



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!**

**WEDNESDAY, APRIL 3**

**8:45 am - 10:30 am**

Coquina Ballroom

JW Marriott Grande Lakes Orlando

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. **Have fun, be creative... the video can be simple or complex.** If recording using your smartphone, please shoot horizontally (not vertically). The person featured in the video must be the same person who will appear live on stage.
3. Upload your video by clicking on this [link](#).
4. Entrants selected to participate will pitch their brand to our panel of top wholesaler and industry 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 and industry trade publications. Winners will also be interviewed in our WSWA TV-Studio and on an *F&B Magazine* podcast. Your presentation could lead to potential distribution opportunities from the panelists or others in the audience.\*

**First place** will receive a \$2,000 cash award, plaque, bragging rights and two complimentary registrations to the 77th Annual Convention & Exposition (2020).

**Second place** will receive a \$1,000 cash award, plaque, bragging rights and one complimentary registration to the 77th Annual Convention & Exposition (2020).

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

### Eligibility Requirements:

1. There is no entry or participation fee if the brand is a WSWA 76th Annual Convention & Exposition registered exhibitor/suite holder.
2. For brands who are not registered to participate in the WSWA 76th Annual Convention & Exposition, there is a \$250 non-refundable entry fee. If selected into the Competition, a \$2,000 participation fee will be required.
3. The presenter must be 21 years old or older.
4. The brand you will be pitching must have COLA approval or a COLA exemption.

### 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

## CHOSEN CONTESTANTS:

If you are chosen as a contestant, WSWA will provide guidance on your presentation style, but will not advise you on the content of your presentation. All display items including glassware, ice etc., as may be necessary, will be provided by WSWA. Contestants must provide product samples for the judges.

## 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](#). Remember, the person or people who will be making the brand pitch on stage must be featured predominately in the video submission. You may have up to 2 presenters.

### Please complete your entry form and return to:

Cindy Nachman-Senders, Senior Consultant, Meetings & Conventions | [Cindy@wswa.org](mailto:Cindy@wswa.org)

**DEADLINE FOR RECEIPT: FRIDAY, FEBRUARY 18, 2019**

NAME OF BRAND

LAUNCH DATE OF BRAND

### TYPE OF BRAND *(check one)*:

Wine    Spirit    Ready to Drink    Mixer    Other: \_\_\_\_\_

(PARENT) COMPANY

### BRAND DESCRIPTION:

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ADDRESS

PHONE NUMBER

NAME OF PRESENTER #1

JOB TITLE PRESENTER #1

NAME OF PRESENTER #2 *(Note: you may have up to 2 presenters)*

JOB TITLE PRESENTER #2

PRIMARY CONTACT *(Primary contact must be a presenter)*

PRIMARY CONTACT MOBILE NUMBER

PRIMARY CONTACT EMAIL ADDRESS

There is a \$250 entry fee for brands who are not registered as a WSWA 76th Annual Convention & Exposition participant *(defined as having reserved a Lower Level or Traditional Suite or an Exhibit Booth)*. If you are a non-participant and are selected into the Competition, a \$2,000 participation fee will be required.

### PLEASE INDICATE PAYMENT METHOD\*: *(\* a 3% processing fee will be added to all credit card transactions)*

WSWA IS AUTHORIZED TO CHARGE \$ \_\_\_\_\_ TO MY  VISA    MASTERCARD    AMERICAN EXPRESS    DISCOVER  
 CHECK HERE IF CREDIT CARD BILLING ADDRESS IS SAME AS ABOVE

CREDIT CARD #

EXPIRATION DATE

CIV NUMBER

CARDHOLDERS NAME

ADDRESS ASSOCIATED WITH CREDIT CARD

CARDHOLDERS SIGNATURE

CITY / STATE / ZIP

QUESTIONS: Please email Cindy Nachman-Senders, [Cindy@wswa.org](mailto:Cindy@wswa.org)