



Welcome to Denver and the 2016 Great American Beer Festival® (GABF)!

To help guide you through this year's festival, we've compiled some basic facts and information for your reference.

Festival Hall Access

Credentialed media is allowed access to the Festival Hall 15 minutes before ticketholders. Access times are as follows:

- Thursday, Friday and Saturday evenings: 5:15 p.m.-10:00 p.m.
- Saturday afternoon: 11:45 a.m.-4:00 p.m.

Media Center

Credentialed media have access to a space on the lower level of the Convention Center, around the corner from Will Call. The Media Center offers water, coffee and Internet access to conduct business. Equipment storage is available (leave items at your own risk), but the room will be locked each night at 10:00 p.m. Room hours:

- Thursday, October 6: 3:15 pm – 10:00 pm
- Friday, October 7: 3:00 pm – 10:00 pm
- Saturday, October 8: 9:45 am – 10:00 pm

Media Kit

Please visit Media Kit under Press on the GABF website.

Awards Ceremony

The GABF Awards Ceremony takes place in the Bellco Theatre in the Colorado Convention Center at 10:00 a.m. on Saturday. The ceremony is open to all media credentialed for any session. Space is reserved at the front of the theatre for cameras.

Please remember your badge.

GABF Press Conference and Media-Only Paired Session

On Friday, October 7 at 3:30 pm MT, the Brewers Association will host a press conference immediately followed by an exclusive media-only session of Paired. **Media must attend the press conference for access to the media-only session of Paired. Space is limited.** If you are interested in attending and have not already RSVPed, please inquire at media check-in.

My GABF App

Find your favorite festival beers with your mobile device. The free My GABF app allows you to search by brewery or beer, take tours of the hall based on your taste, and track the breweries you visit and the beers you enjoy. **Featured Tour: Fear No Beer - Want to throw your palate for a loop? Try these beers on for size.**

Around Town

Denver comes alive during the week of GABF! The GABF Week Events page on GreatAmericanBeerFestival.com is the best place to find events around town. Transportation is easy with ample taxi service, a light rail and bus system (RTD) and an easy-to-use bike sharing program (B-cycle).

