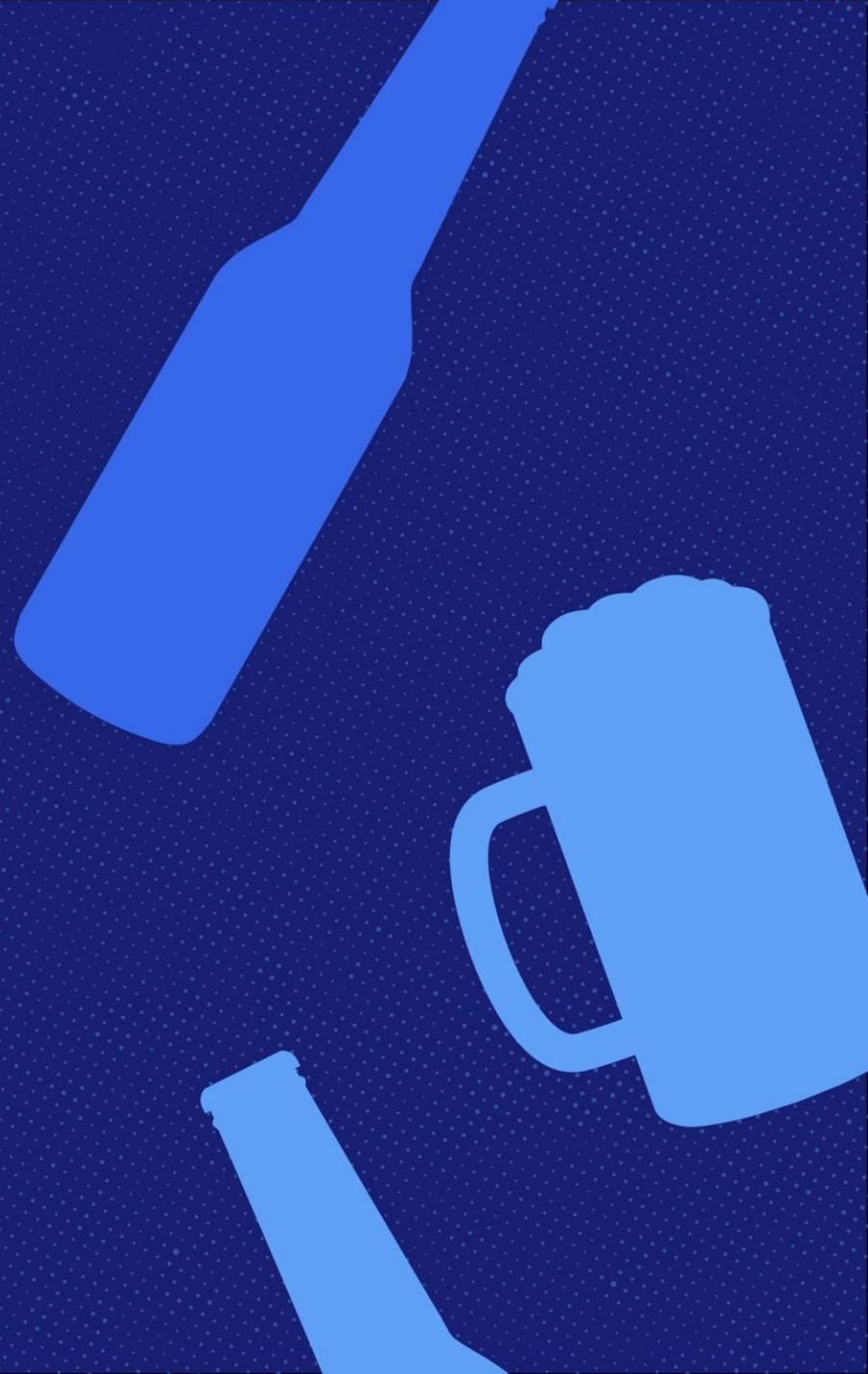


NBWA

AMERICA'S BEER & BEVERAGE DISTRIBUTORS

ASSOCIATE MEMBERSHIP BENEFITS

2023 VENDOR MEMBER





AMERICA'S BEER & BEVERAGE DISTRIBUTORS

WHO IS AN ASSOCIATE MEMBER?

