

SOUTH ATLANTIC

HOPS

CONFERENCE

Save the date:
MARCH 2 & 3, 2018
VIRGINIA TECH
BLACKSBURG

Join us for the 3rd annual South Atlantic Hops Conference
Skelton Inn and Conference Center, Virginia Tech
Blacksburg, VA ~ March 2 & 3, 2018.

Two days of essential information and networking for those who grow and brew with local hops!

- Beginner and advanced grower tracks
- In-depth tracks on the business & marketing of hops, pest & pathogen management, hops quality & food safety, intro to brewing science, and much more!
- Onsite networking reception, research updates, interactive exhibits, and services/supplies vendors
- Sponsorship opportunities – help support our efforts and get your company or organization message in front of 200-250 attendees!
- Includes sessions, breaks, lunch, and a networking Hoppy Hour, all for \$179 (earlybird till Jan. 15, 2018)

Schedule, sponsorship info, and registration: www.hops.hort.vt.edu
additional information 540.231.5783 or hopyard@vt.edu

The South Atlantic Hops Conference is presented by:



Virginia Cooperative Extension programs and employment are open to all, regardless of age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, genetic information, veteran status, or any other basis protected by law. An equal opportunity/affirmative action employer. Issued in furtherance of Cooperative Extension work, Virginia Polytechnic Institute and State University, Virginia State University, and the U.S. Department of Agriculture cooperating. Edwin J. Jones, Director, Virginia Cooperative Extension, Virginia Tech, Blacksburg; M. Ray McKinnie, Administrator, 1890 Extension Program, Virginia State University, Petersburg.

If you are a person with a disability and desire any assistive devices, services or other accommodations to participate in this activity, please contact Holly Scoggins at 540-231-5783 /TDD* during business hours of 8 a.m. and 4 p.m. to discuss accommodations 5 days prior to the event.*TDD number is (800) 828-1120.



The Inn at Virginia Tech and Skelton Conference Center
901 Prices Fork Road, Blacksburg, VA 24061



SCHEDULE AT A GLANCE

One flat registration fee (\$179 early bird through 1/15/18; \$220 regular) gets you two days of education and networking at our region’s premier hops conference, held in a first-class facility on the campus of Virginia Tech.

But wait, there’s more – such as interactive exhibits, research posters, vendors with hops farm-related supplies and services (Friday only), and a Thursday afternoon open house at the Virginia Tech hop yard. More details on speakers and presentations will be added throughout the fall! Track locations/room assignments and exact start/finish times will be provided prior to conference. Go to www.hops.hort.vt.edu for more information.

	Friday, March 2, 2018 8:00 a.m. start		Saturday, March 3, 2018 9:00 a.m. start			
	Vendor set up begins at 6:30 a.m., attendee check-in at 7:00 a.m.		Pick one track:			
Morning (includes breaks both days)	Beginning & “interested” grower track - a MUST if you’re new to hops!	Experienced grower track - new topics and trends!	In-depth track: Business and marketing: let’s go pro!	In-depth track: Quality matters: hops handling and food safety	In-depth track: Brewing Science Essentials (at Food Sci. & Technology Pilot Plant) (limit 50)	In depth track: Pest, pathogen, and weed management
	Lunch provided - visit with vendors		Lunch provided			
			Then, pick another track!			
Afternoon (includes Friday break)	Keynote speakers and discussion panels Latham Ballroom		In-depth track: Root-zone management: soil, irrigation, and fertilizer	In-depth track: Ramping up: mechanization, processing and packaging	In-depth track: (repeat) Brewing Science Essentials (at Food Sci. & Technology Pilot Plant) (limit 50)	Off-site: Rising Silo Farm Brewery/ Glade Road Growing (limit 50)
Late Afternoon	Hoppy Hour networking reception! Visit with vendors		Conference Closing Fest – Brewery Tour and Tastings Sinkland Farms Brewery - Riner, VA			



SPONSORSHIP AND VENDOR INFORMATION

Sponsors

Get your company brand and message out there to the folks that will appreciate your support of this educational opportunity. Not with a company? The generosity of fellow hop growers and other individuals is just as valuable. There's a sponsorship option for every price range. Have an idea for a customized sponsorship? We're all ears. Contact Dr. Holly Scoggins at hopsconference@vt.edu or call (540) 231-5783.

Sponsorship categories and benefits – next page!

