What a year for America’s beer distributors! NBWA’s 74th Annual Convention and Trade Show in Las Vegas, October 16-19, offers a great opportunity for members of the industry to get together to discuss the future of this great industry.

We hope all distributor members will attend the Distributor Member Meeting Sunday, October 16, from 3:00-5:00 p.m. This candid forum will give an in-depth look at challenges facing distribution and offer an off-the-record conversation about the most pressing issues distributors are facing today. Hear directly from your elected leaders how your Association is working to strengthen the American system of alcohol distribution and advocating for policies that support effective alcohol regulation.

NBWA is excited to bring you a dynamic program packed with great speakers, 23 education seminars and a Trade Show filled with hundreds of innovative products and services to assist you in your business. All of this will be showcased at the exciting Caesars Palace!

An all-star lineup of interesting and informative speakers will take the spotlight at this year’s Convention. Attendees have the exciting opportunity to hear from former President and CEO of Walmart, Lee Scott, about the leadership, innovation and business strategies that led Walmart to be such a successful retailer. Scott will also participate in a candid question and answer forum where distributors will have the opportunity to ask some tough questions. In addition, attendees will hear from Tom Long, President and CEO of MillerCoors LLC, who will discuss supplier-distributor relationships and how to chart growth leveraging innovation despite the challenges facing the U.S. beer market driven by high unemployment and economic challenges. Navy SEAL, award-winning author and noted humanitarian Eric Greitens also will speak to attendees on leadership, team building, overcoming adversity and the benefits of service to others.

Register today online at www.nbwa.org or return the enclosed registration form. Be sure to take advantage of the discounted fees for early registration and for multiple registrants, and don’t forget to make your room reservations at Caesars Palace today to receive discounted room rates. Full Convention details can be found in this brochure or at www.nbwa.org.

We look forward to seeing you in Las Vegas!
Join your fellow Beer Distributors for...

NBWA's 74th Annual

Convention & Trade Show

at Caesars Palace in Las Vegas, October 16-19!

Caesars Palace has the perfect location on the Las Vegas strip offering all the excitement that the city has to offer. In addition to all the glitz and glamour, Caesars offers state-of-the-art meeting facilities that will bring added excitement to this year’s Convention and Trade Show. This year’s Trade Show will include over 250 exhibitors! There is an exciting lineup of speakers and industry presentations for the General Session as well as 23 education seminars touching on an assortment of distributor hot topics. Also, be sure to attend the Distributor Member Meeting on Sunday, October 16, from 3:00-5:00 p.m. to be a part of candid conversation and hear insights from your elected leaders.

Whatever experience you wish to have in Las Vegas, Caesars Palace has it all. Several world renowned chefs house their restaurants in Caesars Palace including Restaurant Guy Savoy, by one of France’s most revered and award-winning chefs; Mesa Grill, with Southwestern flair brought to the table by celebrity chef Bobby Flay; and a favorite of the stars for eclectic desserts and more, Serendipity 3. New this year is Central 24/7 restaurant by James Beard Award-winning chef Michel Richard. It will be open, as the name suggests, 24 hours a day. For those who want to shop ‘til they drop, the Forum Shops at Caesars Palace feature over 160 boutiques and shops, including Burberry, Gucci and Louis Vuitton.

Yes, it is also possible to get in some relaxation while in Las Vegas. If you are craving some R&R, be sure to visit the Garden of the Gods Pool Oasis featuring multiple pools, including the appropriately named Apollo, Fortuna and Venus Pools. Get pampered at the Qua Bath & Spa, a luxurious retreat that uses signature Roman rituals to bring you an unforgettable spa experience.