Social Media - #GABF

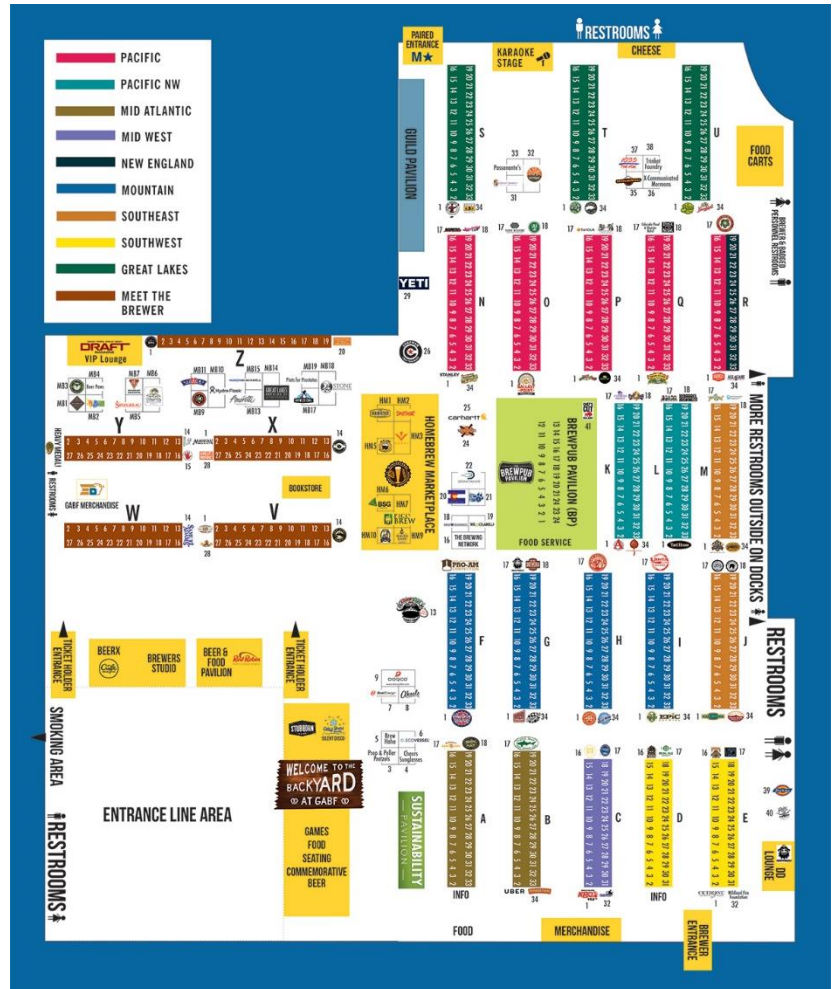


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Around the Festival Hall

Over 3,800 beers from nearly 800 breweries from all over the country will be served as this year's GABF. Educational opportunities also abound at the plethora of pavilions, booths and tastings throughout the festival hall including:

- Beer & Food Pavilion
- Brewpub Pavilion
- Beer Geek Bookstore
- Brewers Studio Pavilion
- BeerX: The CraftBeer.com Experience
- Meet the Brewer Booths
- Support Your Local Brewery Pavilion
- Sustainability Pavilion



News of Note at GABF:

- **Brewers Studio Pavilion Featured Panel: Why Independence Matters:** On Thursday, October 6 at 8:30 pm MT, **Bob Pease**, Brewers Association; **Rob Tod**, Allagash Brewing Company; **Sam Calagione**, Dogfish Head Craft Brewery; **Greg Koch**, Stone Brewing Company and **Christine Perich**, New Belgium Brewing Company will come together to discuss the origins of beer in America, its current landscape and what the future holds. The panel will take place in the Brewers Studio Pavilion inside the Festival Hall. **If you are credentialed for the Thursday GABF session, we'd strongly urge you to please come by.**
- **Golden Ticket Tour:** During each evening session, two rock-star craft brewers will pluck a lucky attendee and their friends from the queue in Hall A for a special, private tasting tour of GABF before the festival doors open. Confirmed brewers include: (Thurs. evening): **Matt Brynildson**, Firestone Walker Brewing Company and **Rob Tod**, Allagash Brewing Company; (Fri. evening): **Vinnie Cilurzo**, Russian River Brewing Company and **Tomme Arthur**, The Lost Abbey/Port Brewing Company; (Sat. evening): **Sam Calagione**, Dogfish Head Craft Brewery and **Garrett Oliver**, The Brooklyn Brewery.
- **The "Backyard":** Hall A will be filled with lawn games in celebration of the 35th anniversary of GABF. Expect a backyard feel, with free games like cornhole and KanJam— and perhaps some '80s tunes, hearkening back to the first festival.
- **Heavy Medal Booth:** Enjoy a variety of 2015 Great American Beer Festival medal-winning beers at the new Heavy Medal booth, located in Hall B near Section Y.

Contacts

Want to arrange an interview? Need a suggestion of which section of the hall to visit first? Any other questions? Should you need anything throughout the event, please give us a shout:

Barbara Fusco

Sales & Marketing Director, Brewers Association
303-815-5373 or barbara@brewersassociation.org

Julia Herz

Craft Beer Program Director, Brewers Association
303-585-0204 or julia@brewersassociation.org

Jeb Foster

Marketing Manager, Brewers Association
303-550-1050 or jeb@brewersassociation.org

Abby Berman Cohen

Vice President, The Rosen Group
973-224-0403 or abby@rosengrouppr.com

Matt Sutton

Senior Account Executive, The Rosen Group
915-227-5680 or matt@rosengrouppr.com

Rachel Staats

Marketing Manager, Brewers Association
303-442-7966 or rachel@brewersassociation.org