

NBWA Brewer/Importer Associate Membership Benefits

- Subscription to NBWA's electronic newsletter, *The Beer Route*
- NBWA Handbook with Key Contacts
- FREE Electronic Mailing Lists (2 per year)
- Opportunity to place a FREE Link to your Company's Web site on NBWA's Web Page
- *Who's Who in Beer Distributing Directory*
- NBWA Associate Member Logos
- Participation in NBWA's Associate Member Viewpoints Program
- Inclusion NBWA's Annual Convention
- Exhibitor Member Rates at NBWA's biennial Trade Show
- 4 Complimentary Convention Registrations when Exhibiting

Brewer/Importer Membership Dues Structure

Brewers' and importers' annual NBWA membership dues are based on sales barrels of beer produced or imported. Please see the dues schedule below to determine your company's dues payment.

10,000,000 sales barrels or more	\$25,000
500,000 - 9,999,999 sales barrels	\$10,000
200,000 - 499,999 sales barrels	\$5,000
60,000 - 199,999 sales barrels.	\$1,000
10,000 - 59,999 sales barrels	\$500
9,999 sales barrels and below	\$250

Under federal law, contributions or gifts to NBWA are not tax deductible as charitable contributions. However, they may be deductible as ordinary and necessary business expenses. Dues are deductible as ordinary and necessary business expenses. (Under the Omnibus Budget Reconciliation Act of 1993 lobbying expenses are not deductible; therefore, the portion of NBWA member dues expended for lobbying is non-deductible. NBWA has estimated that the non-deductible portion of member dues is 30%.)

For more information regarding NBWA membership, please contact the Membership Department at 800-300-6417.

National Beer Wholesalers Association
 1101 King Street, Suite 600
 Alexandria, Virginia 22314-2944
www.nbwa.org

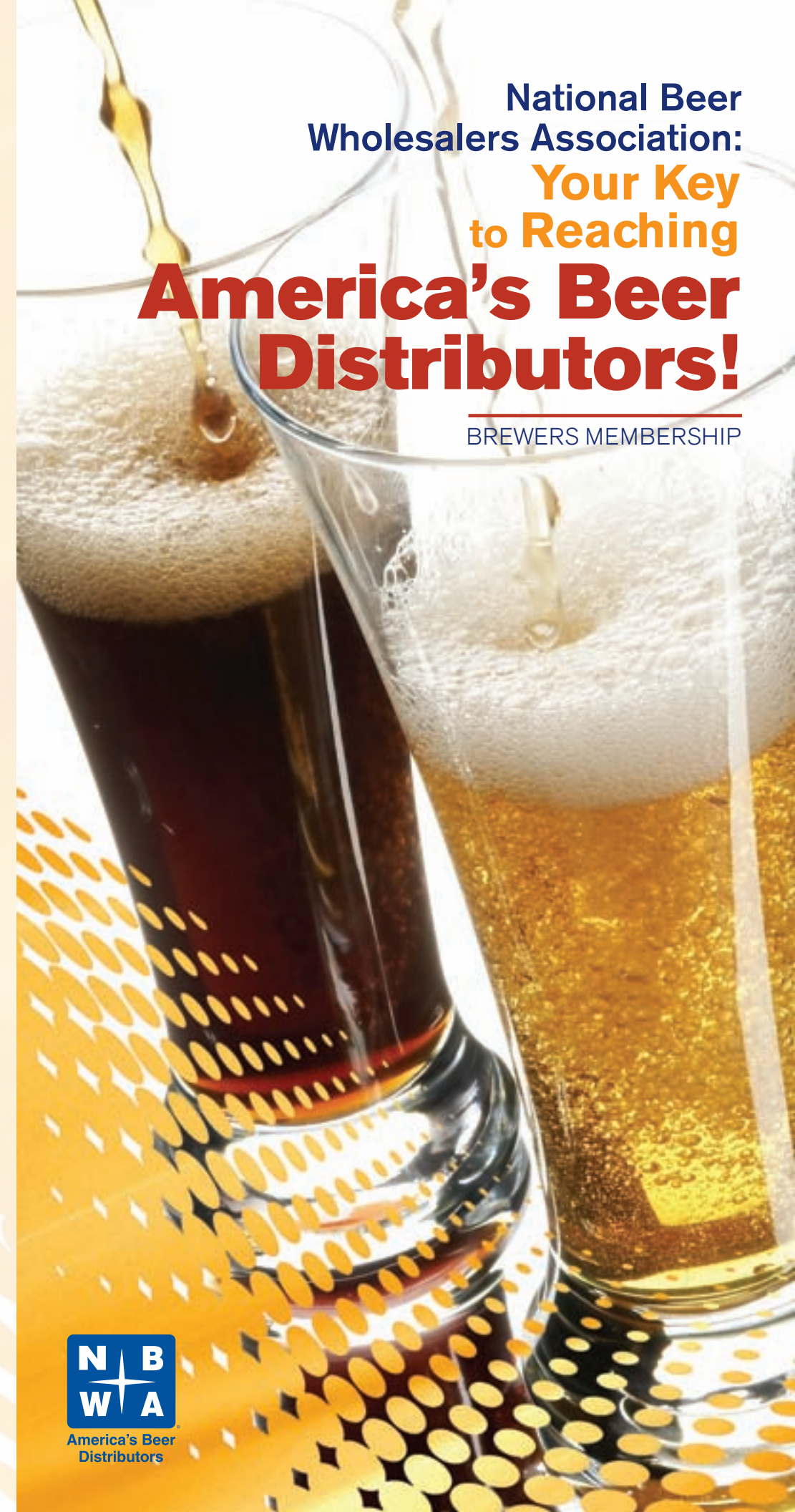


National Beer Wholesalers Association:

Your Key to Reaching

America's Beer Distributors!