By the time you depart from Las Vegas you will be able to say, “I came, I saw, I conquered.” Journey to Caesars Palace and to NBWA’s 74th Annual Convention and Trade Show to raise a glass to America’s Beer Distributors: Delivering Choice and Value, One Beer at a Time!
General Session Highlights

**Lee Scott**
Former President and CEO of Walmart

Lee Scott served as the president and CEO of Walmart, which emerged as the world’s largest retailer during his tenure from 2000 to 2009. During that time, the company grew to employ more than 2.1 million associates at over 7,000 retail operations in 16 markets around the world. Under Scott’s leadership, the company earned Fortune’s coveted number one business ranking six times, as the world’s largest corporation. Today, Scott is the chairman of the executive committee of the Board of Directors of Walmart. He will address leadership, corporate culture, global business, innovation, supply chain management and social responsibility, as well as the business strategies that led Walmart to be the successful retailer it is today. Bring your questions, as Scott will take part in a question and answer session with us and will provide a retailer perspective on the American beer industry.

**Eric Greitens**

*Naval SEAL and New York Times Best-Selling Author*

Eric Greitens is a Navy SEAL, Rhodes Scholar, Draper Richards Fellow and author of “The Heart and the Fist.” He is a Gold Star son, military veteran, and foundation founder with a perspective on the American beer industry.

A dose of humor, Greitens will encourage and challenge attendees to make small changes in order to improve their lives.

**Tom Long**

President and CEO of MillerCoors LLC

Tom Long was appointed Chief Executive Officer of MillerCoors in April of this year. Prior to this promotion, he was President of MillerCoors, President of Miller Brewing Company and spent seventeen years as an executive with Coca-Cola. Throughout his career, Long has held senior global positions in sales, marketing and general management, working in more than 60 countries. Long leads a team that is focused on taking the MillerCoors brands to new heights and capturing the company through the exciting innovation and change that is predicted for years ahead. He will discuss supplier-distributor relationships and how to chart growth leveraging innovation despite the challenges facing the U.S. beer market affected by high unemployment and low consumer confidence.

**Lawrence J. Del Papa, Jr.**

Chairman, 2010-2011 National Beer Wholesalers Association

Lawrence “Larry” Del Papa, Jr. is the president and chief executive officer of Del Papa Distributing Company, Inc., located in Galveston, Texas. Del Papa Distributing Co. is a family-owned company founded in 1910, which recently celebrated 100 years in business. In celebration of the company’s 100th anniversary, Del Papa Distributing Co. has endowed scholarships to 13 community and four-year colleges located in the 17 counties it services. Del Papa joined the NBWA Board of Directors in 2001 and has served in all elected positions.

**A Panel Discussion**

**“Growing through Distribution, Craft Brewers on the Move”**

Moderated by:
Bump Williams Consulting Company

The craft brewing industry is growing at tremendous rates. What challenges do brewers face as they move from state-to-state to regional to national? How can brewers keep up with present demand, yet look forward to adding new territory? What should independent beer distributors be doing to help them grow? A panel of craft beer experts will tackle these questions and more.

**Steve Lytle**

Chairman, 2011-2012 National Beer Wholesalers Association

Steve Lytle serves as a director of Columbia Distributing, based in Portland, Oregon. Prior to the creation of Columbia Distributing, Lytle was CEO of Mt. Hood Beverage in Portland and President of Gold River Distributing in Medford. As a family business leader who grew up in the beer distribution business, Lytle recognizes the importance of being active in the industry and in his community. He has been involved with Oregon Beer and Wine Wholesalers Association, Boys and Girls Clubs, Elevate Oregon, Chamber of Commerce and many other organizations. In addition to his beer distribution work, Lytle is the principal of Clearpath Family Advisors which provides facilitation and consulting services to multigenerational family businesses and their leaders. Lytle joined the NBWA Board of Directors in 2001 and has served in all elected positions.

**A Panel Discussion**

**“A Stable Orderly Market for Alcohol: What Does It Mean and Why Is It Important?”**

Moderated by:
Eric Best, General Manager/Partner, Bob Hall LLC

The United States alcohol regulatory structure has been remarkably stable for the past 78 years. An orderly marketplace has allowed many new entrants to the alcohol industry and allowed suppliers, retailers and distributors to succeed. Changes to this marketplace are not without risk. A panel of financial, regulatory and industry leaders moderated by Best, a former Anheuser Busch Distributor Panel chair, will discuss what changes to an orderly marketplace would mean for the public and for the industry as a whole.

