

# ALCOHOL BEVERAGE

## PRODUCT HANDLING GUIDELINES



WINE & SPIRITS  
WHOLESALE  
OF AMERICA



# WINE & SPIRITS

## WHOLESALEERS OF AMERICA

### 76<sup>TH</sup> ANNUAL CONVENTION & EXPOSITION

March 31 - April 3, 2019 | Grande Lakes Orlando

## BEVERAGE ALCOHOL PRODUCT HANDLING GUIDELINES

### GENERAL INFORMATION

#### DEADLINE FOR RECEIPT OF PRODUCT BY WHOLESALERS IS MARCH 1, 2019

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 76th Annual Convention & Exposition MUST be delivered to Grande Lakes Orlando by a licensed Florida wholesaler and will be received at Grande Lakes Orlando by Shepard Exposition Services for the WSWA Annual Convention & Exposition.

Exhibitors may NOT direct ship or walk any alcohol beverage product into Grande Lakes Orlando. Product that is walked or direct shipped to the hotel may be subject to 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 Shepard Exposition Services' advance warehouse and received by March 30, 2019. The receipt and delivery of non-alcohol products and point-of-sale materials are charged by weight. Details are provided in the [Shepard Exhibitor Service Manual](#).

### ALCOHOL BEVERAGE PRODUCT LIST

All participants who will sample or display alcohol beverage during the WSWA 76th Annual Convention & Exposition must complete the [Alcohol Beverage Product List](#) and return it no later than March 8, 2019.

### SELECTION OF WHOLESALER

If you have a product that is registered in the state of Florida and a wholesaler who delivers to Orlando, you must use that wholesaler for product delivery to Grande Lakes Orlando. 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 Suite, Exhibit Hall, Traditional Suite, etc.*
- Grande Lakes Orlando cannot receive alcohol for the WSWA Convention & Exposition. Alcohol is received from wholesalers on the Grande Lakes Orlando dock by Shepard Exposition. All alcohol must be delivered by a licensed FLORIDA wholesaler.
- The following wholesalers will have pre-scheduled delivery times arranged with Shepard for alcohol delivery to the

Grande Lakes Orlando dock:

Breakthru Beverage Group  
Republic National Distributing Co. - Tampa  
Southern Glazer's Wine & Spirits

If your wholesaler is other than those listed above you will need to contact Jessica Dominguez with Shepard, [jdominguez@shepardes.com](mailto:jdominguez@shepardes.com) or (702) 948-0343 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 Grande Lakes Orlando dock by an authorized Shepard 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 Florida Wholesaler you must select Breakthru Beverage Group OR Republic National Distributing Co. - Tampa OR Southern Glazer's Wine & Spirits 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

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 Shepard Exposition or to Grande Lakes Orlando.

Once international product has been cleared through customs it will be delivered to your specified wholesaler's warehouse and then to Grande Lakes Orlando. If your company is an International Exhibitor but has an existing relationship with a wholesaler in Florida, 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](mailto:Kari@wswa.org)

#### KUEHNE & NAGEL CONTACT INFORMATION:

**Robert Rodriguez**  
(310) 258-8149  
[Robert.Rodriguez@Kuehne-Nagel.com](mailto: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 [Shepard 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 Shepard 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 Florida.

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 [Shepard Exhibitor Service Manual](#).

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

## SHEPARD 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).

<b>EXHIBIT HALL</b>	\$39.80 per case
<b>TASTE OF THE INDUSTRY</b>	\$39.80 per case
<b>LOWER LEVEL SUITE</b>	\$39.80 per case
<b>TRADITIONAL SUITE</b>	\$45.40 per case

## SHEPARD SERVICES COVERED UNDER THE FEES

Product handling fees cover the following services:

- Shepard's receipt of Alcohol Beverage Product from designated Wholesalers.
- Sorting and secure storage at Grande Lakes Orlando until date of delivery to suite or exhibit hall.
- Shepard delivery to 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 SHEPARD 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 SHEPARD FEES BE PAID?

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

**Please be certain to use the Shepard Materials Handling labels for all non-alcohol items.**

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

## WSWA MEMBER WHOLESALER PARTNERS FOR 76<sup>TH</sup> CONVENTION & EXPOSITION

### BREAKTHRU BEVERAGE

#### Deborah Key

Event Manager  
6031 Madison Avenue  
Tampa, FL 33619  
(813) 672-6944  
[DLKey@BreakthruBev.com](mailto:DLKey@BreakthruBev.com)

### REPUBLIC NATIONAL DISTRIBUTING CO. - TAMPA

#### Erik Velazquez

Area Manager, Central Florida  
4901 Savarese Circle, N  
Tampa, FL 33634  
(813) 885-3200  
[Erik.velazquez@RNDC-USA.com](mailto:Erik.velazquez@RNDC-USA.com)

### SOUTHERN GLAZER'S WINE & SPIRITS

#### James Gallagher

Sales Manager  
4440 Old Tampa Hwy  
Lakeland, FL 33811  
(321) 689-2844  
[jgallagher@sgws.com](mailto:jgallagher@sgws.com)

**DEADLINE FOR RECEIPT OF ALCOHOL OR FOR RECEIPT OF PULL TICKET BY WHOLESALERS IS MARCH 1, 2019.**

## COLLECTING YOUR ALCOHOL AND FREIGHT UPON ARRIVAL AT GRANDE LAKES ORLANDO

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 locations below) soon after your arrival and check-in at Grande Lakes Orlando to arrange for the delivery of your alcohol and other freight (i.e. POS) to your Traditional or Lower Level Suite.

- **The Ritz-Carlton - Milan Rooms**

*(use The Ritz-Carlton South elevators to access this space)*

- **The JW Marriott - The Sevilla Foyer**

*(Lower Level)*

**IMPORTANT: A company representative MUST be present in the Traditional or Lower Level 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 1 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 1.

## 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 suites is imperative. Destination labels for the Wine & Spirits Tasting and Mixology competitions are available at [www.wswaconvention.org](http://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 Shepard 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](mailto: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 Grande Lakes Orlando. Participants found to be in violation of this policy and Florida 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.

Grande Lakes Orlando bell staff are prohibited from delivering alcohol to guest rooms, suites, exhibit halls, or any other location at Grande Lakes Orlando which may or may not be affiliated with the WSWA 76th 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

THE RITZ CARLTON - MILAN ROOMS  
THE JW MARRIOTT - THE SEVILLA FOYER

### HOURS OF OPERATION

SUNDAY, MARCH 31	7:00 am - 8:00 pm
MONDAY, APRIL 1	7:00 am - 6:00 pm
TUESDAY, APRIL 2	8:00 am - 8:00 pm
WEDNESDAY, APRIL 3	10:00 am - 8:00 pm
THURSDAY, APRIL 4	7:00 am - 12:00 pm



## IMPORTANT CONTACTS

To coordinate the receipt of product at Grande Lakes Orlando through a wholesaler other than Breakthru Beverage Group, Republic National Distributing, Co. or Southern Glazer's Wine & Spirits, please contact:

**JESSICA DOMINGUEZ**

Regional Planner Coordinator  
Shepard Exposition Services  
[jdominguez@shepardes.com](mailto:jdominguez@shepardes.com)  
(702) 948-0343

For questions regarding product handling, contact:

**CINDY NACHMAN-SENDERS**

Senior Consultant  
Meetings & Conventions  
WSWA  
[cindy@swa.org](mailto:cindy@swa.org)  
(202) 243-7510

OR

**KARI LANGERMAN**

Senior Director  
Meetings & Conventions  
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(202) 243-7516