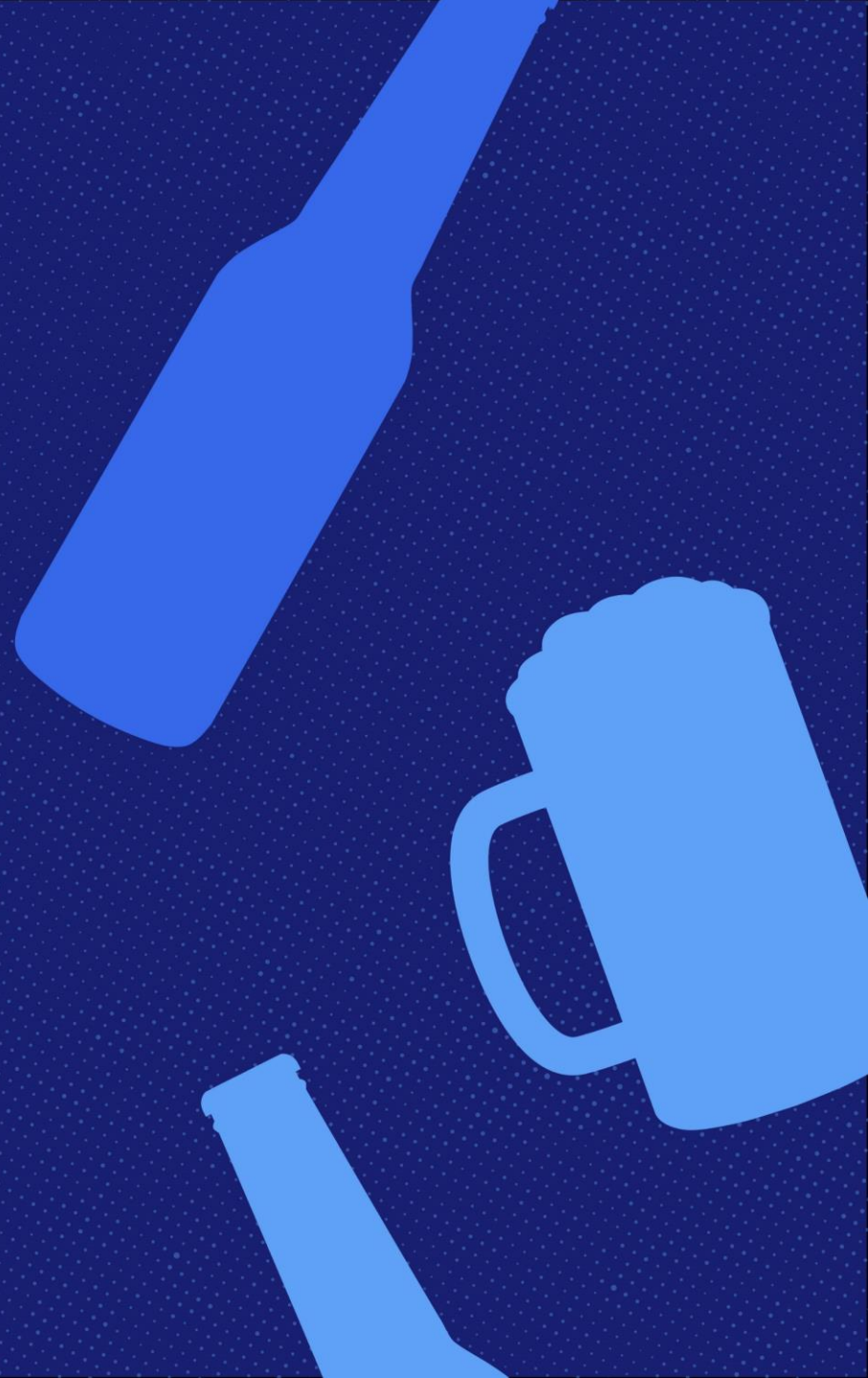


# NBWA

AMERICA'S BEER & BEVERAGE DISTRIBUTORS

## ASSOCIATE MEMBERSHIP BENEFITS

*2024 BEVERAGE SUPPLIER*





AMERICA'S BEER & BEVERAGE DISTRIBUTORS

## WHO IS AN ASSOCIATE MEMBER:

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

- *Beer*
- *Low or Non-Alcoholic Beers*
- *Mocktails*
- *Hard Cider*
- *Hard Seltzers*
- *Hard Kombuchas*
- *FMBs*
- *Wine*
- *Canned Cocktails*
- *Distilled Spirits*
- *Bottled/Mineral Waters*
- *Energy Drinks*
- *Soft Drinks/Fruit Juices/Mixers*
- *Teas*
- *Importers*

## WHY BECOME A MEMBER:

**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?**

**Are you looking to be apart of an organization that has worked to enhance the beer and beverage industry for over 85 years?**

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](http://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

