

40TH EUROPEAN BREWERY CONVENTION CONGRESS

6–9 SEPTEMBER 2026

POSTILLION HOTEL
& CONVENTION
CENTRE WTC
ROTTERDAM



EXHIBITORS & PARTNERS GUIDE



www.ebcrotterdam2026.eu

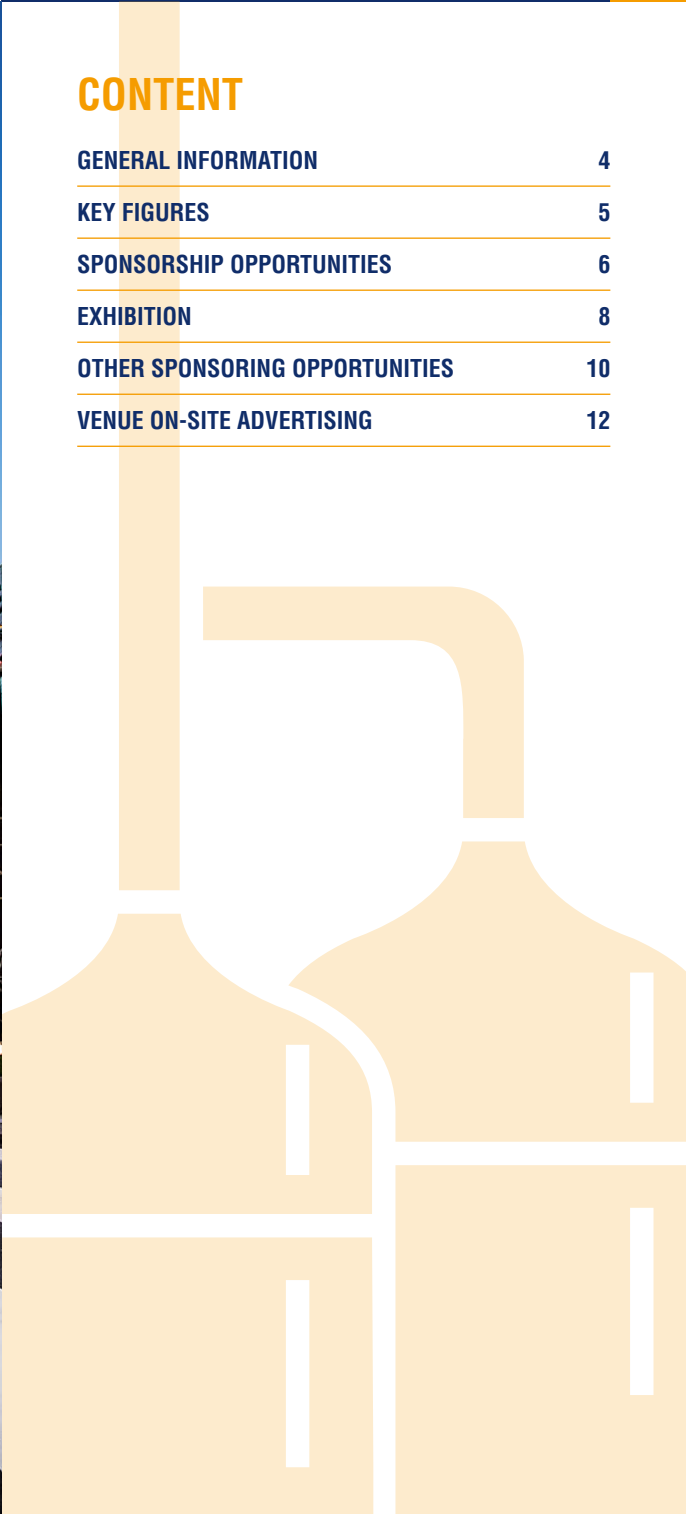
**THE EBC IS MORE THAN
A CONFERENCE – IT'S WHERE
THE BREWING AND MALTING
WORLD MEETS TO SHAPE
ITS FUTURE.**





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GENERAL INFORMATION

EVENT DATES & WEBSITE

6–9 September 2026

<https://ebc2026rotterdam.eu/>

VENUE

Postillion Hotel & Convention Centre WTC Rotterdam

Beursplein 37, Meent 110, 3011 JS Rotterdam, Netherlands

<https://postillionhotels.com/en/rotterdam/>

HOW TO GET THERE

Located in the heart of Rotterdam, Postillion Hotel & Convention Centre is easily accessible by public transport and within walking distance (10–15 minutes) from Rotterdam Central Station. The hotel is surrounded by numerous restaurants, shops and cultural attractions, all reachable on foot.

