



74TH NBWA Annual Convention and Trade Show

REGISTRATION FORM

CAESARS PALACE, LAS VEGAS, NV • OCTOBER 16-19, 2011

Complete and return this form to:

MAIL: National Beer Wholesalers Association
P.O. Box 79556
Baltimore, MD 21279-0556

FAX: 703-519-3063

WEB: www.nbwa.org

Type or print for each person or couple registering. Photocopy additional forms as needed.

NAME _____ NICKNAME _____

TITLE _____

SPOUSE NAME (IF ATTENDING) _____ NICKNAME _____

TITLE _____

COMPANY NAME _____

COMPANY MAILING ADDRESS _____

CITY _____ STATE/COUNTRY _____ ZIP CODE _____

PHONE _____ EXT. _____ FAX _____

EMAIL ADDRESS _____

Please check here if you are disabled and require special services. Attach a written description of needs.

REGISTRATION FEES

Reduced rates for Multiple registrants

- Full Convention Registrant #1
- Full Convention Registrant #2
- Full Convention Registrant #3 and 4*
- Full Convention Registrant #5 or more**
- Full Convention Spouse
- State Association/Government Employee

FEE BEFORE SEPTEMBER 30, 2011	
Member Beer Distributor and Associate Member	Non-Member Beer Distributor
\$550	\$1,100
550	1,100
475	950
425	850
200	200
200	200

FEE AFTER SEPTEMBER 30, 2011	
Member Beer Distributor and Associate Member	Non-Member Beer Distributor
\$600	\$1,200
600	1,200
525	1,050
475	950
200	200
200	200

FEE

* (Discount applies after 2 full registrations have been made)
** (Discount applies after 4 full registrations have been made)

PAYMENT METHOD

Check Enclosed MasterCard/Visa

ACCOUNT NO. (Print Clearly) _____ EXPIRATION: MONTH/YEAR (MM/YY) _____

NAME ON CREDIT CARD _____

ADDRESS _____ CITY/STATE _____ ZIP _____

SIGNATURE _____

TOTAL REGISTRATION FEES \$ _____

TOTAL SEMINAR FEES + _____

TOTAL PAYMENT (US FUNDS) \$ _____

CREDENTIAL OF VOTING DELEGATE *NBWA Distributor Member Only*

The following named individual from this company will act as our voting delegate during the NBWA Business Session.

NAME OF VOTING DELEGATE _____ POSITION/TITLE _____

AUTHORIZED BY _____ PRINT NAME AND TITLE OF SIGNATOR _____

Please check box of seminars you will attend and indicate the number of tickets requested.

2011 EDUCATION SEMINARS

Sunday October 16

1:30 – 3:00 p.m.

- Social Media: More Than A Fad But Will It Be Your Next Business Tool? _____ Tickets @ \$40
- The Demographics of Imported Beer _____ Tickets @ \$40
- Keeping Your Staff Motivated _____ Tickets @ \$40

Monday, October 17

7:30 – 9:00 a.m.

- Risk Management _____ Tickets @ \$40
- Building a Superior Training System _____ Tickets @ \$40
- Margin of Safety? Price vs. Value of Distribution Rights _____ Tickets @ \$40
- Successful SKU Management, Handling, and Storage Strategies _____ Tickets @ \$40
- Sales Leadership – Taking Management to the Next Level _____ Tickets @ \$40
- A Candid Multi-Tier Panel Discussion _____ Tickets @ \$40
- The Supplier & Distributor Relationship _____ Tickets @ \$40
- Moving Product Through Experiential Marketing _____ Tickets @ \$40
- Beer Marketer's INSIGHTS Deep Dive _____ Tickets @ \$40
- The Evolving Three-Tier System _____ Tickets @ \$40

Tuesday, October 18

7:30 – 9:00 a.m.

- Consolidation Opportunities? Look Inside Your Own Four Walls! _____ Tickets @ \$40
- 7 Steps to Optimizing Customer Service Costs _____ Tickets @ \$40
- The Opportunities and the Challenges Presented by the 10 Most Important Provisions _____ Tickets @ \$40
- "Bench Strength" _____ Tickets @ \$40
- Brewers Association/CraftBeer.com Boot Camp for Distributors _____ Tickets @ \$40
- Blue Skies Ahead _____ Tickets @ \$40
- Succession Planning: How to Accomplish It Successfully _____ Tickets @ \$40
- Beyond Beer 101 _____ Tickets @ \$40
- Your Brewprint Solutions _____ Tickets @ \$40
- Behind the Headlines: The Latest in Industry News from Beer Business Daily _____ Tickets @ \$40

TOTAL SEMINAR FEES \$ _____

REGISTRATION INSTRUCTIONS AND POLICIES

Please allow three (3) weeks for a registration acknowledgment from NBWA.

THREE EASY WAYS TO REGISTER:

MAIL: National Beer Wholesalers Association
P.O. Box 79556
Baltimore, MD 21279-0556

FAX: 703-519-3063

WEB: www.nbwa.org

GENERAL INFORMATION

- Use one form for each person or couple registering. Photocopy additional forms as needed.
- A check payable to NBWA for all fees due must accompany this form or provide VISA or MasterCard information. All funds must be in US dollars. **American Express is not accepted.**
- Type or print all requested information. Badges will be printed exactly as the forms are submitted.
- The **cut-off date for pre-registration is October 7, 2011.** After that date we cannot guarantee your registration packet will be available in the pre-registration lines.
- **After October 7, 2011, please register on-site.**

VOTING DELEGATE CREDENTIAL

- NBWA member distributors in good standing are asked to designate one person from their company to act as their voting delegate during the NBWA Business Session on **Sunday, October 16, 2011.** The voting delegate credential box should not be signed by the person who is designated as the company's

voting delegate but by another officer of the company.

CANCELLATION AND REFUND POLICIES

- All requests for refunds must be made in writing. Telephone requests cannot be honored.
- A 100% refund will be made on registration cancellations **received in writing by September 23, 2011.**
- A \$100 administration fee **per person** will be charged on registration cancellations **received in writing September 23 through October 7, 2011.**
- **No refunds** will be made for registration fees, welcome reception tickets or seminar tickets after **October 7, 2011.**
- Send written notification of cancellation to:
Diane Mahoney
NBWA
1101 King Street, Suite 600
Alexandria, VA 22314
or fax to 703-519-3063 or
email dmahoney@nbwa.org.

NON MEMBER SUPPLIERS

- In order to attend the NBWA Annual Convention, NBWA policy requires all suppliers to the beer distribution industry to be NBWA associate members. For membership information, please contact the NBWA Membership Department at 800-300-6417, ext. 121.



HOTEL RESERVATIONS

All hotel reservations should be made directly through:

Caesars Palace

3570 Las Vegas Boulevard South
Las Vegas, NV 89109

To make reservations, call:
1-866-227-5944

The **last day to make hotel reservations** and receive the discounted room rate is **September 19, 2011.** The NBWA guest room block can sell out prior to September 19, 2011. Once the block is sold out, room rates cannot be guaranteed.

The discounted room rates are:
\$188 per night – Forum Tower

\$193 per night – Palace and Augustus Towers

Be sure to indicate you are attending the NBWA Convention and Trade Show in order to take advantage of the discounted room rates.

Questions? Call NBWA at 800-300-6417 or e-mail info@nbwa.org.