BREWERS MEMBERSHIP



America's Beer Distributors



National Beer Wholesalers Association • 1101 King Street, Suite 600, Alexandria, VA 22314-2944 (703) 683-4300 • FAX (703) 683-8965 • www.nbwa.org

Please print or type information requested.

COMPANY NAME: _____

D/B/A (IF APPLICABLE) _____

STREET ADDRESS: _____

CITY/STATE/ZIP CODE: _____ (IF NOT IN USA, CITY AND COUNTRY)

MAILING ADDRESS (IF DIFFERENT) _____

CITY/STATE/ZIP CODE: _____

TELEPHONE: _____ FAX: _____

E-MAIL: _____ WEB SITE: _____

I would like to place a link on NBWA's Web site? NO YES

Is this the corporate headquarters address? YES NO

PRIMARY CONTACT/TITLE: _____

E-MAIL: _____

MALT BEVERAGE PRODUCTS SUPPLIED (THIS INFORMATION IS REQUIRED) _____

Sales area (PLEASE CHECK ONE): National Regional Local Year business was founded: _____

Are you a former NBWA member? Yes No (IF YES, LAST YEAR OF ACTIVE MEMBERSHIP) _____

Former company name: _____

Do you belong to any state beer wholesaler associations? Yes No (IF YES, HOW MANY?) _____

Other national association memberships?

- Wine & Spirits Wholesalers Of America (WSWA)
- Beer Institute
- Wine Institute
- Brewers Association
- American Beverage Association
- Distilled Spirits Council of the United States (DISCUS)
- National Association of Beverage Importers (NABI)
- National Soft Drink Association (NSDA)
- American Trucking Association (ATA)
- Other (PLEASE SPECIFY): _____

I understand that by applying for membership in the National Beer Wholesalers Association, I also agree to abide by the NBWA Bylaws. I further verify that all information given on this application is correct to the best of my knowledge and the appropriate dues payment is enclosed. By completing and signing this application, I authorize and hereby consent to receiving materials (faxes, e-mail, mailings and other communication) sent by or on behalf of the National Beer Wholesalers Association, NBWAPAC and Center for Alcohol Policy.

SIGNATURE/TITLE _____ DATE _____

PAYMENT METHOD CHECK ENCLOSED MASTERCARD/VISA TOTAL AMOUNT ENCLOSED \$ _____

ACCOUNT NO. (PRINT CLEARLY): _____

EXPIRATION DATE (MM/YY): _____

NAME ON CREDIT CARD: _____

- ➔ Do you have a new beverage that needs distribution?
- ➔ Do you want to increase distribution of your current product?
- ➔ Are you looking to expand your malt beverage distribution nationally?

If the answer is **yes** to any of these questions, then **you** need to join the National Beer Wholesalers Association.

NBWA Associate members gain access to **beer distributors** and other **key participants of the beer industry** nationwide. Membership provides recognition within the industry, marketing materials, industry studies as well as publications to help build and foster strong relationships between your company and beer distributors. Brewers and importers that provide malt beverages to distributors are encouraged to invest in the future of the industry by becoming part of the Association that has advocated on behalf of America's beer distributors and their partners for over 70 years. Beer distributors service over 530,000 licensed retail accounts each week.

Capitalize on the great work of these beer distributors by joining the National Beer Wholesalers Association!

Here are several reasons why you should be a part of the NBWA team:

Get your name out there!

➔ Attend and exhibit at NBWA's Annual Convention & Biennial Trade Show

As an Associate member, you can participate in the industry's most prestigious Annual Convention and biennial Trade Show. Your name will be placed on a priority mailing list to receive advance opportunity to secure booth space for this very important show. In addition, associate members receive exclusive sponsorship opportunities.



➔ Advertise!

NBWA's annual membership directory, the *Who's Who in Beer Distributing*, is the perfect place for associate members to advertise, as it is distributed to every NBWA member. Additionally, NBWA offers its associate members greater visibility within the industry through the Associate Member Viewpoints Program. This program allows associate members to publish an informative, educational article in NBWA's bi-weekly electronic newsletter, *The Beer Route*, which reaches over 2,700 members of the beer distribution industry.



➔ Get listed in NBWA's membership directory!

The *Who's Who in Beer Distributing* directory is an annual publication available to all members. This valuable industry publication lists all beer distributors throughout the country, along with the brewers and/or importers they represent. The Buyer's Guide section of the directory lists NBWA associate members along with the products and/or services they provide to beer distributors. Additionally, a list of state beer distributor associations and a list of allied organizations are included.

➔ Reach out to Distributors!

NBWA provides associate members with contact information for all beer distributors throughout the country. Lists are available in electronic format and can be customized to fit your company's needs.

➔ Biennial Compensation & Benefits Study

This comparative analysis gives beer distributors a priceless management tool for measuring their company's compensation and benefits practices against industry peers.



➔ Promote your Associate membership!

NBWA offers its Associate members special member logos to affix to any e-mail, direct mail piece or other marketing materials sent to distributors. This is a great way to show your support of the beer distribution industry. (Any use of NBWA logos must be reviewed by NBWA staff prior to printing and mailing.)

➔ Biennial Distributor Productivity Report

Published biennially, this benchmark "cost of doing business" study contains invaluable, industry-wide financial and operational analysis gathered by comparing a company's financial standing with other beer distributorships across the country.