



American Homebrewers
Association

Homebrew Con 2026 Prospectus



About AHA



Celebrating and uniting homebrewers...
since 1978.

As the world's leading homebrewing association the American Homebrewers Association (AHA) is devoted to the following vision:

A homebrewer in every neighborhood and a homebrew club in every community.

We are a membership-run organization operating as both a 501(c)(3) and 501(c)(6) nonprofit.

Now, it's time to bring back Homebrew Con.

In 2026, we will return to celebrating homebrewing in person on a global scale by hosting Homebrew Con **June 19-20 in Asheville, North Carolina**. This will be preceded by **National Homebrew Competition Final Round Judging on June 17 & 18**.

We're excited to welcome an estimated 1,000-1,200 homebrewers to Asheville, and have a range of sponsorship offerings. We'd love to have you join us for what is sure to be one of the best Homebrew Con events in history.

19,000+
members

169,000+
monthly website
visitors

45,000+
email
subscribers

200,000+
social media
followers



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Our members asked, and we listened! We are beyond excited to once again host Homebrew Con, the world's biggest homebrew gathering. After a pause in 2024, join us for a **reimagined event celebrating community and homebrewing**, gathering the who's who in homebrewing, beer education, judges, and valued supplier partners, including YOU. We expect attendance to sell out, so act quickly to secure your spot and sponsorship!

Julia Herz
AHA Executive Director

General Information



NHC & HBC Schedule*

Tuesday, February 3

NHC First Round entries open

March 14 - April 19

NHC first-round judging (9 locations)

Wednesday, June 17

NHC Final Round Day 1 Judging

Thursday, June 18

NHC Final Round Day 2 Judging

AHA Club Officer Bootcamp

Brewery Tours

Friday, June 19

BJCP Exams

Brewers Talks Sessions

Homebrew Expo

Club Night

Saturday, June 20

BJCP Exams

Brewers Talks Sessions

Homebrew Expo

NHC Awards Ceremony

Knock Out Party

**Subject to change*

Key Dates & Deadlines

Thursday, April 30

Sponsor print deadline for *Zymurgy* Magazine

Friday, May 15

HBC Exhibitor and Sponsor Registration Closes

June 17 - June 18

NHC Final Round Judging

Thursday, June 18 - Friday, June 19

Exhibitor Move-In

Friday, June 19 - Saturday, June 20

Homebrew Con

Saturday, June 20

Exhibitor Move-Out

**Visit the official [HBC website](#)
for more details!**

**Questions? Contact
Kian Zozobrado**

partnerships@homebrewersassociation.org
303-749-5459



Homebrew Expo



Reserve a coveted booth in the Homebrew Con Expo, where attendees will have the opportunity to connect directly with you and your business at the homebrewing community's largest Expo on the planet.

Rates & Details

Gold Level Exhibitor Benefits

- Booth size: 20' x 20'.
- 4 complimentary full conference HBC wristbands (must be an AHA member to attend).
- 4 complimentary 1-year AHA memberships (must be used by exhibitor booth staff).
- Prominent logo recognition on [official HBC webpages](#) (linked to your website).
- Company name and/or logo included in all HBC materials recognizing sponsors.
- Inclusion in *Zymurgy* Magazine's Homebrew Con Sponsor Spotlight.
- Rights to promote your sponsorship in marketing communications (subject to AHA approval).
- Inclusion in AHA social media post.

Investment: \$4,775



Silver Level Exhibitor Benefits

- Booth size: 10' x 20'.
- 3 complimentary full conference HBC wristbands (must be an AHA member to attend).
- 3 complimentary 1-year AHA memberships (must be used by exhibitor booth staff).
- Prominent logo recognition on [official HBC webpages](#) (linked to your website).
- Company name and/or logo included in all HBC materials recognizing sponsors.
- Inclusion in *Zymurgy* Magazine's Homebrew Con Sponsor Spotlight.
- Rights to promote your sponsorship in marketing communications (subject to AHA approval).

Investment: \$3,575

Bronze Level Exhibitor Benefits

- Booth size: 10' x 10'.
- 2 complimentary full conference HBC wristbands.
- Prominent logo recognition on [official HBC webpages](#) (linked to your website).
- Company name and/or logo included in all HBC materials recognizing sponsors.
- Inclusion in *Zymurgy* Magazine's Homebrew Con Sponsor Spotlight.
- Rights to promote your sponsorship in marketing communications (subject to AHA approval).

Investment: \$2,475

Sponsorships



Support homebrewers and bring recognition to your name by sponsoring HBC. These sponsorship, branding, and advertising opportunities are designed to expand your reach so attendees remember your brand and offerings long after the Con has wrapped. *Note: All exhibitors and sponsors must be AHA members. Pricing includes complimentary one-year memberships.*

Don't see a package that meets your needs? Reach out to us at partnerships@homebrewersassociation.org!

