



2024



SC BREWERS GUILD CONFERENCE & TRADE SHOW



JANUARY 17-18, 2024

Columbia Metropolitan
Convention Center

Keynote Presentation

Seminars from Industry leaders

Tradeshow

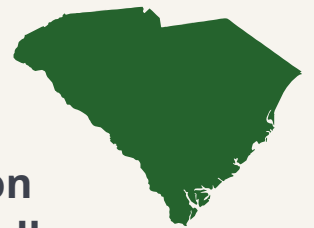
Brewer's Brunch

SC Brewer's Guild Member Meeting & Luncheon

Legislative Happy Hour & Hor D'oeuvres @ Bierkeller

Best of SC Craft Beer Competition Awards Ceremony - 1/16

Full Schedule coming soon!



HERE FOR THE BEER



ONLY \$95 FOR A LIMITED TIME.

HOLIDAY PRICING: SAVE \$55 PER TICKET UNTIL DEC. 22ND!



BRYAN ROTH
PRODUCT AND MARKET ANALYST
FEEL GOODS COMPANY

KEYNOTE SPEAKER

VIBE SHIFT: FINDING BEER'S OPPORTUNITIES IN THE AGE OF CROSS-CATEGORY DRINKING

Sales are harder to come by. New beverage categories are emerging. Are people even drinking anymore? Move past incorrect narratives and misleading headlines with longtime industry analyst Bryan Roth to better understand how people are consuming alcohol and why. You'll get data and insight that will help spark conversations on what's next for beer and how you can be a part of it.

BEST OF SC CRAFT BEER AWARDS



at **SAVAGE
CRAFT**
ALE WORKS

Tuesday, January 16th - 6:00 - 9:00 PM

Savage Craft Ale Works

430 Center St, West Columbia, SC 29169

Tickets: \$15 includes Dinner and Ceremony

*Purchased as an add-on to your Conference Ticket

**Have your beer featured
at the Conference
Email info@scbeer.org to donate**



Hotel Discounts

**DISCOUNTED HOTEL RATES FOR THE 2024 SCBG CONFERENCE & TRADESHOW
BOOK YOUR ROOM EARLY, THEY WILL GO FAST.**

HYATT PLACE COLUMBIA/DOWNTOWN/VISTA

819 Gervais St., Columbia SC 29201

Book Online: https://www.hyatt.com/en-US/hotel/south-carolina/hyatt-place-columbia-downtown-the-vista/caezv?corp_id=G-SCBG

or Call 1-888-492-8847 and use group code G-SCBG

Rate: \$149.00

2 blocks to the Columbia Metropolitan Convention Center

Reservations Deadline: January 5, 2024, at 5:00PM

CAMBRIA HOTEL COLUMBIA DOWNTOWN/VISTA

1000 Lady St., Columbia, SC 29201

Book Online: <https://www.choicehotels.com/reservations/groups/ln08f4?checkInDate=2024-01-16&checkOutDate=2024-01-18&ratePlanCode=BNJNUN>

Rate: \$144.00

3 blocks to Columbia Metropolitan Convention Center

Reservations Deadline: January 5, 2024, at 5:00PM

SPRINGHILL SUITES BY MARRIOTT COLUMBIA DOWNTOWN/THE VISTA

511 Lady St., Columbia, SC 29201

Book Online: <https://www.marriott.com/event-reservations/reservation-link.mi?id=1702398322105&key=GRP&app=resvlink>

Rate: \$139.00

.06 miles to the Columbia Metropolitan Convention Center

Reservations Deadline: December 26, 2023, at 5:00PM



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