Types of **vendor** associate members include, but are not limited to:

Awards/Recognition

Cleaning Solutions

Consulting Services

Data Collection/Management

Distribution Carts

Draft Cleaning Equipment

e-Commerce

Facility Design & Construction

Financial Services

GPS Systems

Hand Trucks

HVAC Systems

Insurance Services

Inventory Control

Mechanical Automation

Neon Signs

Ordering Systems

Packaging

Personnel Management and

Training

Pallets

Point of Sale

Printers

Promotional Products

Recycling

Route Accounting

Safety Equipment

Sales Platform and Management

Sign Making Equipment

Storage Systems

Transportation Services

Truck Fleet Leasing

Trucks/Truck Bodies/Parts

Uniforms

Warehouse Management

Web Services/Mobile Applications

WHY BECOME A MEMBER?

NBWA associate membership provides unique opportunities to access beer and beverage distributors and connect with the beverage industry. Membership provides highly regarded recognition within the industry, marketing materials, industry studies and publications to help build and foster strong relationships between your company and beer and beverage distributors.

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- Events & Trade Shows
- Reach Distributor Members
- Industry Resources
- Membership Levels
- Next Steps



For more information:
www.nbwa.org/membership

NBWA Convention & Trade Show

Every Odd-Year Fall | Las Vegas, NV

★ NBWA Members receive discounted exhibitor prices

NBWA Convention & Product Showcase

Every Even-Year Fall | Rotating locations

★ Only NBWA Members can exhibit



NBWA Legislative Conference

Every Spring | Washington, D.C.

★ Only NBWA Members can attend

★ Hill visits are for distributor attendees only



NBWA Next Generation Conference

Every Fall | Rotating Locations

★ Only primary sponsors can attend



For up-to-date event information
and sponsorship opportunities
visit www.nbwa.org/events

EVENTS & TRADE SHOW

Meet your next business partner or strengthen your relationships with existing clients!

Held each year in the fall, the NBWA Annual Convention provides valuable education programs for the beer and beverage industry and connects distributors to vendors, new products and technologies.

NBWA associate members are eligible to submit seminar topics, reserve exhibitor, hospitality and advertising space at NBWA's Annual Convention. Space is based on membership level with platinum members receiving first priority.

- **Over 3,500 attendees** including owners and those with buying power.
- **100,000 square feet of trade show floor** to display your innovative ideas and products.
- Opportunity to share your expertise during the **convention seminar program**.

“The value of the NBWA is that you can come and see literally, hundreds of people. As a business owner who is tight on time, you get to form those relationships face to face because everybody is here. That’s one of the reasons we’re always making sure that we make time to display because it provides you opportunities to see people like no other convention.”

Jennifer Hauke
Draftline Technologies
NBWA MEMBER SINCE 2015





Nearly 5,000 engaged distributor leaders and decision makers participate with NBWA from across all 50 states.



REACH DISTRIBUTORS

NBWA provides associate members with contact information for beer distributor members throughout the country. There are plenty of opportunities to get in front of distributor members beyond the in-person events with our additional digital opportunities.



Digital Opportunities

- 1 Annual "Platinum Member Email Blast" ★
- Quarterly "Associate Member Viewpoint"
- Company logo highlighted on NBWA's new website
- Platinum Members will have the ability to link their logo to their website or chosen social media account ★
- Educational webinar partnership with NBWA exclusively for distributor members ★

★ *Platinum Membership Benefits Only*



Inclusion in the Online Buyer's Guide

This online guide allows distributors to search easily your products and services to grow their businesses. Your listing includes company description and links to your website or accounts.

"Partnering with NBWA over the years has proved greatly beneficial for our company. Such targeted opportunities allowing us to reach America's Beer & Beverage Distributors is something we simply cannot find anywhere else."

