



WSWA welcomes the display of all alcohol beverage industry trade publications.

There is a \$375 processing fee per publication, which covers the hotel's freight handling fees, as well as stocking and replenishing the bins.

GENERAL GUIDELINES

Alcohol beverage industry trade publishers who wish to have their publication(s) displayed at the Convention must register at least one representative.

WHICH PUBLICATIONS MAY BE DISTRIBUTED AND DISPLAYED?

Only publications with primary readership of at least one segment of the beverage alcohol industry (suppliers, wholesalers, retailers and/or WSWA Convention sponsors) qualify. In addition, there must be editorial content about the industry within the publication. Publications intended for the general public do not qualify as media and may not be displayed. **To find out if your publication qualifies**, please contact the Senior Director, Meetings & Conventions, Kari Langerman at kari@wswa.org

STEP ONE: GETTING STARTED

- Publishers who seek to display their trade publication(s) at the WSWA 76th Annual Convention & Exposition should submit the Official Publication Display Request Form along with payment. The publication will not be displayed without receipt of payment.
- WSWA recommends, as a general guideline, that publishers furnish no more than **2,000** copies of their publication for display purposes.
- Display requests will be acknowledged by WSWA upon receipt. The acknowledgment will be accompanied by e-mailing instructions/labels that must be used for shipping display publications. Please indicate on display request form approximately how many boxes will be shipped to the show.

STEP TWO: SHIPPING PUBLICATIONS

- Following acknowledgement from WSWA, publications should be shipped to the Shepard warehouse so that delivery falls **between March 1 - 30, 2019**. Please contact Kari Langerman if your shipment will be shipped after these dates.
- **USE THE MAILING LABELS WHICH WILL BE PROVIDED BY WSWA.**
- No COD shipments will be accepted. Shipping costs are the sole responsibility of the publisher or their designate.
- **YOU MUST EMAIL YOUR TRACKING NUMBER TO** Kari Langerman, kari@wswa.org, after your shipment has been sent.

STEP THREE: WHAT TO DO "ON SITE"

- WSWA will transport the publications from the storage area to the designated bins in the hotel. WSWA will also ensure that the bins are replenished and maintained throughout the day.
- Publishers' representatives may not alter the location of their bin(s). Doing so could result in removal of that publication.
- The display bins will be setup **Sunday, March 31 - Wednesday, April 3, 2019**.
- Publishers' representatives may not obtain additional bins or tables from the hotel to augment bin space already designated. Only WSWA staff may authorize the set-up of additional bins for display purposes. Representatives are requested to contact the WSWA office if they foresee a need for additional display space.
- WSWA reserves the right to confiscate any publications which do not meet the criteria of "trade publication" or are displayed or distributed other than in accordance with the provisions set forth herein.

QUESTIONS:

Questions regarding display procedures please contact:

Kari Langerman

Meetings and Conventions at
(202) 243-7516 or by e-mail
at kari@wswa.org



This form is **INTERACTIVE**. You can type directly onto this form, **RENAME IT WITH YOUR LAST NAME**, save it and email it as an attachment to registrations@wswa.org. If returning by mail, please type, print clearly or attach a business card.

DIRECTIONS

1. Please complete and return this request with payment by **February 1, 2019**.
2. You must email your tracking number once shipment is sent to Kari Langerman at kari@wswa.org.
3. **Incomplete request forms cannot be processed.**

RETURN THIS COMPLETED FORM WITH PAYMENT:

WSWA, Meetings & Conventions Department
805 15th Street, NW, Suite 1120
Washington, DC 20005

By email to: registrations@wswa.org

CONTACT INFORMATION

FIRST NAME _____ LAST NAME _____ JOB TITLE _____
COMPANY / PUBLICATION _____
OFFICE MAILING ADDRESS _____ CITY / STATE / ZIP / COUNTRY _____
TELEPHONE _____ FAX _____
EMAIL ADDRESS _____

CONVENTION REPRESENTATIVE

NAME OF REPRESENTATIVE(S) ATTENDING CONVENTION _____
EMAIL ADDRESS _____
CHECK IN DAY AND DATE _____ CELL PHONE *(for on-site use only)* _____

PUBLICATION INFORMATION

Please provide the following information regarding the publication(s) you wish to display.

PUBLICATION TITLE _____
NUMBER TO BE SHIPPED FOR DISPLAY _____ PRIMARY READERSHIP _____
PUBLICATION TITLE _____
NUMBER TO BE SHIPPED FOR DISPLAY _____ PRIMARY READERSHIP _____
NUMBER OF SHIPPING LABELS NEEDED _____

WSWA recommends, as a general guideline, that publishers furnish no more than 2,000 copies of their publications for display purposes.

PAYMENTS

Enclose payment with this form. **NOTE:** Credit cards cannot be processed without the necessary credit information and signature.

PLEASE INDICATE PAYMENT METHOD*:

- A CHECK IN THE AMOUNT** OF \$ _____, MADE PAYABLE TO WSWA, IS ENCLOSED.
 WSWA IS AUTHORIZED TO CHARGE \$ _____ TO MY VISA MASTERCARD AMERICAN EXPRESS DISCOVER
 CHECK HERE IF CREDIT CARD BILLING ADDRESS IS SAME AS PROVIDED IN CONTACT INFORMATION ABOVE.

CREDIT CARD # _____ EXPIRATION DATE _____ CIV NUMBER _____
CARDHOLDERS NAME _____ ADDRESS ASSOCIATED WITH CREDIT CARD _____
CARDHOLDERS SIGNATURE _____ CITY / STATE / ZIP _____

*a 3% processing fee will be added to all credit card transactions
**\$375 per publication bin required.

PUBLICATION DISPLAY FEE: \$375 (PER PUBLICATION BIN REQUIRED) # OF BINS REQUIRED: _____