serves the people who make, sell, support, and enjoy Wisconsin craft beer, we'd love to have you involved. Promote a special conference-week offer, dinner spot, happy hour, hotel, local attraction, product, service, or simply get your name in front of Wisconsin's brewing community!

We hope you'll consider joining us as a sponsor or advertiser. To learn more and reserve an opportunity, please read through our Sponsorship and Advertising opportunities, and then complete our registration form by clicking here.

Thank you for supporting the Wisconsin Brewers Guild and the people who make Wisconsin craft beer special. We hope to see your business in Appleton in January!

Cheers!
Jamie Heijnen, Executive Director
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