



73<sup>RD</sup> NBWA ANNUAL CONVENTION

# REGISTRATION FORM

HYATT REGENCY CHICAGO, CHICAGO IL • OCTOBER 3-6, 2010

Return completed forms to:

**MAIL:** National Beer Wholesalers Association,  
P.O. Box 79556, Baltimore, MD 21279-0556

**FAX:** 703-683-8965

**WEB:** www.nbwa.org

Type or print for each person or couple registering. Photocopy additional forms as needed.

NAME \_\_\_\_\_ NICKNAME \_\_\_\_\_

TITLE \_\_\_\_\_

SPOUSE NAME (IF ATTENDING) \_\_\_\_\_

TITLE \_\_\_\_\_ NICKNAME \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

COMPANY MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE/COUNTRY \_\_\_\_\_ ZIP CODE \_\_\_\_\_

PHONE \_\_\_\_\_ EXT. \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

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

## REGISTRATION FEES

### REDUCED RATES FOR MULTIPLE REGISTRANTS

- Full Convention Registrant #1
- Full Convention Registrant #2
- Full Convention Registrant #3 and 4\*
- Full Convention Registrant #5 or more\*\*
- Full Convention Spouse
- State Association/Government Employee

|                                                                  | FEE BEFORE SEPTEMBER 13, 2010                |                             | FEE AFTER SEPTEMBER 13, 2010                 |                             | FEE   |
|------------------------------------------------------------------|----------------------------------------------|-----------------------------|----------------------------------------------|-----------------------------|-------|
|                                                                  | Member Beer Distributor and Associate Member | Non-Member Beer Distributor | Member Beer Distributor and Associate Member | Non-Member Beer Distributor |       |
| <input type="checkbox"/> Full Convention Registrant #1           | \$525                                        | \$1,050                     | \$575                                        | \$1,150                     | _____ |
| <input type="checkbox"/> Full Convention Registrant #2           | \$525                                        | \$1,050                     | \$575                                        | \$1,150                     | _____ |
| <input type="checkbox"/> Full Convention Registrant #3 and 4*    | \$450                                        | \$900                       | \$500                                        | \$1,000                     | _____ |
| <input type="checkbox"/> Full Convention Registrant #5 or more** | \$400                                        | \$800                       | \$450                                        | \$900                       | _____ |
| <input type="checkbox"/> Full Convention Spouse                  | \$200                                        | \$200                       | \$200                                        | \$200                       | _____ |
| <input type="checkbox"/> State Association/Government Employee   | \$200                                        | \$200                       | \$200                                        | \$200                       | _____ |

\* Discount applies after 2 full registrations have been made  
 \*\* Discount applies after 4 full registrations have been made

## PAYMENT METHOD

Check Enclosed  MasterCard/Visa

ACCOUNT NO. (Print Clearly) EXPIRATION: MONTH/YEAR (MM/YY)

NAME ON CREDIT CARD

ADDRESS CITY/STATE ZIP

SIGNATURE

TOTAL REGISTRATION FEES \$ \_\_\_\_\_

TOTAL SEMINAR FEES + \_\_\_\_\_

TOTAL PAYMENT (US FUNDS) \$ \_\_\_\_\_

### CREDENTIAL OF VOTING DELEGATE NBWA Distributor Member Only

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

NAME OF VOTING DELEGATE POSITION/TITLE

AUTHORIZED BY PRINT NAME AND TITLE OF SIGNATOR

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

## SEMINARS

### Sunday, October 3, 2010

2:00-3:30 p.m.

- Saving at the Backdoor and Back Office \_\_\_\_\_ Tickets @ \$40
- Demystifying Distributorship Valuation.. \_\_\_\_\_ Tickets @ \$40
- Current Trends and Challenges in the Beer Industry \_\_\_\_\_ Tickets @ \$40

### Monday, October 4, 2010

7:30-9:00 a.m.

- Using an LLC Leasing Affiliate..... Tickets @ \$40
- Go Green – Get Some Green! ..... Tickets @ \$40
- Hiring 101: Why Talent Will Change your Business ..... Tickets @ \$40
- The Beer Times They Are A-Changin' ..... Tickets @ \$40
- Distribution Contracts for Beer and Non-Alcoholic Beverages:..... Tickets @ \$40
- The Distribution System of 2015! ..... Tickets @ \$40

### Tuesday, October 5, 2010

7:30-9:00 a.m.

- Who Moved My Beer? ..... Tickets @ \$40
- Why a Cash Free and Tax Free Transaction May be Right for You! ..... Tickets @ \$40
- Sales & Delivery Cost Reduction..... Tickets @ \$40
- Sales Coaching - The Key to High Performance & Continuous Development..... Tickets @ \$40
- Pro-activity = The Way To The Female Beer Buyer ..... Tickets @ \$40
- The Supplier and Distributor Relationship \_\_\_\_\_ Tickets @ \$40

### Tuesday, October 5, 2010

2:00-3:30 p.m.

- Has your company game plan evolved along with the rest of the industry? ..... Tickets @ \$40
- Taking Organization Performance to the Next Level ..... Tickets @ \$40
- The 90-minute Beer Geek (or What You Need to Hand Sell Craft Beers through Flavors, Styles and Pairings)..... Tickets @ \$40
- Help! Get ME out of this MEETING... ..... Tickets @ \$40
- Harry Schuhmacher Seminar ..... Tickets @ \$40

TOTAL SEMINAR FEES \$ \_\_\_\_\_

# 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:** 703-683-8965

**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 September 20, 2010.** After that date NBWA cannot guarantee your registration packet will be available in the pre-registration lines.
- **After September 20, 2010, 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 3.** 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 6, 2010.**
- A \$100 administration fee **per person** will be charged on registration cancellations **received in writing September 6 thru September 20, 2010.**
- **No refunds** will be made for registration fees, welcome reception tickets or seminar tickets after **September 20, 2010.**
- Please send written notification of cancellation to: Diane Mahoney, NBWA, 1101 King Street, Suite 600, Alexandria, VA 22314 or fax to 703-683-8965 or e-mail 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 a NBWA associate member. For membership information, please contact the NBWA Membership Department at 800-300-6417, ext. 121.



## HOTEL RESERVATIONS

All hotel reservations should be made directly through:  
**Hyatt Regency Chicago**  
151 East Wacker Drive  
Chicago, Illinois 60601

**To make your reservations:**  
**PHONE:** 1-888-421-1442

**The last day to make hotel reservations and receive the discounted room rate is September 9, 2010.** The NBWA guest room block can sell out prior to **September 9. DON'T DELAY.** Once the block is sold out, rooms and rates cannot be guaranteed.

The NBWA discounted room rate is **\$259.**

**Be sure to indicate you are attending the NBWA Convention** in order to take advantage of the discounted room rate of **\$259.**

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