**Craig A. Purser**

President and CEO, National Beer Wholesalers Association

Craig Purser serves as the President and Chief Executive Officer of the National Beer Wholesalers Association. As the Association’s primary policy advocate, Purser is highly respected throughout the licensed beverage industry, by alcohol control advocates and the association community as an honest leader and a consensus builder. Instrumental in the strategic positioning of the Association in the government, public and political affairs arenas, Purser has led the Association’s charge to strengthen the American beer distribution system by promoting competition and effective state-based regulation. A veteran of Capitol Hill and political campaigns, Purser acknowledges his most fulfilling role is the one he now holds – advocating on behalf of the state-based system of alcohol regulation and the 98,000 hardworking men and women of the American beer distribution industry.

Distributor Member Meeting

Sunday, October 16
3:00 – 5:00 p.m.

Join your fellow beer distributors and the NBWA elected leadership for candid conversation and insightful dialogue about the most pressing issues facing distributors today in an off-the-record setting. The meeting also will offer distributors the opportunity to share thoughts and feedback regarding issues most important to you. Don’t miss this important, informative session!

Welcome Reception

Celebrate NBWA’s 74th Annual Convention and Trade Show and America’s Beer Distributors!

The NBWA Convention and Trade Show will kick off with an evening of excitement, energy and exhilaration! Attendees will enjoy a summertime-themed celebration while catching up with fellow beer distributors and enjoying entertainment Vegas style.

Questions? Call NBWA at 800-300-5417 or email info@nbwa.org
**Education Seminars**

**Sunday, October 16**

**1:30 – 2:00 p.m.**

**Social Media: More Than a Fad But Will It Be Your Next Business Tool?**

Sponsored by the Beer Industry Electronic Commerce Coalition (BIECC)

In the ‘80s you needed a fax machine, in the ‘90s an email address and in the 2000s a company website. Today, do you need a social media presence? And will social media drive the “emerging business tools” of the future? Hear from all three tiers of the beer industry as they discuss the pros and cons of using social media in their businesses and what they see developing in the future. You can’t afford to miss this session.

**The Demographics of Imported Beer, Surprises from the 2010 Census and Forecasts on Beer Consumer Migration**

Sponsored by the National Association of Beverage Importers (NABI) and NBWA

The 2010 census results are out and revealing important insights into the shifting demographics for beer, wine and spirits. Ben Steinman of Beer Marketer’s INSIGHTS will moderate a panel of experts – headed by demographer Robert Schmidt Ph.D., JD and Nick Lake of The Nielsen Company – discussing the impacts of population changes on the beer industry now and looking forward. Also joining the panel will be representatives from retail and market research who will give real time reports on the evolution of the core customer base for imported beer.

**Monday, October 17**

**7:30 – 9:00 a.m.**

**Risk Management: Practical Strategies for Controlling Workers Compensation Claims and Loss Prevention Applications for All Lines of Insurance (General Liability, Auto, Workers’ Compensation)**

Lance Abbott and David Torres, RevCap Management, LLC

How does a work-related injury begin as a simple injury escalate to involving multiple body parts, psychological trauma, tens of thousands of dollars in cost and then take a year or more to close the claim? During this 90-minute presentation, the curtain of “invented complexity” will be lifted. Information and practical solutions will be presented on how to take control of your claim. You will be given strategies on how to set and achieve goals to control your premium costs by controlling claim costs. Additional key topics of this presentation will include what you can do internally to significantly curtail risk management/loss prevention issues across all areas of your business. Various role-playing scenarios to reinforce the concepts learned will be included during this presentation along with handouts that can help start or add to your current loss control/safety manuals.