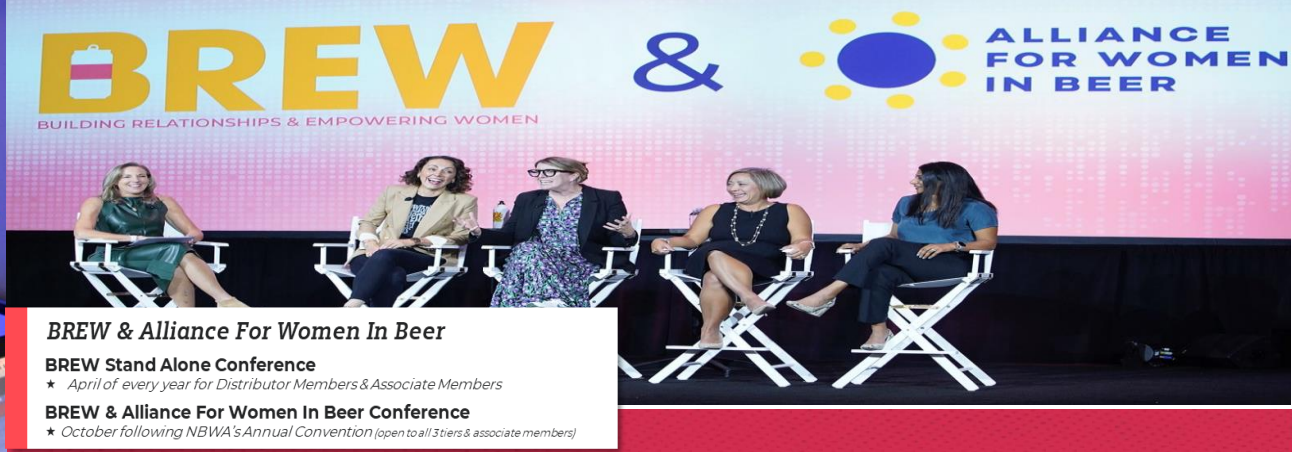
★ Hill visits are for distributor attendees only



## NBWA Next Generation Conference

Every Fall | Rotating Locations

★ Only primary sponsors can attend



### BREW & Alliance For Women In Beer

#### BREW Stand Alone Conference

★ April of every year for Distributor Members & Associate Members

#### BREW & Alliance For Women In Beer Conference

★ October following NBWA's Annual Convention (open to all 3 tiers & associate members)

Events & Trade Show | NBWA Membership Benefits



For up-to-date event information and sponsorship opportunities visit [www.nbwa.org/events](http://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 3,000 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**.

*“Here at Sonic Hard Beverages, we value our partnership with our distributors. With that being said, we chose to become a member of the NBWA, participate in the trade show and sponsor the Welcome Reception at this Year’s NBWA Annual Convention because it presented us the opportunity to not only showcase both our existing and new products, but to thank our distributor partners and the NBWA for all that they do for our brand. The ROI we received from the NBWA speaks volumes as we have had members reach out to inquire about distribution and about future products down the road and how they could get involved.”*

**DeVonte’ Martin**  
COOP Ale Works and Sonic Hard Beverages  
NBWA MEMBER SINCE 2021





**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.



## 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.



## 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.

*“Joining the NBWA as a new beverage company to the US market offers two significant advantages. First, we gain access to a robust network of member distributors who specialize in Direct Store Delivery (DSD), guaranteeing efficient and widespread distribution across the country. This strategic alliance enables us to rapidly establish our presence in key chains and reach a broader consumer base. Second, Networking and collaboration with like-minded individuals and potential partners open doors to impactful alliances, enabling us to forge fruitful relationships and explore growth opportunities.”*

**Marc Mascho**  
**Belvi Company**  
NBWA MEMBER SINCE 2023



## Digital Opportunities

- Quarterly “Associate Member Viewpoint”
- Company logo highlighted on NBWA’s new website
- Educational webinar partnership with NBWA exclusively for distributor members



## Sponsorship & Advertising Opportunities

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

# 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](mailto: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.



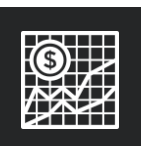
## #BeersToThat

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.



## BREW & Alliance for Women in Beer

BREW & the Alliance for Women in Beer aim to bring together women in the beer and beverage industry. The Alliance focuses their efforts on all 3 tiers and BREW is built on building up Distributor members.



## 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.



# BEVERAGE SUPPLIER MEMBERSHIP

## 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 and link highlighted on NBWA's new website
  - Quarterly "Associate Member Viewpoint" article or blog inclusion in the NBWA weekly email newsletter and website
  - 1 graphic advertising opportunities in the NBWA weekly email newsletter
- NBWA associate member logo
- "Who's Who" NBWA Membership Directory
  - 1 FREE spiral bound copy
  - Digital access to up-to-date directory
- Company listing in the "Online Buyer's Guide"
- Sponsorship and Advertising Opportunities

## Events & Trade Show

- Opportunity to attend NBWA's Annual Convention and Legislative Conference
- Exhibitor member rates at NBWA's Trade Show
- Tiered levels for amount of complimentary Convention registrations (when exhibiting)
- 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

## Beverage Supplier Dues Structure

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

<b>BARRELS</b> 1 barrel = 13.777778 cases	<b>DUES AMOUNT</b>
<b>Over 10 million</b>	\$30,000
<b>5,000,000 - 9,999,999</b>	\$12,000
<b>1,000,000 - 4,999,999</b>	\$6,000
<b>200,000 - 999,999</b>	\$3,600
<b>60,000 - 199,999</b>	\$1,200
<b>10,000 - 59,999</b>	\$600
<b>9,999 and below</b>	\$300

# NEXT STEPS



Go to [www.nbwa.org/membership](http://www.nbwa.org/membership)



## Email application

Email completed form and payment information to NBWA Manager of Membership Development, Jackie Furdyna at [jfurdyna@nbwa.org](mailto:jfurdyna@nbwa.org).

**OR**



## Mail application & check

Mail completed form and check to:  
NBWA

277 S. Washington Street, Suite 500,  
Alexandria, VA 22314

**BARRELS:** \_\_\_\_\_ **DUES AMOUNT:** \_\_\_\_\_**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: \_\_\_\_\_