Rotterdam is well connected by direct train to major Dutch cities such as Amsterdam, The Hague and Utrecht, as well as to international destinations including Brussels, Antwerp and Paris (Thalys and Eurostar services). The Rotterdam The Hague Airport is located approximately 20 minutes away by taxi and 30 minutes by public transport and offers regular flights to several European cities.

Amsterdam Schiphol Airport can be reached in about 40 minutes by train.

CONTACTS

Secretariat & Contact Details

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KEY FIGURES

THE EBC CONGRESS ...

- Has a history of biennial technical congresses since 1947.
- Attracts 450 to 550 brewing, malting and fermentation professionals from all over Europe, and globally.
- Delegate profiles include brewing and malting technical experts, raw material specialists, quality and laboratory personnel, allied traders in the brewing and associated fields, as well as academics and researchers in the fields of brewing, malting and fermentation sciences.
- The technical and scientific programme includes two and a half days of presentations in approximately 12-15 topical sessions.
- The EBC Congress usually fields over 100 technical posters covering all areas of scientific research.
- Delegates come from 30+ countries.
- There are 40+ exhibition and sponsorship opportunities, including exhibition booths and point of exhibition accessories.
- The EBC is consistently rated as a premium conference for brewing professionals, academic researchers and industry suppliers.



SPONSORSHIP OPPORTUNITIES

The 40th European Brewery Convention Congress warmly invites companies from across the brewing sector and related industries to join us as valued sponsors or exhibitors. Take this unique opportunity to showcase your brand, connect with industry leaders, and demonstrate your commitment to the future of brewing.

PLATINUM SPONSOR

22.000 €

EXCLUSIVE

- The partner's logo will be displayed on the event website under the **Partners** section, together with a **link to the partner's website**. The partner may also provide a **short company description (up to 350 words)**, which will be published below the logo.
 - 24 m² booth
 - Seven full delegate tickets + 3 exhibitor tickets
 - Special e-mail campaign introducing the Platinum Sponsor (provided by sponsor)
 - Logo on all email campaigns
 - 2 dedicated emails to the registered delegates
-

GOLD SPONSOR

13.000 €

3 AVAILABLE

- The partner's logo will be displayed on the event website under the **Partners** section, together with a **link to the partner's website**. The partner may also provide a **short company description (up to 350 words)**, which will be published below the logo.
 - 12 m² booth
 - Five full delegate tickets + 3 exhibitor tickets
 - Logo on all email campaigns
 - Dedicated email to the registered delegates
-

SILVER SPONSOR

8.000 €

5 AVAILABLE

- The partner's logo will be displayed on the event website under the **Partners** section, together with a **link to the partner's website**. The partner may also provide a **short company description (up to 200 words)**, which will be published below the logo.
- 9 m² booth
- Three full delegate tickets + 2 exhibitor tickets
- Logo on all email campaigns
- Presented as part of an all-silver-sponsor introduction email

WHAT IS NOT INCLUDED:

- 12 m² booth (can be added for an additional 800 €)
- Email to the registered delegates (can be added for 700 €)

BRONZE SPONSOR

6.000 €

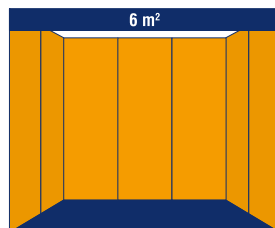
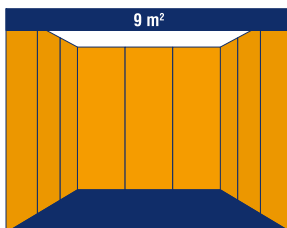
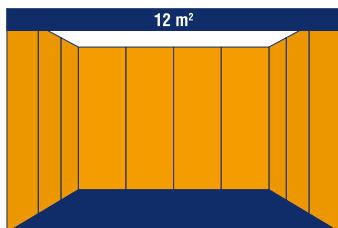
8 AVAILABLE

- The partner's logo will be displayed on the event website under the **Partners** section, together with a **link to the partner's website**. The partner may also provide a **short company description (up to 150 words)**, which will be published below the logos
- 6 m² booth
- Two full delegate tickets + 1 exhibitor ticket
- Logo on all email campaigns

