



## Cellar 2 Seller – Knowledge Transfer

Loughborough Conference Centre, Holywell Park, Loughborough - 14th October 2024 - Schedule to follow

Cellar 2 Seller is hosting a one day knowledge exchange, aimed at brand owners, both experienced and new to keg dispense. The day will share knowledge and information, aiming to develop and strengthen the cellar service technician network and educate new to keg brand owners of their responsibilities. Alongside talks and presentations, dispense sector manufacturers, suppliers and installers will showcase their products and services via a tabletop exhibition.

The day will benefit from 1 day/6 hours' worth of CPD points and a CPD Certificate of Attendance will be given to all attendees.

### Sessions include:

- A review of the recently published BBPA 6th Edition of the Pressure Code of Practice.
- A session aimed at new to keg brand owners, explaining what they need to know in order to ensure their beer is right for the outlet and the practicalities of how to access the primary dispense system.
- A Q & A session for new to industry technicians, providing an opportunity for newer cellar service technicians to ask questions, learn the common faults, develop a network of peers for future consultation.

Cost of attendance, to include digital copies of all presentations, tea/coffee & pastries during breaks and lunch is:

£55 + VAT – Member/Brand Owner Rate

£75 + VAT – Non Member/Non Brand Owner Rate

A number of sponsorship opportunities are available including:

#### Headline Sponsor – £1,000 + VAT

Benefits:

- Welcome from Sponsor at start of the day
- Logo on all marketing materials and presentations during the day
- Free table top exhibition stand
- 2 free staff tickets & 4 free tickets to “pay forward”/give to customers

#### Break Sponsor – £600 + VAT

Benefits:

- Logo on signage in tea/coffee/lunch areas
- Free table top exhibition stand
- 2 free staff tickets

#### Pay it Forward – £55 + VAT

Benefits:

- An opportunity to sponsor and host an attendee, in particular those new to keg dispense access and installation

#### Table Top Exhibitor – £350 + VAT\*

Benefits:

- Free table top exhibition stand
- 2 free staff tickets

The dispense sector is niche and very much unseen by the wider industry and consumer yet it is the point at which the quality of product can be most at risk. This event enables industry to better understand its responsibilities in terms of the primary gas dispense system, improve knowledge for those working within it and develop a collaborative network for the future. We very much hope the day brings industry together in order to strengthen best practice and quality from the cellar to the bar to the consumer.



## Cellar 2 Seller – Knowledge Transfer

### BOOKING FORM

I wish to book the headline sponsorship @ £1,000 + VAT

I wish to book the break sponsorship @ 600 + VAT

I wish to book a Table Top Exhibition Stand @ £350 + VAT  Non Member rate £495 + VAT

I wish to book \_\_\_\_\_ Pay it Forward ticket(s) @ £55 + VAT per ticket

I wish to book \_\_\_\_\_ Member/Brand Owner ticket(s) @ £55 + VAT per ticket

I wish to book \_\_\_\_\_ Non Member/Non Brand Owner ticket(s) @ £75 + VAT per ticket TOTAL:

I wish to pay by:  Bank Transfer (invoice will be provided)

Credit Card (Please note there is a 2.5% charge if paying with a company credit card)

Bank Transfer Details: BFBi, A/C NO: 03097749, SORT CODE: 20-97-90

PAYMENT VIA CREDIT/DEBIT CARD. IF PAYING BY THIS METHOD, PLEASE CONTACT SUSAN GHARU AT HEAD OFFICE ON 01902 422303 WHO WILL PROCESS YOUR TRANSACTION

Please provide the contact details of the main contact from your organisation regarding this event

NAME:

COMPANY:

ADDRESS:

TEL NO:

EMAIL:

Please return this booking form to [events@bfbi.org.uk](mailto:events@bfbi.org.uk)

\*Non Member rate for Table Top Exhibitors - £495 + VAT