**Building a Superior Training System and Learning Culture in Your Organization**

Scott Kerkmans, Beer Conscious

Don’t miss this amazing opportunity to learn the intricacies of pairing beer with food while also learning how to motivate your sales team and how to set and achieve goals to control your premium costs by controlling claim costs. Various role-playing scenarios to reinforce the concepts learned will be included during this presentation along with handouts that can help start or add to your current loss control/safety manuals.

**Margin of Safety? Price vs. Value of Distribution Rights**

Ben Bowen and Andy Chirston, Iialogos Chirston & Co.

Benjamin Graham, the father of “value investing,” introduced the idea of a “Margin of Safety” in investing. Warren Buffet, who considered Graham one of the most influential people in his life, sees that same “Margin of Safety” in his investments. Why does price not always equal value? Why should beer distributors understand this concept? This interactive discussion will encompass key concepts for the purchase, sale or valuation of beer distributorships, as well as “Golden Cases.”

**Successful SKU Management, Handling and Storage Strategies**

Greg Ellis and Ned Bauhoff, Precision Distribution Company

Through extensive use of case studies ranging from conventional to fully automated, 3-tier handling, as well as sales and delivery optimization, this seminar will demonstrate the value of progressive warehousing and delivery operations. PDC will portray results achieved by beer and wine distributors, ranging from IMM to 5MM cases, with widely varying SKU portfolios. The speakers will outline specific strategies that have gained from proven approaches to storage planning, pick area design, equipment application and operational processes and delivery methods.

**Sales Leadership: Taking Management to the Next Level**

Tom Fox, CM Profit Group

In order to take your sales team to the next level, your management team needs to do more than “manage” the team; they need to “lead” the team. Leadership means driving synergy, establishing a strong culture and legal purchasing people – all to enjoy the fruits of a high performing team. You will review how to establish and communicate your vision and mission, have a culture of accountability, build skills and gain “buy-in” from the team.

**A Candid Multi-Tier Panel Discussion: Building Collaborative Relationships “Market by Market”**

Greg Hopkins, Tamaroon Consulting

Navigating through the assumptions-based roles and responsibilities of the supplier and distributor tiers has become increasingly challenging and, at times, contentious. A panel consisting of members of the Independent Council on 3-tier Dynamics – a diverse collection of industry leaders from across the tiers – will share firsthand knowledge of Council development, roles and responsibilities and accountability tools and discuss how these tools can act as a GPS for improved relationships and navigation. The discussion will focus on how the tiers can work together in a collaborative effort to sell more beer.

**The Supplier and Distributor Relationship: Distribution Agreement, Franchise Laws and Recent Legal Trends**

Michael D. Madigan, Madigan, Dahl & Harlan, P.A.

The rights and obligations that brewers and wholesalers owe one another are set forth in their beer distributor agreement. Understanding what duties of that relationship are crucial to the success of any beer wholesaler. This seminar will discuss key provisions of beer distributor agreements, the effect that beer franchise laws have on these agreements, and the effect that other laws have on these agreements. In addition, because beer wholesalers are increasingly distributing non-alcoholic products, the seminar will cover laws which define the relationship between suppliers and distributors of these products. Finally, the seminar will discuss what to do in disputes with suppliers arise and will suggest specific strategies to deal with these situations.

**Moving Product Through Experiential Marketing and Social Media**

Garrett O’Shea, RedPeg Marketing

Your company has a Facebook page. Now what? Experiential marketing has evolved and social media has blown the covers off of the “how to” guide. By creating meaningful experiences around the brands and venues that sustain your business, you are at an advantage. Learn how the social media arm of your marketing expenditures will elevate demand for your inventory and how the conversational forum it provides will work for you 24/7.

**Tuesday, October 18**

**7:30 – 8:00 a.m.**

**Consolidation Opportunities? Look Inside Your Own Four Walls!**

Michael A. Brunette, ARCO National Construction/Beverage Group

L ost among all the talk about distributor consolidation is an opportunity that distributors may have overlooked – consolidating your current satellite or branch locations under one roof!

