

# Beverage Alcohol Product Handling Guidelines

## General Information

**Deadline for receipt of alcohol in wholesaler's warehouse is January 12, 2024**

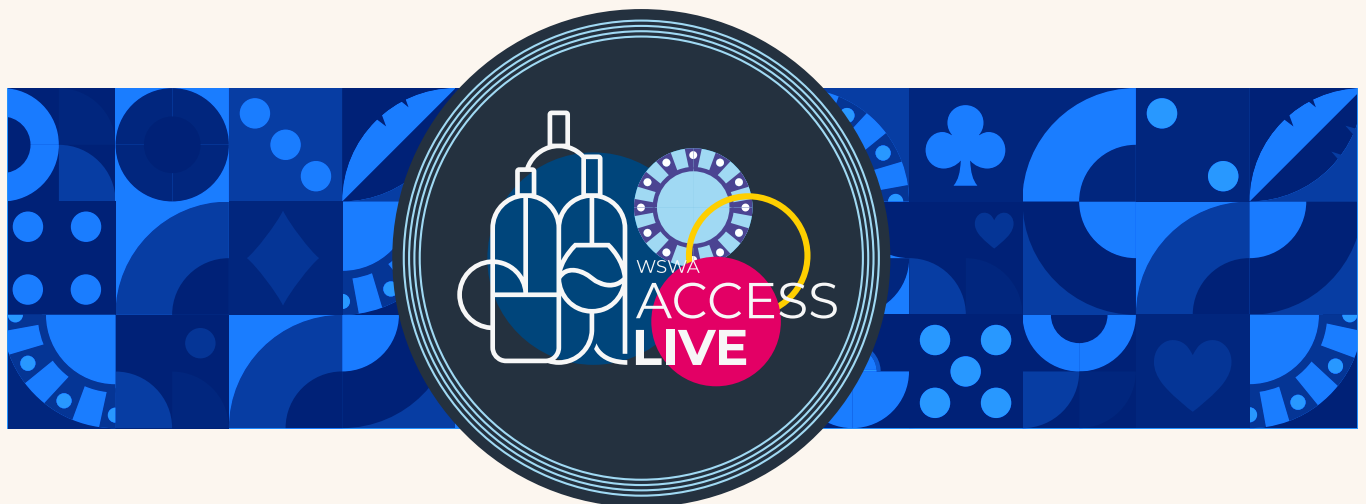
*(Late fees will apply for product delivery between January 13 - 19)*

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 Caesars Forum by a licensed Nevada wholesaler and will be received at Caesars Forum by Freeman Exposition Services for WSWA Access LIVE.

Exhibitors may NOT direct ship or walk any alcohol beverage product into Caesars Forum. 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 Freeman Exposition Services' advance warehouse and received by January 22, 2024. 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 Access LIVE must complete the Alcohol Beverage Product List and return it no later than January 12, 2024.

**Products delivered between January 13-19, 2024 to a Nevada wholesaler will be charged a late fee. After January 19, no product will be accepted.**

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 Forum. If your wholesaler of record is NOT one of the WSWA wholesalers listed below clearing product for 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.
- Caesars Forum cannot directly receive alcohol for Access LIVE. Alcohol is received from wholesalers on the Caesars Forum 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 Forum dock:
  - Breakthru Beverage Group
  - Southern Glazer's Wine & Spirits

If your wholesaler is different than those listed above you will need to contact Shanae Bullard with Freeman, shanae.bullard@freeman.com 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 Caesars Forum dock by an authorized Freeman representative, delivered by a Nevada 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 Nevada Wholesaler you must select Southern Glazer's Wine & Spirits as the WSWA Wholesaler to receive your product. The following must also be completed:

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

All these forms can be found in the **Freeman Exhibitor Service Kit** or on **WSWA's Exhibitor Resources** webpage.

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 Freeman Exposition or to Caesars Forum.

Once international product has been cleared through customs it will be delivered to your specified wholesaler's warehouse and then to Caesars Forum. If your company is an International Exhibitor but has an existing relationship with a wholesaler in Nevada, 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:

Molly Fontaine at [molly.fontaine@swa.org](mailto:molly.fontaine@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 **Freeman Exhibitor Service Manual** and on **WSWA's Exhibitor Resources** webpage.

