

# Beverage Alcohol Product Handling Guidelines

## General Information

**Deadline For Receipt Of Product By Wholesalers Is March 1, 2023**

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 WSWA's Access LIVE MUST be delivered to Gaylord Palms Resort by a licensed Florida wholesaler and will be received at Gaylord Palms Resort by Shepard Exposition Services for WSWA Access LIVE.

**Exhibitors may NOT direct ship or walk any alcohol beverage product into Gaylord Palms Resort. 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 27, 2023. 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 Access LIVE must complete the Alcohol Beverage Product List and return it no later than March 6, 2023.



## Alcohol Beverage Product List

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 Gaylord Palms Resort. If your wholesaler of record is NOT one of the WSWA wholesalers "listed below" clearing product for the WSWA Access LIVE 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. Main Street Suite, Access HQ Booth (Exhibit Hall), Access HQ Suite, etc.
- Gaylord Palms Resort cannot directly receive alcohol for Access LIVE. Alcohol is received from wholesalers on the Gaylord Palms Resort 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 Gaylord Palms Resort dock:
  - Breakthru Beverage Group
  - Republic National Distributing Co. - Tampa
  - Southern Glazer's Wine & Spirits

If your wholesaler is different than those listed above you will need to contact Jonathan Jewett with Shepard, [jjewett@shepardes.com](mailto:jjewett@shepardes.com) or (281) 995-4635 to provide your wholesaler's information so that a delivery time can be arranged.

**Note:**

The hotel cannot receive your alcohol samples. Alcohol can only be received on the Gaylord Palms Resort dock by an authorized Shepard representative, delivered by a Florida wholesaler.

## 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 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 these forms can be found in the [Shepard Exhibitor 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 Southern Glazer's Wine & Spirits. (see contact information on page 5).

### 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 Gaylord Palms Resort.

Once international product has been cleared through customs it will be delivered to your specified wholesaler's warehouse and then to Gaylord Palms Resort. If your company is an International Exhibitor but has an existing relationship with a wholesaler in Florida, you must use that wholesaler for Access LIVE.

If you have any questions regarding the delivery or handling of product coming into the United States, please contact:

Nicole Anderson at [nicole.anderson@swa.org](mailto:nicole.anderson@swa.org) or

Michael Maloney at [Michael.Maloney@swa.org](mailto:Michael.Maloney@swa.org)

# Labeling of Product Cases

All product cases must have the appropriate destination labels affixed to the side of the cases. These labels are found in the Shepard Exhibitor Service Manual and on the WSWA Access LIVE website ([www.accesslive.wswa.org](http://www.accesslive.wswa.org))

The WSWA wholesalers clearing product for Access LIVE 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 wholesaler's 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.

## Wholesaler 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.**



# WSWA Member Wholesaler Partners for Access LIVE

## Breakthru beverage

Deborah Key  
Event Manager  
6031 Madison Avenue  
Tampa, FL 33619  
(813) 672-6944  
DLKey@BreakthruBev.com

## Customs broker

Maria Gomez  
State Import Manager  
SGWS – Florida  
(786) 306-7290  
MaGomez@sgws.com

## Republic National Distributing Co. - Tampa

Erik Velazquez  
(407) 697.1000  
Erik.Velazquez@RNDC-USA.com  
  
Area Manager, On Premise  
4901 Savarese Circle N.  
Tampa, FL 33634

## Bibi S. Giampaolo

Asst. Imports Manager/LCB/CCS  
SGWS – Florida  
(305) 627-1724  
(786) 574-8803  
bgiampaolo@sgws.com

## Southern Glazer's Wine & Spirits

James Gallagher  
Sales Manager  
4440 Old Tampa Hwy  
Lakeland, FL 33811  
(321) 689-2844  
jgallagher@sgws.com

Deadline for receipt of alcohol or for receipt of pull ticket by wholesalers is March 1, 2023.



# Collecting Your Alcohol and Freight Upon Arrival at Gaylord Palms Resort



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 in the Gaylord Convention Center on the **Mezzanine Level in Lafayette 5**, soon after your arrival and check-in at Gaylord Palms Resort to arrange for the delivery of your alcohol and other freight (i.e. POS) to your Main Street Suite.

## **IMPORTANT:**

A company representative **MUST** be present in the Suite to receive delivery.

Access HQ Exhibitors, please note that alcohol and freight is scheduled for automatic delivery to the Exhibit Hall on **Saturday, April 1** by 2pm ET. Exhibitors should **ONLY** go to the Product Distribution Center if their alcohol is **NOT** in their exhibit booth after 2pm ET on Saturday, April 1.

# Shepard Services Covered Under the Fees



Product handling fees cover the following services, (reference the [Shepard Exhibitor Service Manual](#) for all fees)

- Shepard's receipt of Alcohol Beverage Product from designated Wholesalers.
- Sorting and secure storage at Gaylord Palms Resort 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 side of 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 Access LIVE.
- 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 and/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 items, 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.**

## Alcohol for Tasting 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 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 competitions are available in the Shepard Exhibitor Service Manual. 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 Kari Langerman, [Kari@wswa.org](mailto:Kari@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 Gaylord Palms Resort. 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.

Gaylord Palms Resort bell staff are prohibited from delivering alcohol to guest rooms, suites, exhibit halls, or any other location at Gaylord Palms Resort which may or may not be affiliated with WSWA Access LIVE.

All participants in Access LIVE MUST conform to federal and state statutes regarding the shipping, handling, display and sampling of alcohol beverage.



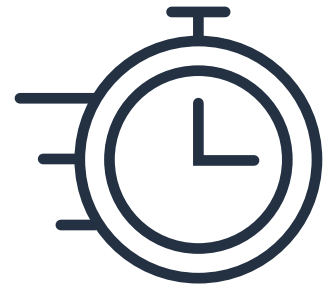


# Product Distribution Center - Lafayette 5

(Gaylord Palms Convention Center, Mezzanine Level)

## Hours of Operation

<b>SATURDAY,</b>	<b>APRIL 1</b>	<b>12:00 pm - 6:00 pm</b>
<b>SUNDAY,</b>	<b>APRIL 2</b>	<b>7:00 am - 8:00 pm</b>
<b>MONDAY,</b>	<b>APRIL 3</b>	<b>7:00 am - 6:00 pm</b>
<b>TUESDAY,</b>	<b>APRIL 4</b>	<b>8:00 am - 8:00 pm</b>
<b>WEDNESDAY,</b>	<b>APRIL 5</b>	<b>7:00 am - 3:00 pm</b>



## Important Contacts

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

### Jonathan Jewett

Regional Planner Coordinator Shepard Exposition Services

[jjewett@shepardes.com](mailto:jjewett@shepardes.com) or (281) 995-4635

## For questions regarding product handling, contact:

### Kari Langerman

Vice President, Meetings & Events, WSWA

[Kari@wswa.org](mailto:Kari@wswa.org)

(202) 243-7516

### Nicole Anderson

Manager, Sales and Business Development

[Nicole.anderson@wswa.org](mailto:Nicole.anderson@wswa.org)

(703) 606-2128

