ASSOCIATE MEMBERSHIP BENEFITS

2022 VENDOR MEMBER
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.

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.
Over 4,250 distributor membership employees

From across the country representing 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.

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 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.

Associate Member Viewpoints
NBWA associate members are invited to submit educational viewpoint articles quarterly for inclusion in The Daily Brew email newsletter and posted on the NBWA website.

Sponsorship & Advertising Opportunities
In addition to event sponsorship packages, there are advertising options in printed collateral and digital advertising in the NBWA Daily Brew email newsletter.
PLATINUM MEMBER EMAIL BLAST

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 & Trade Show 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 VIEWPOINTS

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

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

▪ **Content:** Viewpoint articles are subject to editorial review by NBWA. The content of the article should be educational in nature, 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:** Viewpoint articles should be no longer than 750 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. 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.

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

**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).

**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.

**Next Generation Leaders**
NBWA’s Next Generation Group brings together emerging leaders in the beer and beverage distribution industry.
PLATINUM MEMBERSHIP .................................................. $2,000

Reach Distributors
- Partnership with leading beverage trade organization and America’s 3,000+ distributors
- 1 FREE copy of distributor member mailing address list
- “Who’s Who” NBWA Membership Directory
  - 2 additional FREE spiral bound copies
  - Digital access to up-to-date directory
- Digital Opportunities
  - 1 “Platinum Member Email Blast” to distributor members per year
  - Quarterly “Associate Member Viewpoint”
- 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 to be used when exhibiting at the Annual Convention or attending the 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:
  - Beer Purchasers’ Index Insights
  - Beer First Tools
  - #BeersToThat Portal
- Access to distributor data driven reports
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
- “Who’s Who” NBWA Membership Directory
  - 1 additional FREE spiral bound copies
  - Digital access to up-to-date directory
- Digital Opportunities
  - Quarterly “Associate Member Viewpoint”
- 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
- 3 complimentary registrations tickets to be used when exhibiting at the Annual Convention or attending the Legislative Conference
- 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
- Access to distributor data driven reports
**SILVER MEMBERSHIP** ............................................................... $500

**Reach Distributors**
- Partnership with leading beverage trade organization and America’s 3,000+ distributors
- 1 FREE copy of distributor member mailing address list
- “Who’s Who” NBWA Membership Directory
  - 1 FREE spiral bound copies
  - Digital access to up-to-date directory
- Digital Opportunities
  - Quarterly “Associate Member Viewpoint”
- 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
- 2 complimentary registrations tickets to be used when exhibiting at the Annual Convention or attending the Legislative Conference
- 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
- Access to distributor data driven reports
**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.

### OR

### Mail application & check

Mail completed form and check to:
NBWA, 1101 King Street, Suite 600, Alexandria, VA 22314
Complete this application form and return via:

MAIL: National Beer Wholesalers Association, 1101 King Street, Suite 600 Alexandria, VA 22314
EMAIL: Jackie Furdyna - jfurdyna@nbwa.org

MEMBERSHIP LEVEL: ❑ $2,000 Platinum ❑ $1,000 Gold ❑ $500 Silver

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) ❑ National Association of Beverage Importers (NABI)
❑ Beer Institute ❑ American Beverage Association
❑ Brewers Association ❑ American Trucking Association (ATA)
❑ Wine Institute ❑ Other (Please Specify):
❑ Distilled Spirits Council of the United States (DISCUS)

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: __________

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 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.