Eliminating unnecessary buildings within your territory can yield significant operating savings – think of it as your own in-house consolidation! Recent advances in delivery equipment technology and methods have greatly expanded the footprint that can be economically delivered from one location. Join ARCO Beverage Group and Roadnet Technologies in this interactive workshop that will explore the costs and benefits of alternative to your current branch setup.

**Questions? Call NBWA at 800-300-5417 or email info@nbwa.org**

Visit: www.nbwa.org

Register Today!
Costs are incurred. This seminar will present a process for analyzing and optimizing customer service to your distributorship's unique customer base, portfolio and competitive strategy.

The Opportunities and Challenges Presented by the Top 10 Most Important Provisions in Your Distributor Agreements and How Best to Deal with Them

J. Michael Dady, Dady & Gardner, P.C.
Michael Dady, who has been ranked by Chambers USA as one of the best franchise/distributor lawyers in America, will give his perspective and some advice about how beer distributors can best maximize the opportunities and minimize the challenges in dealing with the 10 most important provisions in most beer distributor agreements, including minimum performance criteria, deficiency termination, prancing mandates, transfer/succession, new products, unilateral amendment, distribution of other brands, operating standards and dispute resolution provisions.

“Bench Strength”: How to Successfully Provision in Your Distributor Agreements

Julianna Her, Breweries Association
Julia Her, Breweries Association
Julia Her, Craft Beer Program Director at the Breweries Association (BA) and publisher of CraftBeer.com, as she shares an overview of the latest statistics on U.S. craft brewers and Association resources available to distributors. The BA has also tapped an industry analyst who will present current sales trends in the craft segment. As an added bonus, several American craft brewers will share what they want distributors to know about working with today’s small producers.

Blue Skies Ahead: Women Craft Beer Buyers + Craft Beer + Social Media = SUCCESS!

Ginger Johnson, Women Enjoying Beer
Marketing craft beer to women is the way to your future success. Learn the basics of why, how and when women engage in social media and in craft beer and how you can build steady sustainable sales with this magic trio.

This seminar will cover what you can do about it today! Beer, women and social media are all here to stay. Can you afford to miss this session? Be ready, come to this session and get ahead.

Succession Planning: How to Accomplish It Successfully and Maintain Peace Among the Stakeholders

Toddy M. Lee, ASA, Mercer Capital
Planning for management and ownership succession is a daunting task due to the increasing complexity of day-to-day life as a distributor as well as the long-term strategic issues facing the brewery industry. Ultimately, most planning actions and conflicts revolve around the issue of valuation. When your shareholder base, the market or your supplier dictate that you are either exiting or accumulating ownership, the primary concern is the value at which which transaction participants will buy and sell. This session will provide an overview of critical succession planning considerations as they relate to valuation. In addition, Tim Lee instructs attendees about the conflicts that will likely arise among shareholders, non-family managers and family members as a result of the succession process. Lee also will provide insight on the financial positions that often underpin buyers and sellers’ claims about business value, whether in a courtroom setting or across the dinner table. Attendees will gain significant resources to effectively review and understand the uses and abuses of valuation reports for succession planning, transactional events and lingering disputes.

Beyond Beer 101: The State of Beer Education, Training and Certification in Our Rapidly Change Market

Samuel Merritt, Civilizations of Beer
There’s a lot of misinformation about beer out there. Bad information hinders sales and breeds confusion for retailers and beer drinkers alike. In this seminar, we’ll explore all the information pathways in the three-tier system and provide several of the options available for accurate information about beer. Providing good information to the people who make a difference in sales by educating customers adds value, whether teaching styles of beer or proper storage and service. Attendees will receive the resources for good beer education and get a view of the beer sommelier’s growing role in the business of making and selling beer.