Vendors/exhibitors

Our attendees want to learn more about products and services related to hops and farming. See all the reasons to be a vendor below! Step it up to a SPONSORSHIP and get even more recognition.

- **Vendor/exhibitor day – Friday May 2nd**
- **\$250** – includes 6' table with cover, two chairs, access to Friday programs, lunch, and our networking reception for one person. Want to attend both days? Step it up to a Silver Sponsorship!
- Vendors located in main ballroom, **so easy access to products and information by attendees during breaks, lunch and networking reception.**
- Vendors gets to enjoy keynotes speakers without leaving booth!
- List of vendors/exhibitors with contact information will be provided to all attendees (printed plus website).
- Your information can be included in registration packets if received by February 15.
- Conference links/promos for you to use on your website or social media account – show you're supporting local hops!
- Plenty of space in immediate vicinity for larger equipment and machinery.
- Register for either vendor tables or sponsorship slots on-line – easy! Go to www.hops.hort.vt.edu for conference info and links to registration.
- Contact Dr. Holly Scoggins at hopsconference@vt.edu or call (540) 231-5783 with any questions.



Sponsor Options

Benefits	Silver \$500	Gold \$1000	Platinum \$2000	Lunch \$2500	Hoppy Hour Reception \$3500
Website, program, and other onsite recognition	★	★	★	★	★
Company-supplied literature/swag included in conference packets	★	★	★	★	★
Complimentary registration (includes both days)	★	★	★★	★★	★★
Display table included if requested by 1/15/18	★	★	★	★	★

SOLD!
Thank you ODHC!

- Our registration system allows you to pay for sponsorships online; will also be able to register one person at that time as well. Or contact Dr. Scoggins if you prefer to pay with a check - hopsconference@vt.edu or call (540) 231-5783.
- Complimentary registration (both days) for one person included with Silver and Gold Sponsorships.
- Platinum, Lunch, and Reception sponsors get TWO complimentary registrations – contact Dr. Holly Scoggins with the name of second individual.
- Tables for vendors/sponsors is first come, first serve, maximum of 15 tables.
- Tables: 6’ table with cloth and two chairs (no pipe and drape). Table requests must be made prior to January 15, 2018 (we’ll touch base with you).
- Lunch and Reception sponsors each have 5 minutes to address participants and special signage at food/beverage stations (Friday).
- We welcome other creative ways to sponsor the SAHC – please contact us with ideas!

Conference website at www.hops.hort.vt.edu.

Press Release

11/16/17

2018 South Atlantic Hops Conference to be held at Virginia Tech

Virginia Tech will host the 3rd Annual South Atlantic Hops Conference March 2nd and 3rd, 2018. The conference is a joint effort involving North Carolina State University, Virginia Tech, Virginia Cooperative Extension, Virginia State University, and the Old Dominion Hops Cooperative. The South Atlantic Hops Conference was initiated to bring together hop growers, Extension educators, researchers, brewers, and other stakeholders for the purposes of providing access to industry resources and networks, improving hop grower and prospective grower education, increasing brewing product quality and safety, and exploring regional hops production and marketing opportunities.

The 2018 conference - themed "Hops University" - is a two-day event for growers, brewers, and other stakeholders. The Friday, March 2nd program offers a morning *beginner and prospective grower* track along with an *experienced grower* track. Attendees in both tracks will reconvene in the afternoon for keynote speakers, followed by a "Hoppy Hour" networking reception. Attendees will have opportunities to visit with vendors and view educational exhibits throughout Friday. The Saturday, March 3rd program consists of multi-hour, in-depth session options focusing on topics such as hops business and marketing, pest and pathogen management, hops food safety and quality, and brewing science. The conference will conclude in the afternoon with a brewery tour and tasting at the newly-opened Sinkland Farms Brewery near Blacksburg. Participants are also invited to tour the Virginia Tech research hopyard on Thursday, March 1st prior to the start of the conference.

More information and registration is available online at <http://www.hops.hort.vt.edu/>. Early-bird registration is \$179 through January 15th, 2018. The regular registration rate is \$220 after January 15th. For questions about vendor and sponsorship opportunities, contact lead organizer Dr. Holly Scoggins at 540-231-5783 or hollysco@vt.edu.

For further information:

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Laura Siegle, Agent Faculty, Virginia Cooperative Extension, Amelia County laurab08@vt.edu
804.561.2481

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Invent the Future

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

Extension is a joint program of Virginia Tech, Virginia State University, the U.S. Department of Agriculture, and state and local governments.

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