



# National Beer Wholesalers Association

75<sup>th</sup> Annual Convention

October 14-17, 2012

Manchester Grand Hyatt, San Diego, California

## 2012 Call for Presentations

Each year, NBWA invites associate members to submit proposals to participate in NBWA's Education Seminar Program at the Annual Convention. The 75<sup>th</sup> Annual Convention will be attended by more than 1,800 distributors, brewers and associate members. As they gather for one of the beer industry's premier events featuring industry updates, informative speakers and education seminars, attendees are given the opportunity to network, learn and teach.

NBWA continues to develop this forum to provide distributors and others in the industry with information they can use to improve their business practices and increase their bottom line. This is an excellent opportunity for your organization to:

- ❖ Share industry expertise
- ❖ Gather opinions from distributors
- ❖ Increase visibility and client base

As a benefit to being selected, NBWA will provide (for one presenter per seminar) the following:

- ❖ Round-trip coach airfare (See Rule #9)
- ❖ Hotel room and tax for **one** night
- ❖ Convention registration
- ❖ \$50 honorarium for **one** day
- ❖ Electronic list of NBWA members (by request)

Proposals must be submitted by March 2, 2012, 5:30 P.M. EST. No late submissions will be accepted.

Selected speakers will be notified by May 1, 2012.

### *Questions?*

Please contact NBWA's Sr. Manager of Membership Development, Meghan Cassidy at 800-300-6417 ext. 121 or email [mcassidy@nbwa.org](mailto:mcassidy@nbwa.org).

### **RULES:**

1. Associate member companies may submit up to **five** presentations for consideration.
2. Seminars will take place October 14-17. They will be 90 minutes in length.
3. Presenters will randomly be assigned to seminar times and dates.
4. Presenters are **REQUIRED** to provide attendees with handouts to keep. These handouts must also be provided to NBWA prior to the presentation.
5. Benefits of presenting apply only to one presenter per seminar, but multiple presenters are permitted.
6. Any additional participants in the seminar must be registered Convention attendees and NBWA members.
7. Companies that have not paid 2012 NBWA dues will not be considered.
8. If not staying at the NBWA selected hotel, the Association cannot guarantee hotel reimbursement.
9. NBWA will only reimburse one roundtrip, coach, domestic airfare, purchased 21+ days in advance. *It is the traveler's responsibility to obtain this price if actual ticket price is greater due to upgrades, etc. or if the ticket is not purchased 21 days in advance.*

**\*\*\* TURN OVER FOR GUIDELINES \*\*\***



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## Presentation Submission Guidelines

The following information is **REQUIRED**.  
**PLEASE READ CAREFULLY:**

- ❖ Presenter contact information
- ❖ Seminar title and format (speech, interactive lecture, case study, etc.)
- ❖ Brief description of the presentation (no more than 400 words)  
*If selected, this description will be used in creating Convention promotional materials. This is your chance to SELL your presentation!*
- ❖ Presentation outline (no more than 150 words)
- ❖ Brief biography of presenter (no more than 150 words)
- ❖ Two speaker references (name, company, phone, and email)
- ❖ Audio visual equipment requirements

*NOTE: PowerPoint presentations or any other documentation **will not** be accepted under any circumstances and will not be viewed by the selection committee. However, if selected, handouts will be required. Also, take care to refer to your audience as beer distributors as opposed to wholesalers.*

**ALL SEMINAR SUBMISSIONS ARE DUE BY 5:30 P.M. EST ON MARCH 2, 2012.**  
**LATE SUBMISSIONS WILL NOT BE CONSIDERED.**