WHAT IS NOT INCLUDED:

- Email to the registered delegates (can be added for 700 €)
- 9 m² booth (can be added for an additional 600 €)

EXHIBITION



12 m² BOOTH

QUANTITY: 9

5.000 €

INCLUDED

- Three company tickets (can be used by several staff from the company)
- Company logo with website link on EBC website, on the App and on the pocket programme booklet which will be distributed in the delegates' bags
- Power supply (1 kW)*

NOT INCLUDED

(but added on demand against extra-cost)

- Shell scheme stand: partitions, carpet, single socket, 1 storage room, 2 chairs, 1 table, 1 waste bin
- Fridge
- Furniture
- Electricity costs more than 1 kW

***Please note:** The basic 1 kW power supply is sufficient only for low-consumption devices such as a laptop or a small LED screen. Larger appliances such as a fridge, beer tap, or other equipment with higher power consumption require an additional electricity order.

9 m² BOOTH**4 000 €****INCLUDED**

- Two company tickets (can be used by several staff from the company)
- Company logo with website link on EBC website, on the App and on the pocket programme booklet which will be distributed in the delegates' bags
- Power supply (1 kW)*

NOT INCLUDED**(but added on demand against extra-cost)**

- Shell scheme stand: partitions, carpet, single socket, 1 storage room, 2 chairs, 1 table, 1 waste bin
- Fridge
- Furniture
- Electricity costs more than 1 kW

***Please note:** The basic 1 kW power supply is sufficient only for low-consumption devices such as a laptop or a small LED screen. Larger appliances such as a fridge, beer tap, or other equipment with higher power consumption require an additional electricity order.

6 m² BOOTH**3 000 €****INCLUDED**

- One company ticket (can be used by several staff from the company)
- Company logo with website link on EBC website, on the App and on the pocket programme booklet which will be distributed in the delegates' bags
- Power supply (1 kW)*

NOT INCLUDED**(but added on demand against extra-cost)**

- Shell scheme stand: partitions, carpet, single socket, 1 storage room, 2 chairs, 1 table, 1 waste bin
- Fridge
- Furniture
- Electricity costs more than 1 kW

***Please note:** The basic 1 kW power supply is sufficient only for low-consumption devices such as a laptop or a small LED screen. Larger appliances such as a fridge, beer tap, or other equipment with higher power consumption require an additional electricity order.

OTHER SPONSORING OPPORTUNITIES

MOBILE APPLICATION

4.000 €

EXCLUSIVE

- Advertising in the event mobile application that can be downloaded by delegates to their smartphones and other electronic devices
 - Company logo displayed on a prominent place in the mobile application
 - Special button with direct information about the Partner
 - Acknowledgment on the Event website
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EVENT BAGS

4.000 €

EXCLUSIVE

- Exclusive sponsorship of the event bags. Partner's name will be printed on each bag together with the event logo. Bags will be distributed to all delegates upon registration.
 - The design of the bags, including the choice of material and other specifications, will be discussed and agreed upon individually with the Organizer.
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BADGE LANYARDS

4.000 €

EXCLUSIVE

- The company shall provide the lanyards at its own expense. The company logo will be printed together with the event logo on the badge lanyards, which will be distributed to all delegates and speakers upon registration. The final design of the lanyards is subject to approval by the Scientific Committee.
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PENS & NOTEPADS

700 €

- Company logo printed on the pens & notepads. Pens will be distributed to all delegates upon registration.
- 50 % discount if provided by the Company

WI-FI

500 €

- Company logo displayed on all signage associated with the wireless internet
- Company name or any other related word as a wi-fi password

COFFEE BREAK

500 € / per day

- Company logo displayed on the tables with coffee breaks
- Company can distribute their own flags, napkins, etc. or place roll-up banners

LUNCH BREAK

700 €

- Company logo displayed on the catering tables
- Company can distribute their own flags, napkins, etc. or place roll-up banners

Advertising in the Final Programme or Book of Proceedings

Format A4

Half page back inside

400 €

Full page back inside

600 €

Full page back front

800 €

Half page front: inside

500 €

Full page front: inside

700 €



VENUE ON-SITE ADVERTISING

VENUE BRANDING OPTIONS TO BE CONFIRMED IN JANUARY





ALL MENTIONED PRICES ARE VAT EXCLUDED

FOR MORE INFORMATION PLEASE CONTACT

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THE BREWERS OF EUROPE