Hanna Hickert
Encompass Technologies
NBWA MEMBER SINCE 2007



Access to "Who's Who" Directory

This annual directory contains the most comprehensive information available and lists all beer and beverage distributors throughout the country, including key principals within the organization, contact information, as well as the beverage brands they carry.

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 also have the opportunity to advertise in this valuable marketing tool.



Sponsorship & Advertising Opportunities

In addition to event sponsorship packages, there are advertising options in printed collateral and digital advertising in the NBWA weekly newsletter.



PLATINUM MEMBER EMAIL BLAST

Only NBWA platinum associate members are entitled to a once-a-year use of NBWA's distributor email list. The submitted email content will be sent by NBWA.

Send Date and Time:

- When submitting your email content, you may provide a preferred send date and time. But please note that emails are scheduled on a first-come, first-serve basis, depending on the association's existing communications calendar.
- No associate member emails will be sent in the week prior to and during NBWA's Annual Convention and Legislative Conference events.

For submissions or questions, contact info@nbwa.org.

Follow these instructions and rules for "Platinum Member Email Blast" submissions:

- **Format:** Provide your email content in one of two formats:

Option 1: .ZIP file of HTML and all associated images.

Option 2: A word document with all corresponding text, images and URL links.

You cannot submit your email content as a PDF or single image.

- **Sender Info:** In addition to the email body content, please provide the following information:

From: [Your Company Name]

Preferred Subject Line (If not supplied, NBWA will use the subject line "A Message from NBWA Associate Member [Your Company Name]")

Preview Text: (If not supplied, NBWA will use the first sentence in the email content)

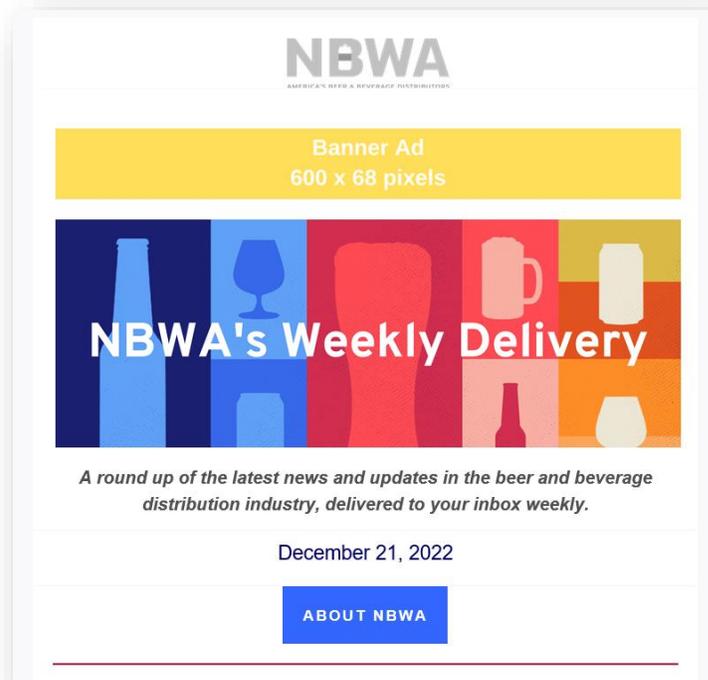
- **Disclaimer:** Please note, each "Platinum Member Email Blast" will include the following disclaimer:

"This message is being sent to NBWA distributor members from [your company name], a platinum associate member of the association. To recognize platinum associate members for their high level of participation in the association, they receive additional benefits that connect them with NBWA's distributor members and provide extra value for their investment in the association."



ASSOCIATE MEMBER VIEWPOINT

NBWA associate members are invited to submit educational articles quarterly for inclusion in the weekly email newsletter and posted on the NBWA website.



