

**Register your venue/activity**



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**22-28 August 2022**

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A showcase of Belgian beer culture

**[belgiumbeerweek.be](http://belgiumbeerweek.be)**

**#BBW22**

**3rd edition**

# It's going to be great!

Whether you are a craft beer bar, brewer, bottle shop, beer club, event organiser or a traditional brown bar, be bold and join us in an opportunity to attract beer lovers by creating unique experiences over seven days of fun.

The third edition is even bigger and better. This year we will promote visits to the many **beer museums and collections** across Belgium as part of our focus on culture. Talks and events featuring beer history are welcome. We will also feature **international venues in Europe and elsewhere**.

## For only €20 you will get:

- » **Promotion** on the BBW website and online calendar, in the press, on social media, at events and via our partners.
- » **A page for each event**, which you can personalise yourself with text, photos and logo, along with listing in our calendar.
- » Belgium Beer Week **coasters, stickers and posters** to give away.

## You are responsible for:

- » Promoting your own business and events.
- » Adding your logo and events to the calendar.

*We do not collect any money from beer lovers. If you charge money for an event, then be transparent with beer lovers.*

# Join now, add events later

**[belgiumbeerweek.be/add-venue](https://belgiumbeerweek.be/add-venue)**

- » **31 July:** Last date to register for **BBW22**
- » **7 August:** Last date to enter events on **BBW22** calendar

*This year **you only need to host one event** during the week.  
We encourage you to add many more.*



**Tip:** Promote your events on Facebook and make Belgium Beer Week your co-organiser to ensure it is promoted in our calendar.

Use **@BelgiumBeerWeek** and **#BBW22**

Note: The same events over the week (eg a giveaway or discount) will only be promoted once on the calendar. We are looking for quality, not quantity!



## Contact

Any suggestions or comments? Need help?

» [contact@belgiumbeerweek.be](mailto:contact@belgiumbeerweek.be)

Or call us:

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*We are a non-profit run by four beer lovers and supported by Beer Idiots vzw  
([www.idiots.beer](http://www.idiots.beer)), an online magazine.*

Beer Idiots VZW - 736.435.777

**We are counting on you to launch more innovative events this year. In 2021, we had live beer canning, tap takeovers, mini-festivals, beer glass blowing, talks on beer archeology, tours, music and other fantastic events.**

