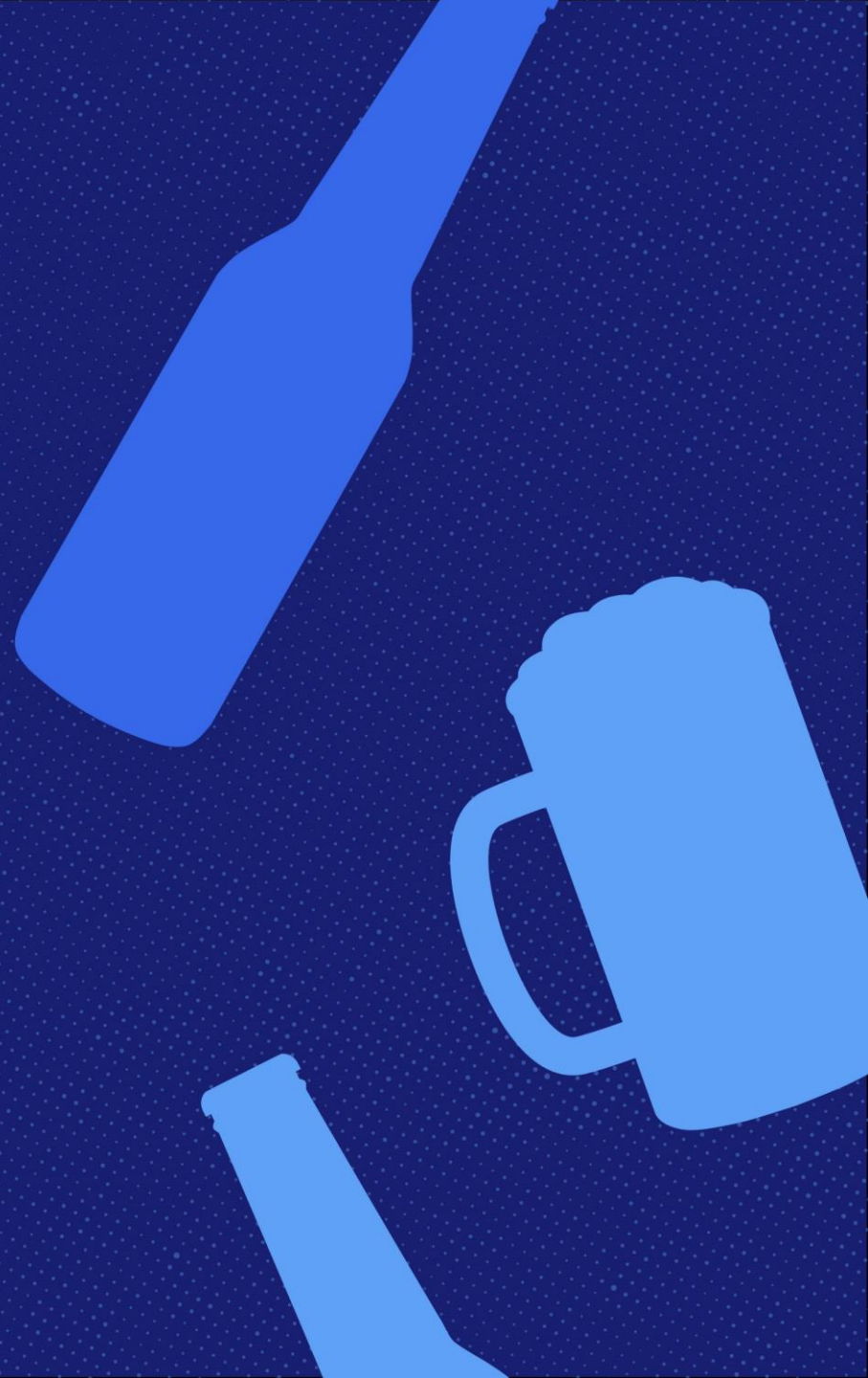




AMERICA'S BEER & BEVERAGE DISTRIBUTORS

# ASSOCIATE MEMBERSHIP BENEFITS

*2025 VENDOR MEMBER*



## WHO IS AN ASSOCIATE MEMBER?

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

Advertising Services  
Awards/Recognition  
Cleaning Solutions  
Consulting Services  
Data Collection/Management  
Distribution Carts  
Draft Equipment Supplies  
Draft Cleaning Equipment  
e-Commerce  
Facility Design & Construction  
Financial Services  
GPS Systems  
Hand Trucks  
HR/Payroll Services

HVAC Systems  
Insurance Services  
Inventory Control  
Marketing/Talent Agencies  
Mechanical Automation  
Neon Signs  
Ordering Systems  
Packaging  
Personnel Management  
Training Services  
Pallets  
Point of Sale  
Printers  
Promotional Products

Recycling  
Route Accounting  
Safety Equipment  
Sales Platform and Management  
Sign Making Equipment  
Snack Food Suppliers  
Storage Systems  
Transportation Services  
Truck Fleet Leasing  
Trucks/Truck Bodies/Parts  
Uniforms  
Warehouse Management  
Warehouse Racking  
Web Services/Mobile Applications

## WHY BECOME A MEMBER?

**Are you looking to be apart of an organization that has worked to enhance the beer and beverage industry for nearly 90 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.

## TABLE OF CONTENTS

- 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 Next Generation Conference

Every Fall | Rotating Locations

★ Only primary sponsors can attend



## NBWA Legislative Conference

Every Spring | Washington, D.C.

★ Only NBWA Members can attend

★ Hill visits are for distributor attendees only



### 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)





**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.*

*This is your opportunity to tell beer and beverage distributors about what you are doing!*

## **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](mailto: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](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.



# 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**.

*“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



# 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
  - 1-month FREE digital advertising on NBWA website
  - 2 graphic advertising opportunities in the NBWA weekly email newsletter
- Educational webinar partnership with NBWA exclusively for distributor members
- 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
- 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](http://www.nbwa.org/membership)



Card details

Card number 

MM/YY CVC

Cardholder name

### Email application & Credit Card Payment

Email completed form on page 13, to NBWA Manager of Membership Development, Jackie Furdyna at [jfurdyna@nbwa.org](mailto:jfurdyna@nbwa.org). Once Jackie inputs your information into our system, she will send you a credit card pay link to finalize membership.

OR



### Email Application & Mail Check

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

Send 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?

☐ Wine & Spirits Wholesalers of America (WSWA)

☐ American Beverage Association

☐ Beer Institute

☐ American Trucking Association (ATA)

☐ Brewers Association

☐ National Association of Wholesalers (NAW)

☐ Wine Institute

☐ Other (Please Specify):

☐ Distilled Spirits Council of the US (DISCUS)

☐ 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



Card details

Card number

MM/YY

CVC

Cardholder name