Follow these instructions and rules for “Associate Member Viewpoint” submissions:

- **Content:** Articles are subject to editorial review by NBWA. The contents of the article are to be educational in nature demonstrating your value and knowledge, discussing an industry topic of importance to beer and beverage distributors, and not a sales pitch. Please include a title for the viewpoint article, along with the author’s name, title and contact information.
- **Length:** Articles should be no longer than 1,200 words.
- **Photos:** If possible, please submit photos relevant to the topic discussed or headshots for the author.
- **Submission Deadlines:** Submissions are accepted on a rolling basis but are limited to one per quarter. NBWA staff will review your submission one time to ensure the material is educational and provide one round of feedback – submissions cannot be ad content. Associate members will then have the opportunity to resubmit updated educational content for publication. If the second submission still is not focused on education, NBWA will be unable to publish the content and the member will have the opportunity to resubmit the following quarter. Once the content has been reviewed, NBWA staff will work to publish the viewpoint article within two weeks, depending on the association’s communications calendar.
- *Recent submission topics include the importance of retail data and insights in the bevalc supply chain, and fleet adaptability. You can find examples of published submissions, [here](#) and [here](#).*

For submissions or questions, contact info@nbwa.org.

INDUSTRY RESOURCES



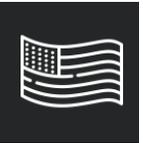
New! Online Member Portal

The enhanced online dashboard will provide access to all of NBWA's membership-only resources.



Data & Insights from Chief Economist

NBWA's monthly Beer Purchasers' Index (BPI) is the only forward-looking indicator for the industry to measure expected beer demand (one month forward) in the marketplace.



Beer Serves America Report

This biennial study estimates the full scope of economic contributions made by the complete beer industry to the U.S. economy.



#BeersToThat

This industry campaign celebrates beer moments to strengthen the category.



Beer First Tools

The online Beer First toolkit uses data to show how beer is a valuable category that brings consumers to their outlets and generates lift, velocity and profits.



Finance Training Program

This on-demand training consisting of 40+ lessons is created specifically for distributor owners, managers and their staff.



Distributor Productivity Report

This biennial 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.



Compensation & Benefits Study

The biennial study is a comparative analysis to give distributors a priceless management tool for measuring a company's compensation and benefits practices against industry peers.



Cross-Industry Compensation Study for Driver and Warehouse Positions

The results of this 2020 study provides comparative compensation levels and benefits practices from other industries.



Alliance for Women in Beer

Alliance for Women in Beer aim to bring together women in the beer industry. And partnerships with NBWA's Building Relationships & Empowering Women (BREW).



Next Generation Leaders

NBWA's Next Generation Group brings together emerging leaders in the beer and beverage distribution industry.



Safety Training Videos

These videos feature real-life scenarios for beer distribution employees and focus on areas where beer distributors experience the highest insurance claim rates.

PLATINUM MEMBERSHIP..... \$2,500

Reach Distributors

- Partnership with leading beverage trade organization and America's 3,000+ distributors
- 1 FREE copy of distributor member mailing address list
- Digital Opportunities
 - 1 "Platinum Member Email Blast" to distributor members per year
 - Company logo and link highlighted on NBWA's new website
 - Quarterly "Associate Member Viewpoint" article or blog inclusion in the NBWA weekly email newsletter and website
 - 2 graphic advertising opportunities in the NBWA weekly email newsletter
- Educational webinar partnership with NBWA exclusively for distributor members
- *NEW NBWA associate member logo
- "Who's Who" NBWA Membership Directory
 - 2 FREE spiral bound copies
 - Digital access to current directory
 - Platinum membership denoted
- Company listing in the "Online Buyer's Guide"
- Sponsorship and Advertising Opportunities
 - Only members are eligible to purchase sponsorship and advertising packages

Events & Trade Show

- Exclusive member-only attendance at NBWA's Annual Convention & Legislative Conferences
- Prominent Annual Convention trade show floor locations and special recognition when exhibiting
- 4 complimentary registrations tickets when exhibiting at the Annual Convention. To be used at the Annual Convention or Legislative Conference.
- Preferred eligibility to submit education seminar ideas to present to an industry audience during the Annual Convention

Industry Resources

- Access to NBWA special members-only benefits:
 - Semi-Annual State of the State recap from Chief Economist Lester Jones
 - Beer Purchasers' Index Insights
 - Beer First Tools
 - #BeersToThat Portal
- Special Platinum level pricing on distributor data driven report purchases:
 - Distributor Productivity Report (35% off - a savings of \$525!)
 - Compensation & Benefits Study (35% off - a savings of \$525!)
 - Cross-Industry Compensation Study for Driver and Warehouse Positions (35% off - a savings of \$525!)

