



INNOVATION SHOWCASE

October 11 • Orlando

2026 EVENT PROGRAM

SUNDAY, OCTOBER 11, 2026

ORLANDO, FLORIDA

1:00-2:00 PM

Pre-Showcase Reception

2:00-4:00 PM

Innovation Showcase

5:30-6:30 PM

BIECC Reception

INNOVATION SHOWCASE PRESENTATIONS

2:00 PMWelcome and Introductions	
 2:10 PMProvi Sean Kiley VP & General Manager – Distributor Partnerships Booth 521 Provi connects buyers, distributors, suppliers, and technology partners across the beverage industry. Trusted by distributors and industry partners across the country, Provi helps create more efficient buying experiences, strengthen customer relationships, and better connect the beverage ecosystem. Join us at the Innovation Showcase as we discuss how leading organizations across the beverage industry are navigating a more complex landscape and turning that complexity into opportunities for growth. Notes:	 2:30 PMVermont Information Processing (VIP) Brian Kelly Booth 800 You know VIP...but do you? You know us for the solutions that support this industry, but you haven't seen what's new: PriceStream, an AI revenue management engine that finds pricing value no human team could surface alone. A completely rewritten, AI-native route accounting platform built for autonomous operations, not tasks. Supplier data collection with AI matching. Modern eCommerce ordering. Smart fleet routing. AI reporting that turns every user into a business analyst. We didn't build any of this by guessing what beverage companies need. We built it alongside you. Allow us to reintroduce ourselves. Notes:
 2:15 PMFintech Rachael Jecusco Senior Product Manager Booth 601 Fintech has been the payments backbone of beverage alcohol distribution for over 35 years. 6,972 distributors depend on our network to move money, manage accounts, and keep operations running. Now, we are developing new ways to put the intelligence inside our network to work for distributors. Helping distributors better understand what’s selling, where it’s selling, and uncovering signals from traditionally hard-to-reach markets like on-premise accounts. We’re building it with input from the people who know this business best. Learn more at BIECC. Notes:	 2:35 PMEncompass Matt Loidolt & Patrick Tickle VP of Technology & CEO Booth 517 Today, complexities are compounding faster than headcount can absorb. Distributors need a workforce multiplier to get ahead. Introducing Encompass Cowork, our Agentic AI Workforce Platform. Now, you can pair your system of record with a system of work, with 100+ out of the box skills for Finance, Sales, and Operations. Cowork executes routine tasks, complex, multi-step work, and absorbs legacy knowledge. You can also build your own custom skills to fit your operation’s unique workflows. Cowork iterates and learns your business, becoming smarter and more efficient over time. Come see it in action with live distributor data. Notes:
 2:20 PMDescartes Chris Doiron & Ken Currie Director, Solution Consulting & Vice President of Partner Sales Booth 516 Machine Learning Service Times: Turning AI into Real Results: Introducing Descartes’ new Machine Learning Service Times, designed to improve route density by up to 30% without adding vehicles or drivers. By learning from historical delivery and service time data, the technology helps planners predict stop times more accurately, reduce unnecessary buffer time, and build more efficient routes. For beverage distributors, this means a practical application of AI focused on a real operational challenge: improving planning accuracy, increasing fleet productivity, and getting more from existing capacity. Notes:	 2:40 PMAndavi Solutions Nancy Green & Jeremy Schweitzer Account Executive & Senior Technology Manager, Operations Booth 301 Andavi Solutions provides an AI-driven platform for beverage alcohol and CPG suppliers, distributors, and retailers to improve commercial execution and market visibility. At the BIECC Innovation Showcase, Andavi will highlight its Planogram Compliance and Image Recognition capabilities, which help teams automatically measure share of shelf, identify execution gaps, validate planogram adherence, and track progress toward the perfect store. By turning shelf images into actionable data, Andavi helps field teams reduce manual audits, improve execution, and give sales leaders faster visibility into what is happening at retail. Notes:
 2:25 PMOhanafy Dave Gillette Booth 200 Ohanafy is the agentic operating system for the beverage industry. Built specifically for suppliers and wholesalers, Ohanafy combines modern usability with AI to simplify operations, streamline decisions, and unlock growth, helping beverage companies work smarter today and lead with confidence tomorrow. Notes:	 2:45 PMElevated BI Austin Bristow Booth 927 Elevated BI helps wholesalers connect systems they already run (RAS, payroll, and more) to answer questions none of them answer on their own. We build the full analytics stack: ingestion, modeling, Power BI reporting, and Copilot alerting and agents all inside your own Microsoft environment. Our BevBridge managed application deploys a distributor-ready data foundation in days, not quarters, giving your team governed, trustworthy numbers for depletions, inventory, and delivery performance. Whether you're standing up analytics for the first time or preparing your data for tomorrow's AI tools, we build the foundation those decisions depend on. Notes:

INNOVATION SHOWCASE PRESENTATIONS

 2:50 PMWise Systems Matthew Griffin Director of Customer Success Booth 618 Wise Systems software enables beverage distributors to orchestrate and optimize the relationship between delivery, merchandising, sales, and operations. Our Strategic Planning software allows users to model network design, frequencies, and fleet sizing, and is fully integrated with the daily route planning optimization for day of distribution. Businesses gain visibility across merchandising and sales, plus the confidence to adjust routes and territories without disrupting key account relationships. The longer a fleet runs on Wise, the smarter its routing becomes, learning continuously from dispatcher and driver behavior. Andrews Distributing, a longtime customer, has saved an estimated 100,000 gallons of diesel fuel annually. Notes:	 3:10 PMHy-Tek Intralogistics Zac Boehm Chief Automation Officer Integrated Systems Booth 216 Hy-Tek Intralogistics is a premier North American systems integrator delivering end-to-end warehouse automation designed for the beverage industry. Led by Chief Automation Officer Zac Boehm, Hy-Tek’s Beverage Solutions Group solves critical distributor challenges - from accelerating SKU proliferation to severe labor constraints - through proven solutions like Hy-Flo™ and Hy-Sync™. By unifying intelligent software orchestration with advanced robotics, Hy-Tek optimizes order flow, maximizes picking velocity, and compresses pick paths. Visit our live Exotec demonstration system during the BIECC Innovation Showcase to experience high-density goods-to-person automation firsthand and discover how we turn fulfillment speed into a lasting competitive advantage Notes:
 2:55 PMBlock One Automation TJ Wisthoff Director of Robotics Sales Booth 717 Solving the Warehouse Complexity Cascade: We believe order complexity is the cause for more difficult work in the warehouse. The average order has gone from a handful of familiar SKUs to three times what it had been, and that trend shows no signs of slowing. Distributors feel pressure to add or consolidate warehouse space, lean more on labor to handle an ever-changing mix of SKUs, and see quality get harder to control. It's become one big complexity cascade. If you run a beverage warehouse, our modular Pallet Factory® applies, and the larger the operation, the more benefits compound. Our warehouse automation makes warehouse productivity predictable. Notes:	 3:15 PMKPI Solutions Terry Wicklum, Validation Engineer II Booth 500 KPI Solutions™ offers independent, unbiased consulting backed by decades of expertise serving North America’s beverage distribution industry. Through in-depth analysis and a technology-neutral, data-driven approach, we help beverage producers and distributors optimize their networks, operations, facilities, and long-term strategies. Our end-to-end capabilities include supply chain consulting, network and delivery strategy, engineered facility design, simulation, material handling systems integration, robotics, intelligent warehouse software, and LifeTime Support Services. From optimizing existing operations to designing and implementing next-generation facilities, KPI Solutions delivers scalable solutions that improve efficiency, maximize capacity, reduce costs, and support long-term growth. Notes:
 3:00 PMSymbolic Brian Alexander & Tony Zangara Symbolic is a solution provider at the forefront of industrial robotics, physical A.I., and hardware innovation, building complete end-to-end warehouse and back-of-store automation solutions for the world's largest retailers, distributors, and companies with complex distribution challenges. Symbolic Solutions have the power to increase your facility's capacity through dense storage and intelligent robotic fleet management, maximize throughput with streamlined operations, and create downstream efficiency gains and full supply chain alignment with A.I.-powered software that sees beyond your warehouse walls. For more information, visit www.symbolic.com. Notes:	 3:20 PMToyota Automated Logistics Andy Lockhart & Matthew Theriault-Thompson Booth 620 Toyota Automated Logistics (TAL) helps beer, wine, and spirits distributors increase throughput, improve accuracy, and reduce labor dependency through integrated warehouse automation solutions. Bringing together the expertise of Bastian Solutions, Vanderlande’s warehousing business, and viastore, TAL delivers turnkey automation projects combining software, controls, material handling systems and lifecycle support. From case picking and pallet handling to warehouse execution and controls software powered by ExactaBEV, we help beverage distributors optimize operations. Whether modernizing a single warehouse, building a greenfield site or supporting a multi-site network, Toyota Automated Logistics provides scalable solutions that improve performance today while preparing for tomorrow's growth. For every challenge, a reliable solution. Notes:
 3:05 PMCirrus Tech Video Presentation Booth 700 Cirrus Tech, Inc. is the leader in beer and beverage distributor automation headquartered in Kearney, Nebraska. For over 25 years, Cirrus Tech has partnered with distributors across the United States to design, implement, and support automated pallet storage and case picking solutions that deliver real operational results. Using proprietary software and best-in-class hardware, Cirrus systems can increase capacity, reduce labor, improve accuracy, and provide a short return on investment. Cirrus Tech stands behind their systems for life because they are committed to long-term partnership. Cirrus is proud to have nine Anheuser-Busch and nine Molson-Coors distributor partners from coast to coast. Notes:	 3:25 PMRehrig Pacific Scott Corte National Sales Manager Booth 300 <i>For more than a century, Rehrig Pacific has helped beer and beverage distributors move product safer, smarter, and more efficiently. Today, growing SKU complexity, labor challenges, and pressure for greater accuracy demand a more connected approach. From QTEK pallet handling solutions and the Duo Lift to Vision® Object Recognition (VOR) and connected asset visibility, Rehrig supports the journey from warehouse to delivery. Together, these solutions help improve safety, accuracy, productivity, and operational visibility while supporting the workforce and keeping product moving. Visit Rehrig Pacific to see how integrated solutions can help simplify distribution and strengthen performance.</i> Notes:

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3:30 PM Beverage Distribution Consultants (BDC)

Clay Creighton | Principal AI Strategist | **Booth 718**

Beverage Distribution Consultants (BDC) optimizes people, processes, and technology for beverage distributors across beer, wine and spirits, and non-alcoholic. AI is our fastest-growing practice — delivered as a service. We assess where AI fits, define policy, build, and deploy agents inside the systems distributors already run. Most AI solutions make a single system faster. We orchestrate AI agents into entire value streams, spanning multiple tools and steps. We have agents in production today, running real distributor work. Stop by our table and we will show you one.

Notes:



3:35 PM iSellBeer

Tracy Neal | Founder/CEO | **Booth 512**

For 13+ years, CPG Data/iSellBeer has helped beverage distributors turn scattered comp plans, spreadsheets, and sales data into performance, with a one-stop, gamified total-compensation platform spanning Beer, Wine & Spirits, and Non-Alcoholic. Founder & CEO Tracy Neal will unpack that everyday challenge and show how CPG Data replaces guesswork with one system that engages reps and drives results. He'll also preview what's next on the roadmap, including Wingman™, delivering faster inventory control for merchandisers and visibility and insights for managers, before inviting attendees to see it all live at the iSellBeer booth and in-suite demos.

Notes:

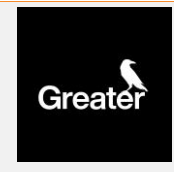


3:40 PM Volume x Profit Technologies (VXP)

Bud Dunn | President | **Booth 400**

VXP is the Sales Strategy Management platform built for beer distributors who are tired of paying for volume alone. We turn your strategy into daily direction for every rep, the right brands, the right accounts, the right priorities, and show them exactly where they stand in real time. Variable comp gets simple. GP per CE goes up. Middle managers stop guessing and start coaching. Distributors use VXP to line up what they pay for with what they actually want to grow. Find us at booth 400 and we will show you what your team could be executing Monday morning.

Notes:



3:45 PM Greater Industries Labs, Inc.

Nick Rellas | Founder/CEO | **Booth 605**

Greater's (AI) Orchestration System is changing the entire landscape of beverage wholesaling. Clients are seeing over \$.4 a case increase in EBITDA from Modules 1 and 2 while using Greater. Maybe most important of all, with Module 2 clients are bifurcating Sales and Service into dedicated roles. Impact sellers are no longer bogged down with merchandising and ordering to finally focus on building brands and strengthening relationships. Come learn how you can be the Greatest version of you at booth 605.

Notes:

3:50 PM | CLOSING

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