Club Night Presenting Sponsor

Club Night is arguably the most fun you can have at any beer event. Homebrew clubs from across the country set up shop and serve their homemade beer, mead, and cider ... in costume!

Sponsor Benefits

- Prominent signage displaying company name and/or logo during Club Night.
- Formal recognition and thank you during the event.
- Prominent logo recognition on official HBC webpages (linked to your website).
- Company name and/or logo included in all HBC materials recognizing sponsors.
- Inclusion in Zymurgy Magazine's Homebrew Con Sponsor Spotlight.

Opportunities Available: 1

Investment: \$3,500

Commitment Deadline: April 30



Sponsorships



Product Demonstration

Make the most out of the Con by bringing attendees together to showcase your product. You'll have 60 minutes to connect directly with homebrewers and demonstrate your product service/offerings.

Sponsor Benefits

- Dedicated time on the official HBC schedule to demo your product/services directly to homebrewers.
- Prominent logo recognition on [official HBC webpages](#) (linked to your website).
- Company name and/or logo included in all HBC materials recognizing sponsors.
- Inclusion in *Zymurgy Magazine's* Homebrew Con Sponsor Spotlight.

Opportunities: 6

Investment: \$2,000

Commitment Deadline: April 30



Ignite Talk

Do you have an informative topic that you can present on in 10 minutes or less? An Ignite Talk is for you! These informal talks will be held during Homebrew Expo, giving you a chance to connect with homebrewers on a topic you're passionate about. *Note: This is an add-on for companies **already exhibiting** in Homebrew Expo. Topic must be approved by AHA. If you would like to be a session speaker, apply on the HBC website.*

Sponsor Benefits

- Dedicated time on stage in the Homebrew Expo to give an informal talk in 10 minutes or less that is promoted in official HBC programming.

Opportunities: Multiple

Investment: \$200

Commitment Deadline: March 31

Sponsorships



AHA Club Officer Bootcamp Sponsor

AHA Clubs connect homebrewers to their local community, and we want to help these clubs succeed. Sponsor the official Club Officer Boot Camp and help train leaders in homebrewing!

Sponsor Benefits

- Prominent signage displaying company name and/or logo in the Boot Camp area.
- Recognition and thank you at the start of the Boot Camp.
- Prominent logo recognition on [official HBC webpages](#) (linked to your website).
- Company name and/or logo included in all HBC materials recognizing sponsors.
- Inclusion in *Zymurgy Magazine's* Homebrew Con Sponsor Spotlight.

Opportunities: 1

Investment: \$750

Commitment Deadline: April 30



Branding



Wristband Sponsor

Sponsor HBC in one of the most visible ways: Everybody will be wearing a wristband, and everyone will see them at the event. If you want your brand in front of homebrewers, this is an easy way to do it.

Sponsor Benefits

- Company name and/or logo printed on each wristband.
- Prominent logo recognition on [official HBC webpages](#) (linked to your website).
- Company name and/or logo included in all HBC materials recognizing sponsors.
- Inclusion in *Zymurgy* Magazine's Homebrew Con Sponsor Spotlight.

Opportunities: 1

Investment: \$2,000

Commitment Deadline: April 15



Homebrew Hospitality Sponsor

The Homebrew Hospitality will be open during Homebrew Expo for clubs and groups to serve their homemade beer, mead and cider. Show your support to these groups by sponsoring this area!

Sponsor Benefits

- Prominent signage displaying company name and/or logo in the Homebrew Hospitality.
- Prominent logo recognition on [official HBC webpages](#) (linked to your website).
- Company name and/or logo included in all HBC materials recognizing sponsors.
- Inclusion in *Zymurgy* Magazine's Homebrew Con Sponsor Spotlight.

Opportunities: 1

Investment: \$1,500

Commitment Deadline: April 30

Branding



Glassware Sponsor

Put your brand directly in the hands of homebrewers by sponsoring the Con's glassware! Many attendees keep these glasses for years to come.

Sponsor Benefits

- Company name and/or logo printed on the 2026 Con glassware given to each attendee.
- Prominent logo recognition on [official HBC webpages](#) (linked to your website).
- Company name and/or logo included in all HBC materials recognizing sponsors.
- Inclusion in *Zymurgy* Magazine's Homebrew Con Sponsor Spotlight.

Opportunities: 1

Investment: \$2,500

Commitment Deadline: April 15

Volunteer T-Shirt Sponsor

We couldn't put on a successful Con without our dedicated AHA volunteers. Print your brand on these shirts to remind attendees of your committed support to making the Con an enjoyable and seamless experience for everyone.

