



**Do you have a great brand with a compelling story,
and a strong business and marketing plan?**

Brand Battle is the perfect platform for you!

We are looking for people who can pitch their brand to our
panel of industry insiders in front of a live audience.

Apply Now!

Here's How it Works:

1. Complete the Brand Battle Entry Form below.
2. Submit a video explaining your product and your product's compelling story. The video can be recorded using your smartphone, and the person featured in the video must be the same person who will appear live on stage.
3. Entrants selected to participate will pitch their brand to our panel of top wholesale decision makers. Our experts will provide contestants with feedback on their brand, presentation and approach.

At the conclusion of the Brand Battle, the panel's scores will be combined with the audience scores to determine a first and second place winner. Contestants will be judged on presentation, brand viability in the marketplace, taste, marketing innovation and overall appeal. Winners and their brand information will be shared on the WSWA Convention [website](#), mobile app, social media channels and in official press releases. Your presentation could lead to potential distribution opportunities from the panelists or others in the audience.*

First place will receive a \$1,500 cash award, plaque, bragging rights and two complimentary registrations to the 75th Annual Convention & Exposition (2018).

Second place will receive a \$750 cash award, plaque, bragging rights and one complimentary registration to the 75th Annual Convention & Exposition (2018).

**Distribution is not guaranteed. No deals will be offered during Brand Battle.*

IMPORTANT NOTICE:

By making a submission, you acknowledge and agree that you are making a submission solely for purposes of being considered by Wine & Spirits Wholesalers of America, Inc. (WSWA) to be a participant in Brand Battle and will not receive any compensation or credit for making a submission. **BY MAKING A SUBMISSION, YOU ARE ACCEPTING AND AGREEING TO WSWA'S TERMS AND CONDITIONS.**

By making a submission, you hereby release WSWA and its directors, officers, employees, members, and agents, and their respective directors, officers, shareholders, employees, and licensees from any and all claims relating to your submission.



BRAND BATTLE ENTRY FORM



Eligibility Requirements:

1. You must be a registered exhibitor/suite holder at the WSWA 74th Annual Convention & Exposition.
2. You must be 21 years old or older.
3. The brand you will be pitching must have COLA approval or a COLA exemption.

Chosen Contestants:

If you are chosen as a contestant, WSWA will help you to polish your presentation materials and assist with product display on stage. WSWA will not advise you on the content of your presentation.

Entry Instructions:

Complete and return this form along with a 2-3 minute video (that can be taken with your smartphone) promoting your brand and explaining why you should be given this opportunity. Name your video with your brands name and upload it [here](#). The person who will be making the presentation on stage, if chosen, must be the person who appears in the video submission.



Please complete your entry form and return to:

Cindy Nachman-Senders
Senior Consultant, Meetings & Conventions
Cindy@wswa.org

DEADLINE FOR RECEIPT: FRIDAY, MARCH 3, 2017

NAME OF BRAND

LAUNCH DATE OF BRAND

Type of Brand (check one):

Wine Spirit Ready to Drink Mixer Other: _____

(PARENT) COMPANY

Brand Description:

ADDRESS

PHONE NUMBER

NAME OF PRESENTER

JOB TITLE OF PRESENTER

EMAIL ADDRESS

ON-SITE CONTACT MOBILE NUMBER

QUESTIONS: Please email Cindy Nachman-Senders, Cindy@wswa.org