

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

GUARANT International

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Exhibition & Technical Manager

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

BRONZE SPONSOR

6.000 €

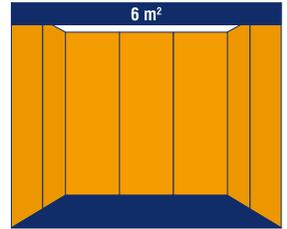
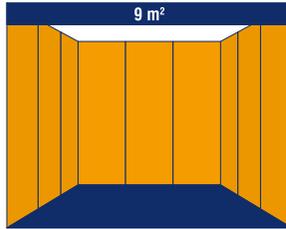
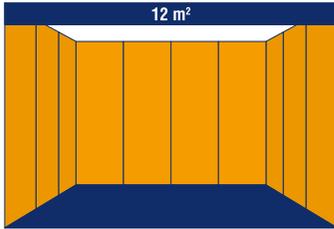
8 AVAILABLE

- 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 space
- 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 space (can be added for an additional 600 €)

EXHIBITION



12 m² SPACE

5.000 €

QUANTITY: 9

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 SPACE**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 SPACE**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)*

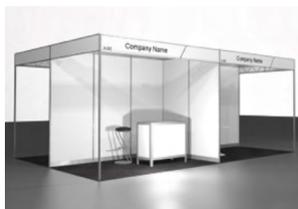
NOT INCLUDED**(but added on demand against extra-cost)**

- 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.**

ADDITIONAL EXHIBITOR BADGE**280 €**

SCHELL SCHEME CONSTRUCTIONS



The booth will include lighting (1 rail spotlight per 3 m²), one electrical socket up to 1 kW, as well as two chairs and one table.

Pricelist

Space size	Area	Price per Package
3 x 2 m	6 m ²	500 €
3 x 3 m	9 m ²	580 €
4 x 3 m	12 m ²	660 €

All prices are per booth and exclude VAT (if applicable).

Custom Booth Solutions

Custom-built booth constructions, including printed graphics and other specific requirements, can also be arranged upon request.

For orders and further information, please contact: Rob Kramer at rob@a-booth.nl

Submitting Print Files

To ensure quality and timely delivery, print files must be submitted no later than 10 days prior to the first build-up day of the event.

If print files are submitted later than 10 working days before the event, a surcharge of 20% on the quoted costs will apply.

Print panels are provided on a rental basis. Purchase or rental of these panels will be charged separately.

Any changes to colour codes or carpet type must be communicated within 14 days after receiving the quotation. After this deadline, production will proceed according to the original quotation.

Any additional work will be invoiced on the day of delivery and must be paid promptly. Where possible, such work will be quoted in advance; however, if this is not feasible due to time constraints, it will be invoiced accordingly.

OTHER SPONSORSHIP 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

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.
- Bags will be provided by organizer

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.

PENS & NOTEPADS

1.400 €

- 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 €

SPONSORED LUNCH SYMPOSIUM: 40 MINUTES**4 AVAILABLE****Available for companies with exhibition space****Price**

6 m ² space	5.000 €
9 m ² space	4.000 €
12 m ² space	3.500 €

Format: 30 min presentation + 10 min setup**Timing:** During lunchtime (30 minutes netto + 2x 5 minutes for preparing the room)**Availability:** 2 slots on Monday, 2 slots on Tuesday**Included in the package:**

- Dedicated meeting room
- Basic AV equipment and internet connection
- Sponsored Lunch symposium will be published in the pocket programme (printed), the final programme in PDF on the website and in the mobile application Promotion via information email to participants

This format offers sponsors the opportunity to reach delegates in a focused environment outside of the parallel scientific sessions, at a time with naturally high participant circulation.

VENUE ON-SITE ADVERTISING

HANGING BANNER

1,000 €

Highly visible navigation and branding element suspended above the stand.

INCLUDED

- Rigging point above the booth
- Permission for custom graphic production
- Installation & deinstallation coordination with the venue



PILLAR BRANDING (POSITIONED NEAR BOOTHS)

850 € / PER ONE

Transform nearby architectural columns into strong advertising surfaces guiding participants directly to the stand.

INCLUDED

- Selected pillar location (subject to availability)
- Branding production according to venue rules
- Installation & removal



FLOOR STICKERS – NAVIGATION TO BOOTH (up to 3 navigations)

400 € / PER ONE

Creative wayfinding solution leading delegates from high-traffic areas straight to the sponsor's space.

INCLUDED

- Production guidelines
- Installation & removal



FOAM LETTERS (3D) – DEPENDING ON NUMBER OF LETTERS

400 € (ONE LETTER)

Large-scale three-dimensional branding element creating strong visual impact and ideal photo opportunities.

INCLUDED

- Approved placement in exhibition
- Technical supervision for installation



VENUE BRANDING: PUBLIC & HIGH-TRAFFIC AREAS**Main Entrance Pillar Branding**

2.000 €

Premium exposure at the primary arrival point where every participant passes.

INCLUDED

- Exclusive entrance positioning
- Installation & removal

**GENERAL FLOOR STICKERS (VENUE)**

450 € / PER ONE

Direct communication with participants in corridors, foyers and networking zones.

INCLUDED

- Approved high-traffic locations
- Installation & removal



BALCONY BRANDING – SINGLE SECTION OR FULL COVERAGE**Single section****600 €****Full Coverage****3.500 €**

Mass-visibility branding seen from exhibition area.

OPTIONS

- One selected balcony section
- Full balcony coverage (all sections)

INCLUDED

- Rigging locations
- Installation & removal

**PHOTO WALL (CO-BRANDED WITH EVENT GRAPHICS)****2.000 €**

High-engagement activation point used by delegates, speakers and media. Partner's branding is integrated together with the official event design.

INCLUDED

- Logo placement within event visual identity
- Exposure in participant photos and social media



BRANDED CUBES**600 € / PER ONE**

Freestanding three-dimensional branding objects placed in prominent areas of the venue such as foyers, networking zones or near entrances. Suitable for strong visual presence, product storytelling or tribute communication.

INCLUDED

- Approved placement in high-traffic areas
- Installation & removal



Please note that the deadline for ordering branding items is 10 August 2026 to ensure timely production and delivery. Graphic artwork must be submitted by this date.

ALL MENTIONED PRICES ARE VAT EXCLUDED

FOR MORE INFORMATION PLEASE CONTACT

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THE BREWERS OF EUROPE

