



Schedule of Events

WSWA 73RD ANNUAL CONVENTION & EXPOSITION

APRIL 18 - 21, 2016 | CAESARS PALACE, LAS VEGAS



AS OF MARCH 1, 2016

MONDAY, APRIL 18, 2016

9:00 am – 6:00 pm **Registration Open** *Octavius Ballroom Foyer*

9:00 am – 6:00 pm **Lower Level and Traditional Hospitality Suite Set-Up**

10:00 am – 6:00 pm **Exhibit Halls Set-Up** *Octavius & Augustus Ballroom Exhibit Halls*

10:30 am – 11:30 am **WSWA Finance & Audit Committee Meeting** *Calabria*
(Closed)

11:45 am – 1:45 pm **Joint WSWA & Presidents' Forum Meeting with Lunch** *Emperors Ballroom*
(Closed)

2:00 pm – 4:00 pm **WSWA Board of Directors Meeting** *Augustus V & VI*
(Wholesaler Members Only)

4:00 pm – 5:00 pm **Executive Committee Meeting Executive Session** *Emperors Ballroom I*
(Executive Committee Officers Only)

5:30 pm – 6:30 pm **WSWA Women's Leadership Council Reception** *Emperors Ballroom II*
(Invitation Only)

6:00 pm – 7:00 pm **Media Reception** *Emperors Ballroom I*



TUESDAY, APRIL 19, 2016

7:00 am – 7:00 pm

Registration Open

Octavius Ballroom Foyer

8:30 am – 10:00 am

Opening General Session

Forum Ballroom

WELCOME:

Craig Wolf

*President & CEO
WSWA*

SPEAKER:

Doug Epstein

*Incoming WSWA Chairman
Horizon Beverage Group*

Presentation of the Sidney Frank Award to:

Tito Beveridge

*Founder
Tito's Handmade Vodka*

KEYNOTE SPEAKER:

David Gregory

Renowned Journalist

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STATES**

10:15 am – 10:30 am

Exhibit Halls Grand Opening

Octavius Foyer

10:30 am – 5:00 pm

Exhibit Halls Open

*Octavius & Augustus Ballroom
Exhibit Halls*

10:45 am - 11:05 am

**Meet & Greet and Photo Op with
Channing Tatum**

Augustus Ballroom Exhibit Hall

10:30 am – 5:00 pm

Wine & Spirits Tasting Competition

Octavius Ballroom Exhibit Hall

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PANEL**

THE SOMM JOURNAL

12:00 pm – 5:00 pm

**Lower Level and Traditional Hospitality
Suites Open**



TUESDAY, APRIL 19, 2016 *(Continued)*

4:00 pm – 6:00 pm

**M. Shanken Communications
Hot Brand Awards**

Augustus Ballroom V & VI

**M. SHANKEN
COMMUNICATIONS, INC.**

6:00 pm – 8:00 pm

Opening Night Reception

Forum Ballroom

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WEDNESDAY, APRIL 20, 2016

7:30 am – 8:45 am

Non-Member Wholesaler Breakfast
(Invitation only)

8:00 am – 6:30 pm

Registration Open

Octavius Ballroom Foyer

9:00am – 5:00 pm

**Lower Level and Traditional Hospitality
Suites Open**

10:00 am – 4:30 pm

Exhibit Halls Open

*Octavius & Augustus Ballroom
Exhibit Halls*

10:00 am – 12:00 pm

Call for Cocktails: Mixology Competition

Octavius Ballroom Exhibit Hall

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THE **SOMM** JOURNAL

12:00 pm – 3:00 pm

Advisory Council Meeting
(Invitation Only)

Emperors Ballroom II

1:30 pm – 4:00 pm

Wholesaler Iron Mixology Competition

Octavius Ballroom Exhibit Hall

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WEDNESDAY, APRIL 20, 2016 *(Continued)*

4:30 pm – 9:00 pm	Exhibit Halls Tear-Down	<i>Octavius & Augustus Ballroom Exhibit Halls</i>
5:30 pm – 6:15 pm	Taste of the Industry Set-Up	<i>Forum Ballroom</i>
5:00 pm – 6:30 pm	Beverage Information Group's "Growth Brand Awards"	<i>Augustus Ballroom V & VI</i>
6:30 pm – 8:30 pm	Taste of the Industry	<i>Forum Ballroom</i>
8:00 pm – 10:00 pm	Advisory Council Dinner <i>(Invitation Only)</i>	

THURSDAY, APRIL 21, 2016

8:00 am – 4:00 pm **Registration Open** *Octavius Ballroom Foyer*

9:00 am – 11:00 am **General Business Session** *Forum Ballroom*

SPEAKER:

Craig Wolf
President & CEO
WSWA

Presentation of the Lifetime Leadership Award to:

Larry Ruvo
Managing Director
Southern Wine & Spirits Nevada

KEYNOTE SPEAKER:

Aron Ralston
Fearless Adventurer and Subject of the Film, 127 Hours

Presentation of the Hot, New, Now Media Award

Presentation of the Attendee's Choice Award

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UNITED
STATES**

11:00 am - 11:30 am **Meet & Greet and Photo Op with**
Lisa Vanderpump
Reality Celebrity & Restaurateur *Forum Ballroom Foyer*



THURSDAY, APRIL 21, 2016 (Continued)

11:00 am – 5:00 pm

Lower Level and Traditional Hospitality Suites Open

11:30 am – 3:30 pm

U.S. Beverage Alcohol Forum

Forum Ballroom



11:30 am - 12:30 pm

From Around the World - to Around the Corner: The Trends

The world is getting smaller, but innovation is still happening on the streets of the U.S. Come and hear what the alcohol buying trends are - both globally from IWSR and from mixologists who are at the forefront of today's consumers' evolving tastes and create what's happening right now in bars and restaurants.

12:30 pm - 12:45 pm

Break



12:45 pm - 2:15

Brand Battle

*Does your brand have what it takes to be the new hot product in the U.S. beverage alcohol market? The WSWA Convention & Exposition's **Brand Battle** provides a unique opportunity for brands to pitch themselves in front of a panel of industry influencers and wholesaler decisions makers. Make your case to sell cases!*

2:25 pm - 3:30 pm

Start, Stretch or Sell: How to Attract Dollars at Any Stage

You have great ideas. You have the drive. But you need more money to make success happen. Today, more than ever, investors are looking to get into the always-hip alcohol market. Learn from the experts what you can do to reel in those with the money to help you start, grow or sell your brands.

