Complete Traditional Suite Request and Attendee Registration

☐ Complete the Traditional Hospitality Suite Request Form (only available by PDF).
☐ Complete all attendee registrations and housing requests online.
☐ Log-in to profile using your unique log-in information. Review, add and update company and product profile. This information will be used for printing signage and the Buyer’s Guide & Exhibitor Listing. Accuracy is important.
   ➤ Provide company description and product categories to WSWA by March 4, 2016.

Increase Your Presence

☐ Add Models and Bartenders. See registration form or register online.
☐ Purchase one or more Taste of the Industry Tables. Register by form or online.
☐ Become a sponsor. See sponsor opportunities and complete sponsor form.
☐ Submit entries for Tastings and Competitions.
   ➤ Wine Tasting Competition
   ➤ Spirits Tasting Competition
   ➤ Call for Cocktails: Mixology Competition

Finalize WSWA Participation Requirements

☐ Finalize all payments to WSWA by credit card, check or wire transfer.
☐ Any registration balances must be paid in full 2 weeks prior to the start of the Annual Convention & Exposition. If payment is not received, WSWA retains the right to cancel the reserved Hospitality Suite.
☐ Read, sign and submit the Hospitality Suite Terms & Agreement to:
   KARI LANGERMAN
   Director, Expositions & Meetings
   kari@wswa.org
   202-789-2405 fax

Ship Your Product

☐ Send all alcohol beverage products through a Nevada Wholesaler. Please refer to the Product Handling Guidelines for detailed instructions. Alcohol beverage must arrive at the wholesaler’s warehouse and/or instructions for pulling product must be received not later than March 28, 2016.
☐ Be certain to affix the appropriate destination labels to the SIDE of your case in advance of shipping to your Nevada wholesaler. If your product exists in the wholesalers warehouse be certain to provide to the wholesaler detailed instructions for the labeling of your cases.
☐ All non-alcohol items shipped to the Convention must be sent through Freeman. Please refer to the Non-Alcohol Shipping Guidelines for detailed instructions. Do not ship any items directly to Caesars Palace.

Don’t Forget!

☐ Review the Freeman Exhibitor Service Manual for details on participating in the WSWA Annual Convention & Exposition.
☐ Place orders for food, beverages, glassware, etc. with Caesars Palace.
☐ Need specialty furniture? Work with WSWA preferred vendors, Freeman or Destinations by Design to build out your suite.
☐ Order audio visual services through Encore Productions.
☐ Complete and return all required forms to your selected Nevada wholesaler. (see Freeman Exhibitor Service Manual)
☐ Be sure all alcohol beverage products coming into the convention are in compliance:
   ➤ Review TTB regulations;
   ➤ Products must have an approved COLA label or an approved COLA waiver;
   ➤ Be sure all Florida state taxes have been paid.
   ➤ If your product is not currently carried in Nevada, you must complete the Certificate of Compliance (COC) and pay the fee to the state of Nevada. Please refer to Wholesaler Forms.