



Meet **Minneapolis**  
City by Nature

## CONVENTION ALERT

### AMERICAN SOCIETY OF BREWING CHEMISTS World Brewing Congress 2024 August 17-20, 2024

<b><u>Estimated Attendance:</u></b>	1,200
<b><u>Location:</u></b>	Minneapolis Convention Center
<b><u>Major Arrivals:</u></b>	Saturday, August 17 and Sunday, August 18
<b><u>Major Departure:</u></b>	Wednesday, August 20
<b><u>Scheduled Free Evening(s)</u></b>	Saturday, August 17 Sunday, August 18 Monday, August 19
<b><u>Convention Hotels:</u></b>	Hilton Minneapolis
<b><u>Meet Minneapolis Contact:</u></b>	Madonna Carr ( <a href="mailto:madonnac@minneapolis.org">madonnac@minneapolis.org</a>   612.767.8180)
<b><u>Attendee Profile</u></b>	The American Society of Brewing Chemists (ASBC) was founded in 1934 to improve and bring uniformity to the brewing industry on a technical level. Today, ASBC is comprised of individual and corporate members worldwide representing breweries and beverage makers of all sizes, the allied industries that supply the beer and beverage industry, academic researchers, government agencies, and organizations associated with regulation of our industries.
<b><u>Restaurant/Info Booth Hours:</u></b>	Sunday, August 18      10 am to 5 pm Monday, August 19      10 am to 5 pm
<b><u>Transportation Provided:</u></b>	No transportation provided.
<b><u>Social Media:</u></b>	<a href="https://twitter.com/WorldBrewingCongress">#WorldBrewingCongress</a>
<b><u>Schedule:</u></b>	See next page

## SCHEDULE OF EVENTS

### **Sat., Aug 17**

9:30 am – 11:45 am	ASCB Labs and
9:30 am – 4:15am	Field Trips
10 am – 11 am	Presentations
1 pm – 5 pm	Design Experiments

### **Sun., Aug 18**

9 am- 10 am	Opening Keynote
10 am- 11am	Presentation
10:30 am – 11:45 am	Presentation
11:45 am – 1:15 pm	Lunch
1:15 pm – 2:30 pm	Technical Sessions
3 pm – 4:15 pm	Sessions
4:15 pm- 5:45 pm	Happy Hour with exhibitors

### **Mon., Aug 19**

8:30 am - 9:30 am	Taproom Talk
10 am -11:15 am	Hote Topics – Technical Session
11:15 am – 12:45 pm	Lunch with exhibitors
12:45 pm – 2 pm	Technical Sessions
2 pm- 2:45 pm	Break with exhibitors
2:45 pm – 4 pm	Workshops

### **Tues., Aug 20**

8:30 am – 9:30 am	Taproom Talk
10 am – 11:15 am	Sessions
11:15 am – 12:45 pm	Lunch with exhibitors
12:45 pm – 2 pm	Technical Sessions
2:30 pm – 3:30 pm	Closing Keynote
7 pm – 10 pm	Closing Celebration