

ALCOHOL BEVERAGE

PRODUCT HANDLING GUIDELINES



WINE & SPIRITS
WHOLESALEERS
OF AMERICA

75TH ANNIVERSARY

1943 - 2018



WINE & SPIRITS

WHOLESALEERS OF AMERICA

75TH ANNUAL CONVENTION & EXPOSITION

April 30 - May 3, 2018 | Caesars Palace Las Vegas

BEVERAGE ALCOHOL PRODUCT HANDLING GUIDELINES

GENERAL INFORMATION

DEADLINE FOR RECEIPT OF PRODUCT BY WHOLESALERS IS MARCH 30, 2018

The directions outlined for shipping of bottled product and other display materials must be expressly followed by all participating suppliers.

All alcohol beverage product for the WSWA 75th Annual Convention & Exposition MUST be delivered to Caesars Palace Las Vegas by a licensed Nevada wholesaler and will be received at Caesars Palace Las Vegas by Freeman Exposition Services for the WSWA Annual Convention & Exposition.

Exhibitors may NOT direct ship or walk any alcohol beverage product into Caesars Palace Las Vegas. Product that is walked or direct shipped to the hotel may be subject to additional fees or confiscation.

Point-of-sale merchandise/materials should NOT be included with any shipment of alcohol to the Wholesaler. Point-of-sale materials must be sent to Freeman Exposition Services' advance warehouse and received by April 24, 2018. The receipt and delivery of non-alcohol products and point-of-sale materials are charged by weight. Details are provided in the [Freeman Exhibitor Service Manual](#).

ALCOHOL BEVERAGE PRODUCT LIST

All participants who will sample or display alcohol beverage during the WSWA 75th Annual Convention & Exposition must complete the [Alcohol Beverage Product List](#) and return it no later than April 6, 2018.

SELECTION OF WHOLESALER

Nevada is a primary source state. If you have a product that is registered in the state of Nevada and a wholesaler who delivers to Las Vegas, you must use that wholesaler for product delivery to Caesars Palace Las Vegas. If your wholesaler of record is NOT one of the WSWA wholesalers (see page two for list of WSWA Member Wholesalers) clearing product for the WSWA Annual Convention & Exposition you will need to:

- Provide your wholesaler with a copy of these guidelines.
- Provide your wholesaler with the correct destination label(s) related to your participation ie. *Lower Level Hospitality Suite, Exhibit Hall, Traditional Hospitality Suite, etc.*
- Caesars Palace Las Vegas cannot receive alcohol for the WSWA Convention & Exposition. Alcohol is received from wholesalers on the Caesars dock by Freeman Exposition. All alcohol must be delivered by a licensed NEVADA wholesaler.

- The following wholesalers will have pre-scheduled delivery times arranged with Freeman for alcohol delivery to the Caesars dock: Breakthru Beverage Group
Southern Glazer's Wine & Spirits
Johnson Brothers

If your wholesaler is other than those listed above you will need to contact Robyn Sholar with Freeman, robyn.sholar@freemanco.com or (404) 253-6513 to provide your wholesalers information so that a delivery time can be arranged.

NOTE: The hotel cannot receive your alcohol samples. Alcohol can only be received on the Caesars dock by an authorized Freeman representative.

INTERNATIONAL EXHIBITORS

If your alcohol beverage product is being shipped into the United States and you do not have an existing relationship with a Nevada Wholesaler you must select either Southern Glazer's Wine & Spirits or Breakthru Beverage Group as the WSWA Wholesaler to receive your product. The following must also be completed:

- A Certificate of Label Approval (COLA) waiver
- Letter of indemnity
- Information sheet for all products
- The Certificate of Compliance (COC) Form

All of these forms can be found in the service kit.

International exhibitors must also work with a customs broker to get product properly cleared through U.S. customs. Suppliers who do not have a customs broker to get alcohol and any POS materials properly cleared are welcome to contact WSWA preferred provider, Kuehne & Nagel (see contact information below).

IMPORTANT NOTE: Suppliers CANNOT ship alcohol beverage product manufactured or warehoused outside of the United States directly to any U.S. wholesaler, to Freeman Exposition or to Caesars Palace Las Vegas.

Once international product has been cleared through customs it will be delivered to your specified wholesaler's warehouse and then to Caesars Palace Las Vegas. If your company is an International Exhibitor but has an existing relationship with a wholesaler in Nevada, you must use that wholesaler for the WSWA Convention & Exposition.