GOLD MEMBERSHIP

\$1,000

Reach Distributors

- Partnership with leading beverage trade organization and America's 3,000+ distributors
- 1 FREE copy of distributor member mailing address list
- Digital Opportunities
 - Company logo highlighted on NBWA's new website
 - Quarterly "Associate Member Viewpoint" article or blog on NBWA website
 - 1 graphic advertising opportunity in the NBWA weekly email newsletter
- *NEW NBWA associate member logo
- "Who's Who" NBWA Membership Directory
 - 1 FREE spiral bound copy
 - Digital access to current directory
- Company listing in the "Online Buyer's Guide"
- Sponsorship and Advertising Opportunities
 - Only members are eligible to purchase sponsorship and advertising packages

Events & Trade Show

- Exclusive member-only attendance at NBWA's Annual Convention & Legislative Conferences
- Special gold member recognition when exhibiting on trade show floor
- 2 complimentary registrations tickets when exhibiting at the Annual Convention.
- Eligibility to submit education seminar ideas to present to an industry audience during the Annual Convention

Industry Resources

- Access to NBWA special members-only benefits:
 - Beer Purchasers' Index Insights
 - Beer First Tools
 - #BeersToThat Portal
 - Opportunity to purchase the Distributor Productivity Report
 - Opportunity to purchase the Compensation & Benefits Study
 - Opportunity to purchase the Cross -Industry Compensation Study for Drivers and Warehouse Positions

NEXT STEPS



Go to www.nbwa.org/membership



Email application

Email completed form and payment information to NBWA Manager of Membership Development, Jackie Furdyna at jfurdyna@nbwa.org.

OR



Mail application & check

Mail completed form and check to:
NBWA
277 S. Washington Street, Suite 500,
Alexandria, VA 22314

SELECT MEMBERSHIP LEVEL: \$2,500 Platinum \$1,000 Gold**COMPANY DETAILS:****Company Name:** _____**DBA (if applicable):** _____**Street Address:** _____**City, State, Zip, Country:** _____*Is this the corporate headquarters address?* Yes No**Telephone:** _____ **Website:** _____**Social Media Handles (if applicable):** _____**Products or Services Supplied to Beer and Beverage Distributors (required):**
_____**Sales Area (check one):** National Regional Local **Year 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 Distributor Associations?** Yes No*If yes, how many?* _____**Other National Association Memberships?**

- | | |
|--|--|
| <input type="checkbox"/> Wine & Spirits Wholesalers of America (WSWA) | <input type="checkbox"/> American Beverage Association |
| <input type="checkbox"/> Beer Institute | <input type="checkbox"/> American Trucking Association (ATA) |
| <input type="checkbox"/> Brewers Association | <input type="checkbox"/> National Association of Wholesalers (NAW) |
| <input type="checkbox"/> Wine Institute | <input type="checkbox"/> Other (<i>Please Specify</i>): _____ |
| <input type="checkbox"/> Distilled Spirits Council of the US (DISCUS) | |
| <input type="checkbox"/> National Association of Beverage Importers (NABI) | |

PRIMARY CONTACT:**Name:** _____ **Title:** _____**Email:** _____*Additional Contacts:* _____

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 2%.)

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 submitted 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 communications) sent by or on behalf of the National Beer Wholesalers Association, NBWAPAC and Center for Alcohol Policy.

Signature and Title: _____ **Date:** _____**PAYMENT****TOTAL AMOUNT:** _____ **Check Enclosed** **Credit Card**

Credit Card Number: _____

Name on Card: _____

Expiration Date: _____ CVV: _____ Billing Zip code: _____