Your Brewprint Solutions: The Challenges Presented to the Five Tiers of the Craft Beer Industry

Joth Ricci, First Beverage Group; J.B. Shireman, The Beverage Intelligence Group; Bump Williams, Bump & Williams Consulting
In this point vs. counterpoint discussion, the presenters will debate their perspectives on the craft beer category from a supplier, distributor and retailer point of view and will offer solutions to the challenges facing the five tiers of the craft industry. Whether it’s a concern about supplier-to-supplier dynamics, supply chain, pricing or the “local” product to market or consumer trends, the presenters will deliver ideas on how to successfully tackle these issues.

Behind the Headlines: The Latest Industry News from Beer Business Daily

Harry Schumacher, Beer Business Daily
Beer Business Daily publisher Harry Schumacher takes you through current events in the beer industry and examines how they may impact the future. The seminar will cover both supplier and distributor consolidation issues, craft beer’s exploding growth, demographic change, retailer power, taking costs out of the system, the reformation of caffeinated alcoholic beverages, three-tier threats and more. Schumacher will attempt to extrapolate from past developments and recent events to predict the most probable scenarios for the future and suggest what distributors can do to influence these events.
Trade Show Exhibitors

Pacific Merchants dba Kromedispense
Palmer Promotional Products
Panasonic Computer Solutions Company
Parallel Products
Paraso Enterprises, Inc.
Petokey Plastics
Physon Projects
Pong Beer
Precision Distribution Consulting
Premier Merchandising, LLC
Progressive Edge, dba Nature’s Flash Light
Piceo Inc.
Randall Manufacturing
Red Parrot Premium Juices and Mixes
Redman Consulting Ltd
Rheing Pacific Company
Replenishment Solutions
Retail Currency Solutions, Inc.
Rite-Hite Corporation
Riverwalk Manufacturing Company
RMT Robotics
Roadnet Technologies, Inc.
Roaring Lion Energy Drink
Rogue Ales
RTC
Rutherford & Associates, Inc.
Ryder Fleet Management Solutions
Rytec High Performance Doors
Safety Vision
Salient Management Company
Sapporo USA, Inc.
Saratoga Springwater Co.
Satellite Logistics Group
SG Beverage Solutions Inc.
Singha North America
Softien, Inc.
St. Killian Import Co.
Stahlman Group, Inc.
Stanley Stawski Distributing Co., Inc.
Stevens Point Brewery
Stone Brewing Co.
Strategic Mobility Group (SMG)
Straub Distributing
Summit Brewing Company
Sunshine Imports
SweetWater Brewing Company
System Logistics
TapRite
TEAM Coalition
Team Image Marketing
Tec Art Industries, Inc.
The Boston Beer Company
The Dad’s Root Beer Company
The Flag Loft
The Propane Education & Research Council
Thermomass
ThermoSafe Brands
Thonhauser USA Inc.
Total Beverage Distributors
Total Beverage Solution
Turtle & Associates
Twang Partners, Ltd.
Twinlode Corporation
Tygard Machine & Manufacturing
Unita Brewing Company
United Brands Company
United States Beverage
Utah Breweries Cooperative
Vampt Beverage USA Corp.
Vermont Information Processing
Vertique, Inc.
Victory Brewing Company
Vision Concepts
Visual Products Corp (VPC)
VT Hackney, Inc.
Waterfall Resort
Waymatic, Inc.
Wells Fargo Bank - Beverage Finance
Xyience
Zebra Technologies Corporation
Zoneworks

Schedule of Events

Friday, October 14
Noon – 5:00 p.m.
NBWA Board and Committee Meetings

Saturday, October 15
8:00 a.m. – 5:00 p.m.
Registration Desk Open
8:00 a.m. – 2:00 p.m.
NBWA Board and Committee Meetings

Sunday, October 16
8:00 a.m. – 6:30 p.m.
Registration Desk Open
8:30 a.m. – Noon
NBWA Board and Committee Meetings
1:30 – 3:00 p.m.
Education Seminars
3:00 – 5:00 p.m.
Distributor Member Meeting
6:30 – 8:30 p.m.
Welcome Reception