If you have any questions regarding the delivery or handling of product coming into the United States, please contact: Kari Langerman at Kari@wswa.org

KUEHNE & NAGEL CONTACT INFORMATION:

Robert Rodriguez
(310) 258-8149
Robert.Rodriguez@Kuehne-Nagel.com

LABELING OF PRODUCT CASES

All cases of product must be affixed with one of the appropriate destination labels provided by WSWA, which can be found in the [Freeman Exhibitor Service Manual](#) or [here](#) on the WSWA convention website.

The WSWA wholesalers clearing product for the WSWA Convention & Exposition will also have copies of these labels. If you are a U.S. based company and need to ship your alcohol beverage product to a WSWA wholesaler, please be certain to affix the appropriate destination label to the side of your case(s) (NOT to the top) **PRIOR** to shipping. The destination label is a critical tool used to organize your alcohol beverage when it arrives in the wholesalers warehouse and once again when it is delivered to the hotel.

REMINDER: All Alcohol Beverage Product MUST have the appropriate destination label and be accompanied by a Bill of Lading. **If you are shipping cases to the wholesaler be CERTAIN to use crush proof materials and secure your cases. WSWA wholesalers and Freeman are not responsible for product that arrives damaged or is damaged in transit to the hotel.**

WHOLESALE PRODUCT HANDLING FEES

Each wholesaler will charge product handling fees and will advise you of your tax liability. Taxes and handling fees MUST be paid before the wholesaler will clear the product and deliver it to the hotel. Your selected wholesaler will also require your signature on an indemnification letter, BEFORE they will complete the appropriate documentation for the State of Nevada.

Fees to wholesalers must be made by check or money order and must be received before your product can be released.

All forms can be found in the [Freeman Exhibitor Service Manual](#).

FAILURE TO COMPLY WITH THE WSWA PRODUCT HANDLING GUIDELINES MAY RESULT IN LOSS, CONFISCATION, OR RETURN OF PRODUCT TO SENDER.

FREEMAN EXPOSITION PRODUCT HANDLING FEES

Product handling charges will apply to all cases of beverage alcohol product, whether or not they are opened or consumed. They will also apply to each case of wine or spirits (including liqueurs, cooler, cordials, etc.,) regardless of the number or size of bottles contained per case. Mixers and waters and other non-alcoholic beverages will be charged at the prevailing drayage rate (CWT rate).

EXHIBIT HALL	\$39.80 per case
TASTE OF THE INDUSTRY	\$39.80 per case
LOWER LEVEL SUITE	\$39.80 per case
TRADITIONAL HOSPITALITY SUITE	\$45.40 per case

FREEMAN SERVICES COVERED UNDER THE FEES

Product handling fees cover the following services:

- Freeman's receipt of Alcohol Beverage Product from designated Wholesalers.
- Sorting and secure storage at Caesars Palace Las Vegas until date of delivery to suite or exhibit hall.
- Freeman delivery to Hospitality Suites, Exhibit Hall, Competitions, etc. (*as indicated on the destination label adhered to the case*)
- Upon pre-approved request (and only for ALCOHOL that is part of the wholesaler portfolio) return delivery to the hotel loading dock for pick-up by an approved wholesaler at the conclusion of the convention.
- Other means of product dissolution.

WHEN SHOULD YOU PAY FREEMAN FEES?

All Exhibitor and Suite holders will be required to pay the product handling charges prior to the delivery of alcohol or POS materials to their respective exhibit booth or suite.

HOW MAY THE FREEMAN FEES BE PAID?

Exhibitors and Suite holders may pay by Visa, MasterCard, American Express or company check (made payable to Freeman Exposition Services). Checks must be in U.S. Funds. See the Method of Payment form in the [Freeman Exhibitor Service Manual](#) for details.