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 Freeman 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 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** or on **WSWA's Exhibitor Resources** webpage.

**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

Jessica Beesley

1849 W. Cheyenne Avenue  
North Las Vegas, NV 89032

702.735.9141 ext 8175272

[nvtradeshows@breakthrubev.com](mailto:nvtradeshows@breakthrubev.com)

## Southern Glazer's Wine & Spirits

Ipo Episom

Director of Compliance and Logistics

8400 South Jones Blvd.  
Las Vegas, NBV 89139

(702) 253-3243

[nevadawswa@sgws.com](mailto:nevadawswa@sgws.com)

**Deadline for  
receipt of alcohol  
or for receipt of  
pull ticket by  
wholesalers is  
January 12, 2024.**



## Customs Broker

Sarah Scipione

4902 North America Drive  
Buffalo, NY 14224

Phone: (716) 462-6022

[sscipione@tacustoms.com](mailto:sscipione@tacustoms.com) and  
[sgwsimports@tacustoms.com](mailto:sgwsimports@tacustoms.com)





# Collecting Your Alcohol and Freight Upon Arrival at Caesars Forum

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 Caesars Forum **Summit Ballroom Pre-function** space, soon after your arrival and check-in at Caesars Forum 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 **Monday, January 29** by 2 pm PST. Exhibitors should **ONLY** go to the Product Distribution Center if their alcohol is **NOT** in their exhibit booth after 2 pm PST on Monday, January 29.



# Freeman Services Covered Under the Fees

Product handling fees cover the following services, (reference the Freeman Exhibitor Service Manual for all fees)

- Freeman's receipt of Alcohol Beverage Product from designated wholesalers, Sorting and secure storage at Caesars Forum until date of delivery to suite or exhibit hall.
- Freeman 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 Access LIVE.
- 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 and/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 items, give-a-ways etc., should be sent SEPARATELY and DIRECTLY to the Freeman 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.**

# Alcohol for Tasting Competitions, Brand Battle Championship, Receptions, and other Sponsored WSWA Events

Alcohol for competitions, receptions, and other sponsored 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, receptions, Brand Battle Championship, 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 Freeman Exhibitor Service Manual. Destination labels for sponsored WSWA events will be sent to company point of contact and are NOT available on WSWA's Access LIVE website or in the Freeman Exhibitor Service Manual.

You must complete the 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

Caesars Forum, Harrah's Las Vegas, and Caesars Palace Las Vegas staff are prohibited from direct shipping, delivering or hand carrying alcohol of any type into Caesars Forum. 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 Forum bell staff are prohibited from delivering alcohol to guest rooms, suites, Access HQ (exhibit halls), or any other location at Caesars Forum, Harrah's Las Vegas, or Caesars Palace 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 – Summit Pre-Function

(Caesars Forum, Main Level-Summit Pre-Function)

<b>Sunday,</b>	January 28	By Appointment Only
<b>Monday,</b>	January 29	7:00 AM - 6:00 PM
<b>Tuesday,</b>	January 30	8:00 AM - 8:00 PM
<b>Wednesday,</b>	January 31	7:00 AM - 8:00 PM
<b>Thursday,</b>	February 1	7:00 AM - 5:00 PM

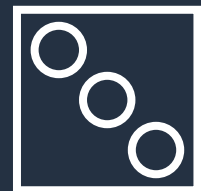
## Important Contacts

To coordinate the receipt of product at Caesars Forum through a wholesaler other than Breakthru Beverage Group or Southern Glazer's Wine & Spirits, please contact:

**Shanae Bullard**

with Freeman

[shanae.bullard@freeman.com](mailto:shanae.bullard@freeman.com)



**For questions regarding product handling, contact:**

**Kari Langerman**

Senior Vice President, Meetings & Events, WSWA

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

(202) 243-7516

**Molly Fontaine**

Director, Sales and Business Development, WSWA

[Molly.Fontaine@wswa.org](mailto:Molly.Fontaine@wswa.org)

(603) 667-3904