Evening
Supplier Hospitalities

Monday, October 17
6:30 a.m. – 5:00 p.m.
Registration Desk Open
7:30 – 9:00 a.m.
Education Seminars
9:00 a.m. – Noon
Opening General Session
noon – Noon
Trade Show Floor Open

Evening
Supplier Hospitalities

Tuesday, October 18
6:30 a.m. – 5:00 p.m.
Registration Desk Open
7:30 – 9:00 a.m.
Education Seminars
9:00 a.m. – Noon
General Session

Noon – 4:30 p.m.
Trade Show Floor Open

Evening
Supplier Hospitalities

Wednesday, October 19

Departures
Don’t miss discounted registration fees:
There are two ways to save!

Save $50 on the full registration fee by returning the NBWA registration form by September 30. In addition, substantially reduced fees are available for the third or subsequent registrants from the same company. These savings are increased with early registration.

Hotel Information
Caesars Palace is the location for this year’s Annual Convention and Trade Show.

Caesars Palace
3570 Las Vegas Boulevard South
Las Vegas, NV 89109

The discounted room rates are:
$188 per night – Forum Tower
$193 per night – Palace and Augustus Towers

To receive this discounted rate, please make your reservations no later than September 19. The NBWA guest room block can sell out prior to September 19. DON’T DELAY. Once the block is sold out, rooms and rates cannot be guaranteed. When making your reservations, be sure to indicate that you are attending the NBWA Convention and Trade Show.

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

Ground Transportation
Taxis are available at the airport to Caesars Palace.

Suggested Dress
Business casual is the dress for official Convention events. A jacket may be required for some Las Vegas dining. Temperatures for Las Vegas in October average in the low 80s during the day and in the high 50s in the evening. A jacket or sweater is recommended for evenings and hotel meeting rooms.

Questions?
Contact the NBWA Membership and Meetings Department at 800-300-6417 or email info@nbwa.org.

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 U.S. dollars. American Express is not accepted.
• Type or print all requested information.
• Send written notification of cancellation to: Diane Mahoney, NBWA, 1101 King Street, Suite 600, Alexandria, VA 22314.

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.

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 email info@nbwa.org.
Type or print for each person or couple registering. Photocopy additional forms as needed.

**REGISTRATION FEES**

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<th>Reduced rates for Multiple registrants</th>
<th>FEE BEFORE SEPTEMBER 30, 2011</th>
<th>FEE AFTER SEPTEMBER 30, 2011</th>
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* (Discount applies after 2 full registrations have been made)
** (Discount applies after 4 full registrations have been made)

**PAIDMENT METHOD**

- Check Enclosed
- MasterCard/Visa

**CREDENTIAL OF VOTING DELEGATE**

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

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

**2011 EDUCATION SEMINARS**

**Sunday October 16**

- Social Media: More Than A Fad But Will It Be Your Next Business Tool? .................................................. Tickets @ $40
- The Opporunities and the Challenges Presented by the 10 Most Important Provisions..................................Tickets @ $40
- Behind the Headlines: The Latest in Industry News from Beer Business Daily..............................................Tickets @ $40

**Monday, October 17**

- Building a Superior Training System ............................................. Tickets @ $40
- “Bench Strength” .................................................................Tickets @ $40
- Social Media: More Than A Fad But Will It Be Your Next Business Tool? .................................................. Tickets @ $40

**Tuesday, October 18**

- Risk Management ............................................................... Tickets @ $40
- The Opportunities and the Challenges Presented by the 10 Most Important Provisions..................................Tickets @ $40
- Building a Superior Training System ............................................. Tickets @ $40
- Social Media: More Than A Fad But Will It Be Your Next Business Tool? .................................................. Tickets @ $40

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

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

**WEB:** www.nbwa.org
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.

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.

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