NON-ALCOHOL BEVERAGE EXHIBIT ITEMS AND POINT-OF-SALE MATERIALS

All non-alcohol items such as point of sale materials, props, signs, decorative and display item, give-a-ways etc., should be sent SEPARATELY and DIRECTLY to the Freeman Advance Warehouse per the instructions in the [Freeman Exhibitor Service Manual](#). **Please be certain to use the Freeman Materials Handling labels for all non-alcohol items.**

PLEASE DO NOT SEND POINT-OF-SALE MATERIALS TO WHOLESALERS

WSWA MEMBER WHOLESALER PARTNERS FOR 75TH CONVENTION & EXPOSITION

BREAKTHRU BEVERAGE OF NEVADA

Cathy Hutchens

External Affairs Coordinator
1849 West Cheyenne Avenue
North Las Vegas, NV 89032
(702) 699-8865
chutchens@breakthrubev.com

SOUTHERN GLAZER'S WINE & SPIRITS OF NEVADA

Ipo Episom

Director of Compliance & Logistics
8400 S Jones Blvd
Las Vegas, NV 89139
(702) 253-3243 office
(702) 210-9490 cell
nevadawswa@sgws.com

DEADLINE FOR RECEIPT OF ALCOHOL OR FOR RECEIPT OF PULL TICKET BY WHOLESALERS IS MARCH 30, 2018.

COLLECTING YOUR ALCOHOL AND FREIGHT UPON ARRIVAL AT CAESARS PALACE

Your alcohol beverage product will be inventoried and stored in a secure area until delivered to its intended destination. To ensure expedient product delivery, we recommend that you go to the **WSWA Product Distribution Center** (see location and hours below) soon after your arrival and check-in at Caesars Palace to arrange for the delivery of your alcohol and other freight (i.e. POS) to your Traditional or Lower Level Hospitality Suite.

IMPORTANT: A company representative MUST be present in the Traditional or Lower Level Hospitality Suite to receive delivery.

Exhibit Hall Exhibitors, please note that alcohol and freight is scheduled for automatic delivery to the Exhibit Hall(s) on Monday, April 30 by noon. Exhibitors should ONLY go to the Product Distribution Center if their alcohol is NOT in their exhibit booth by noon on Monday, April 30.

ALCOHOL FOR TASTING AND MIXOLOGY COMPETITIONS, HOT BRANDS AWARDS AND SPONSORED WSWA EVENTS

Alcohol for competitions, awards or sponsored WSWA events will be delivered to the event location. There is no need to stop at the WSWA Product Distribution Center.

Use of the proper destination label(s) and separation of alcohol intended for the Wine & Spirits Tasting and Mixology competitions, Hot Brands Awards and sponsored WSWA events from alcohol intended for exhibit booths and hospitality suites is imperative. Destination labels for the Wine & Spirits Tasting and Mixology competitions are available at www.wswaconvention.org. Destination labels for sponsored WSWA events and the Hot Brand Awards, will be sent to company point of contact and are NOT available on our website or in the Freeman Exhibitor Service Manual.

You must complete a separate Alcohol Beverage Product List for alcohol which will be used or displayed in/at competitions, awards and/or sponsored WSWA events.

Please contact Cindy Nachman-Senders, Cindy@wswa.org with any questions.

DIRECT DELIVERY TO THE HOTEL IS PROHIBITED

Exhibitors, attendees and/or hotel guests are prohibited from direct shipping, delivering or hand carrying alcohol of any type into Caesars Palace. Participants found to be in violation of this policy and Nevada state regulations will have their alcohol product samples confiscated until the appropriate fees and taxes have been paid or proof of payment can be established.

Caesars Palace bell staff are prohibited from delivering alcohol to guest rooms, hospitality suites, exhibit halls, or any other location at Caesars Palace which may or may not be affiliated with the WSWA 75th Annual Convention & Exposition.

All participants in the WSWA Convention & Exposition MUST conform to federal and state statues regarding the shipping, handling, display and sampling of alcohol beverage.

WSWA ALCOHOL PRODUCT DISTRIBUTION CENTER

MILANO IV BALLROOM, CAESARS PALACE LAS VEGAS

HOURS OF OPERATION

MONDAY, APRIL 30	7:00 am - 8:00 pm
TUESDAY, MAY 1	7:00 am - 6:00 pm
WEDNESDAY, MAY 2	8:00 am - 8:00 pm
THURSDAY, MAY 3	10:00 am - 9:00 pm





IMPORTANT CONTACTS

To coordinate the receipt of product at Caesars Palace through a wholesaler other than Breakthru Beverage, Southern Glazer's or Johnson Brothers, please contact:

ROBYN SHOLAR

Account Manager
Freeman Exposition Services
robyn.sholar@freemanco.com
(404) 253-6513

For questions regarding product handling, contact:

CINDY NACHMAN-SENDERS

Senior Consultant
Meetings & Conventions
WSWA
cindy@wswa.org
(202) 243-7510

OR

KARI LANGERMAN

Senior Director
Meetings & Conventions
WSWA
kari@wswa.org
(202) 243-7516