

NBWA Brewer/Importer Associate Membership Includes:

- NBWA Handbook
- FREE electronic mailing lists (2 per year)
- Listing and recognition in NBWA's online *Go-to-Guide for Beer Distributors*
- Listing in and a complimentary copy of the *Who's Who in Beer Distributing* directory
- NBWA associate member logos
- Opportunity to participate in NBWA's Associate Member Viewpoint program
- Opportunity to attend NBWA's Annual Convention
- Exhibitor member rates at NBWA's Trade Show
- Four complimentary convention registrations when exhibiting

Brewer/Importer Membership Dues Structure

NBWA associate membership dues for brewers and importers are based on sales barrels of beer produced or imported. See the dues schedule below to determine your company's dues payment:

Over 10 million barrels	\$25,000
5,000,000-9,999,999	\$10,000
1,000,000-4,999,999	\$5,000
200,000-999,999	\$3,000
60,000-199,999	\$1,000
10,000-59,999	\$500
9,999 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 about becoming an NBWA associate member, contact the NBWA Membership Department at 800-300-6417.

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

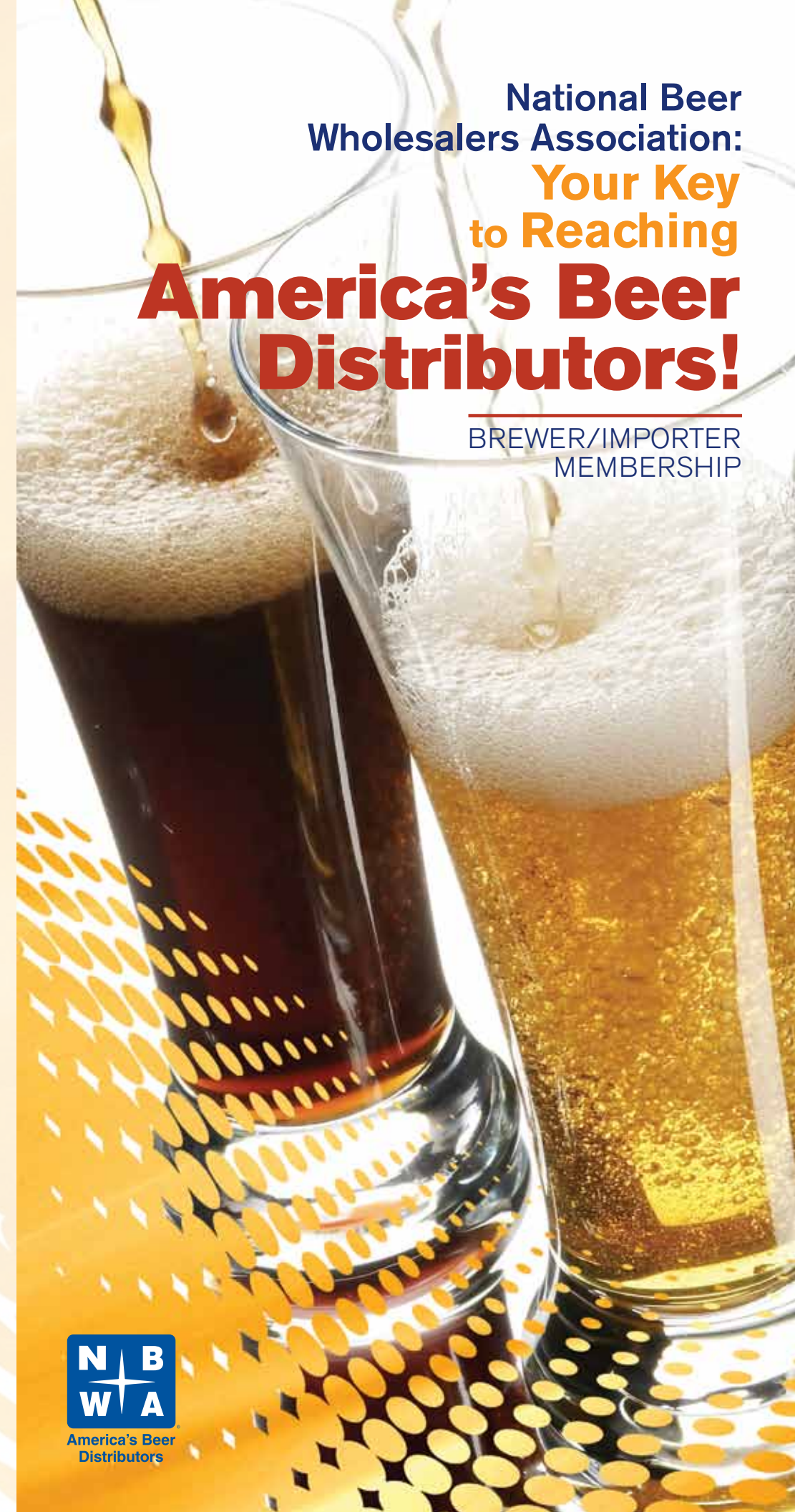


National Beer Wholesalers Association:

Your Key to Reaching

America's Beer Distributors!

BREWER/IMPORTER MEMBERSHIP



America's Beer Distributors



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: _____

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
 - Brewers Association
 - Wine Institute
 - 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 you want to get to market efficiently?

➔ Are you looking to increase distribution of your current products and get them to new areas of the country?

If the answer is **yes**, then you should join the National Beer Wholesalers Association.

NBWA associate members have access to **America's beer distributors** and other **key individuals in the beer industry**. Membership provides you with highly regarded recognition within the beer distribution industry, marketing materials, industry studies and publications to help build and foster strong relationships between your company and beer distributors. Brewers and importers that provide products to beer 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 more than 70 years. Beer distributors service more than 500,000 licensed retail accounts from coast to coast each week. Be part of an effective system by joining the National Beer Wholesalers Association today!

Here's why you should be a part of the NBWA team:

➔ Get Your Company's Name in Front of Distributors

Attend and exhibit at NBWA's Annual Convention & Biennial Trade Show. Your name will be placed on a priority mailing list to receive an advance opportunity to secure booth space for the industry's most prestigious show as well as exclusive sponsorship opportunities.



➔ Communicate Directly with Distributors

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

➔ Get to Know the Industry Inside and Out

Receive the *Distributor Productivity Report*, which is 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.

➔ Receive the Compensation & Benefits Study -

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



➔ Get Listed in NBWA's Membership Directory Buyers Guide and NEW Online Buyers Guide

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. Associate members have the opportunity to advertise in this valuable marketing tool.

➔ Receive Unique Advertising Opportunities

NBWA's annual membership directory, *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 electronic newsletter, *The Beer Route*, which reaches thousands of people every day.

➔ NBWA's NEW Go-to-Guide for Beer Distributors

This online guide allows distributors to search easily for products and services to grow their businesses. The online guide provides members and other industry professionals with quick access to an extensive directory of industry-specific products and services.

➔ Promote Your NBWA Associate Membership Status

NBWA offers its associate members special member logos to affix to approved e-mails, direct mail pieces or other marketing materials sent to beer 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 membership staff prior to printing and mailing.)