



SCHEDULE OF EVENTS (As of July 8, 2024)

SUNDAY, FEBRUARY 2

- 10:00 am – 4:00 pm **Wine & Spirits Tasting Competitions** *(Closed Session)*
SPONSORED BY: The Tasting Alliance

- 12:00 pm – 6:00 pm **Main Street Suite Move-In Available** *(By Appointment Only)*
Note: Must schedule set-up in advance

MONDAY, FEBRUARY 3

- 9:00 am – 7:00 pm **Registration Open**

- 9:00 am – 5:00 pm **Welcome Lounge Open**

- 9:00 am – 5:00 pm **Member Services Lounge Open**

- 10:00 am – 12:00 pm **Wine & Spirits Tasting Competition: Best in Show Sweepstakes** *(Closed Session)*
SPONSORED BY: The Tasting Alliance

- 10:00 am – 5:00 pm **Exhibit Space Set-Up** *(Exhibit Booths, Main Suite Suites, and Access HQ Suites)*

- 11:00 am – 2:00 pm **WSWA Board of Directors Meeting & Lunch** *(Invite Only)*

- 1:30 pm – 2:30 pm **New & Non-Member Wholesaler Meet-up** *(Invite Only)*

- 2:30 pm – 3:30 pm **WSWA Wholesaler Members Meeting** *(Open to WSWA Wholesaler Members Only)*

- 2:45 pm – 3:45 pm **Media, Brand Battle Contenders Reception** *(Invite Only)*

- 4:00 pm – 5:15 pm **Opening General Session: State of the Alcohol Industry**
 - WSWA CEO Presentation
 - WSWA Chairwoman's Presentation
 - SipSource Trends Update
 - Lifetime Leadership Award

- 5:30 pm – 8:00 pm **Celebrate LIVE** *(Opening Night Reception)*

TUESDAY, FEBRUARY 4

- 8:00 am – 6:00 pm **Registration Open**

- 8:00 am – 6:00 pm **Welcome Lounge Open**

- 8:00 am – 6:00 pm **Member Services Lounge Open**

- 8:30 am – 9:45 am **Brand Battle Championship & Breakfast**



TUESDAY, FEBRUARY 4 *(continued)*

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| 10:00 am | – | 4:30 pm | Access HQ Open <i>(Exhibit Hall)</i> <ul style="list-style-type: none"> • LIVE Stage Sessions • Hub Activations • HQ Connect Meet-ups • Lunch in the Exhibit Hall |
| 10:00 am | – | 4:30 pm | Main Street Suites Open |
| 11:00 am | – | 11:45 am | Wholesaler Power Hour: Market Drivers - Wholesale Leaders Blazing a Path to Success <i>(LIVE Stage Session)</i> |
| 1:00 pm | – | 1:45 pm | Wholesaler Power Hour: Finding Success in Franchise States <i>(LIVE Stage Session)</i> |
| 3:30 pm | – | 5:00 pm | TASTE Set-Up |
| 4:00 pm | – | 5:00 pm | WLC Networking Reception <i>(Invite Only)</i> |
| 5:00 pm | – | 7:00 pm | TASTE |

WEDNESDAY, FEBRUARY 5

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| 8:00 am | – | 5:00 pm | Registration Open |
| 8:00 am | – | 5:00 pm | Welcome Lounge Open |
| 8:00 am | – | 5:00 pm | Member Services Lounge Open |
| 8:30 am | – | 9:30 am | Closing General Session & Breakfast <ul style="list-style-type: none"> • Keynote Speaker • Ray Herrmann H.E.R.O. Award • Wholesaler Movers & Shakers Awards |
| 10:00 am | – | 4:30 pm | Access HQ Open <i>(Exhibit Hall)</i> <ul style="list-style-type: none"> • LIVE Stage Sessions • Hub Activations • HQ Connect Meet-ups • Lunch in the Exhibit Hall |
| 10:00 am | – | 4:30 pm | Main Street Suites Open |
| 11:00 am | – | 11:45 am | Wholesaler Power Hour: Finding Success in Control States - A Deeper Dive on How to Succeed within A Public-Private Partnership <i>(LIVE Stage Session)</i> |
| 5:00 pm | – | 7:30 pm | Ovation LIVE <i>(Closing Night Reception)</i> |

THURSDAY, FEBRUARY 6

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| 8:00 am | – | 4:00 pm | Exhibit Hall & Suites Teardown |
| 9:00 am | – | 11:00 am | Access LIVE 2026 Preview & Preselection |