Sponsor Benefits

- Company name and/or logo professionally printed on Volunteer Team t-shirts.
- Prominent logo recognition on [official HBC webpages](#) (linked to your website).
- Company name and/or logo included in all HBC materials recognizing sponsors.
- Inclusion in *Zymurgy* Magazine's Homebrew Con Sponsor Spotlight.

Opportunities: 3

Investment: \$1,000

Commitment Deadline: April 15

Branding



Commemorative T-Shirt Sponsor

Sponsor the official commemorative HBC shirt that attendees can purchase to remember their time at the Con! This sponsorship will feature your logo prominently on the shirt.

Sponsor Benefits

- Company name and/or logo prominently displayed on the uniquely-designed 2026 Homebrew Con commemorative shirt.
- Prominent logo recognition on [official HBC webpages](#) (linked to your website).
- Company name and/or logo included in all HBC materials recognizing sponsors.
- Inclusion in *Zymurgy* Magazine's Homebrew Con Sponsor Spotlight.

Opportunities: 3

Investment: \$1,000

Commitment Deadline: April 15



*Pictured: 2023 commemorative shirt.
2026 design to be announced.*

Breakout Room Sponsor

Support AHA's mission to educate homebrewers by sponsoring one of the rooms where master brewers will be presenting to attendees! *Note: This is branding placed inside the room where Brewer Talks are happening. To be a speaker, see Ignite Talks or register as a speaker on the HBC website.*

Sponsor Benefits

- Prominent signage displaying company name and/or logo in a breakout room used for Brewer Talks.
- Prominent logo recognition on [official HBC webpages](#) (linked to your website).
- Company name and/or logo included in all HBC materials recognizing sponsors.
- Inclusion in *Zymurgy* Magazine's Homebrew Con Sponsor Spotlight.

Opportunities: 5

Investment: \$1,000

Commitment Deadline: April 30

Additional Sponsorships



Concessions Sponsor (at Renaissance Hotel)

The Renaissance Hotel is the headquarter hotel for HBC, and attendees will be there throughout the Con. Provide a concession to remind them of your business every time they stop by!

Sponsor Benefits

- Prominent signage displaying company logo and/or name in hotel bar or lobby area.
- Prominent logo recognition on [official HBC webpages](#) (linked to your website).
- Company name and/or logo included in all HBC materials recognizing sponsors.
- Inclusion in *Zymurgy* Magazine's Homebrew Con Sponsor Spotlight.

Opportunities: 2

Investment: \$1,000

Commitment Deadline: April 30

Attendee Gift Sponsor

Welcome attendees to the Con with a gift that they can pick up at registration! *Note: Please account for around 1,000 attendees. Final numbers to be confirmed by AHA before shipping.*

Sponsor Benefits

- Company-provided merch or gift prominently displayed at registration.
- Prominent logo recognition on [official HBC webpages](#) (linked to your website).
- Company name and/or logo included in all HBC materials recognizing sponsors.
- Inclusion in *Zymurgy* Magazine's Homebrew Con Sponsor Spotlight.

Opportunities: 5

Investment: \$1,000 + Cost of Gift

Commitment Deadline: April 30

A-HA Silent Auction

Did you know that the AHA is approved now as a 501(c)3 nonprofit? We're collecting items for the HBC Silent Auction! To participate, sponsors will donate an item or experience for attendees to bid on **and** make a minimum \$100 donation to the A-HA Foundation. This is a great way to increase your exposure at HBC while supporting AHA's mission. *Note: Donated item must be a minimum \$100 value.*

Sponsor Benefits

- Logo on the official HBC website, thanking sponsors and promoting the Silent Auction.
- Logo and company name on signage in the HBC Silent Auction area.
- Tax-deductible donation to the A-HA Foundation, a registered 501(c)3 organization.

Investment: \$100 cash + \$100+ valued item donation

Advertising



Know Before You Go Banner Ad

Just before HBC kicks off we'll be emailing registrants everything they need to know to have a successful Con experience. Place a banner ad in one of these essential emails so your company is on everyone's mind when they arrive!

Sponsor Benefit

- 1 banner ad included in the HBC "Know Before You Go," linked to your website.

Investment: \$500

Opportunities Available: 2

Commitment Deadline: May 22

Conference Week Event Promotion

If you have a local Asheville event happening close to HBC, promote it on our conference website! Please note: Event must take place June 12 - 21, and must occur outside of HBC programming hours (June 19 & 20, 9am - 11pm).

Sponsor Benefit

- Logo and event listed on HBC website, linked to your website or the event page.

Investment: \$300

Want more ways to support AHA? Check out sponsorship opportunities with the National Homebrew Competition, and our year-round advertising opportunities!