



Welcome to Denver and the 2017 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, October 5 - Saturday, October 7: 5:15 p.m.-10:00 p.m.
- Saturday, October 7: 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 during the sessions, but the room will be locked each night at 10:00 pm. No overnight storage of equipment will be allowed. Room hours:

- Thursday, October 5: 3:15 pm – 10:00 pm
- Friday, October 6: 3:15 pm – 10:00 pm
- Saturday, October 7: 9:45 am – 10:00 pm

Media Interview Lounge

New this year: We have a designated space, directly behind the media check-in for media to conduct interviews. The space can be reserved for half hour blocks at the media check-in desk.

Media Kit

Please visit [Media Kit](#) under [Press](#) on the GABF website.

Awards Ceremony

The GABF Awards Ceremony takes place in the Mile High Ballroom in the Colorado Convention Center at 10:00 a.m. on Saturday, October 7. 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.***

My GABF App

Discover new breweries and find old favorites 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, track the breweries you visit and the beers you enjoy and take GABF selfies with unique photo frames.

Featured Tours: Sour Puss, The Im-PALE-er, Session-Me Street, Dark Vader, Unicorn Beers, Fear No Beer

Around Town

Denver comes alive during the week of GABF! Check out the GABF Week Events page on [GreatAmericanBeerFestival.com](#) to find the best places to go around town. Transportation is easy with ample Uber, Lyft and taxi service, a light rail and bus system (RTD) and an easy-to-use bike sharing program (B-cycle).

Social Media - #GABF, #HoppyPlace, #GreatAmericanBeerFestival



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Around the Festival Hall

Over 3,900 beers from 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

Brewers Studio Pavilion

CraftBeer.com #BeerTravel Pavilion

Meet the Brewer Booths

Protect Craft Guilds Pavilion



News of Note at GABF:

- **More Meet the Brewer Booths:** Meet and mingle with the brewers behind your favorite beers. This year, there will be 136 participating brewers!
- **Expanded Brewpub Pavilion:** Get a taste of your local brewpub! 42 breweries, representing each region of the country, will pour their locally brewed beers right in the center of the festival hall.
- **CraftBeer.com #beertravel Pavilion:** There's no better vacation than a "beercation"! CraftBeer.com will provide an opportunity for 60,000 dedicated beer lovers to interact with blossoming beer tourism destinations and start planning their dream vacation.

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:

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