

Beverage Alcohol Product Handling Guidelines

Access Live

General Information

Deadline for receipt of alcohol in wholesaler's warehouse is January 6, 2025

(Late fees will apply for product delivery between January 7 - 20)

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 Rockies Resort & Convention Center by a licensed Colorado wholesaler and will be received at Gaylord Rockies by Freeman for WSWA Access LIVE.

Exhibitors may NOT direct ship or walk any alcohol beverage product into Gaylord Rockies. 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's advance warehouse and received by January 28, 2025. The receipt and delivery of non-alcohol products and point-of-sale materials are charged by weight. Details are provided online at the Freeman Exhibitor Portal.



Alcohol Shipping Guidelines

Instructions vary based on the distribution status of your product. Please review the option that best describes the status of your product and follow the corresponding instructions carefully.

1. Your Product is Currently Distributed in Colorado

If your product is currently distributed in Colorado with a wholesaler, you must use that wholesaler to facilitate delivery to Gaylord Rockies Resort & Convention Center. Please be in touch with your current CO wholesaler. Our preferred wholesalers are Southern Glazer's Wine & Spirits, Breakthru Beverage Group, and Republic National Distributing Company who have a streamlined process in place for delivering product to the show. You are welcome to use another distributor not listed here but please coordinate delivery details between your distributor and Freeman directly.

If your product is self-distributed in Colorado, your team can deliver directly to Gaylord Rockies Resort & Convention Center by coordinating with Freeman. If you would like to use a wholesaler associated with Access LIVE (by temporary contract), please contact one of our preferred wholesalers.

- **Southern Glazer's Wine & Spirits**
Contact: Sherise Chew at schew@sgws.com
- **Breakthru Beverage Group**
Contact: Kimberly Coe at kncoe@breakthrubev.com
- **Republic National Distributing Company**
Contact: Brenna Haskins at brenna.haskins@rncd-usa.com
- **Freeman**
Contact: Leigh Burte at leigh.burte@freeman.com



Alcohol Shipping Guidelines *(continued)*

2. Your Product is Produced or Distributed Domestically but NOT in Colorado

If your product is produced, distributed, or imported domestically but not in Colorado you must use LibDib to facilitate delivery to Gaylord Rockies Resort & Convention Center. The LibDib team will use their partnered importer and process to assist with product delivery.

3. Your Product is NOT Produced or Distributed Domestically (including Colorado)

If your product is not currently produced or distributed domestically, including in Colorado, and you do not use a U.S. wholesaler, you must use Southern Glazer's Wine and Spirits (SGWS) to manage/facilitate the importation and COLA waiver process for your product.

LibDib

wswasamples@libdib.com

**Southern Glazer's
Wine and Spirits**

Sherise Chew
schew@sgws.com

Note:

The hotel cannot receive your alcohol samples. Alcohol can only be received on the Gaylord Rockies Resort & Convention Center dock by an authorized Freeman representative, delivered by a Colorado wholesaler.



Labeling of Product Cases

All product cases must have the appropriate destination labels affixed to the side of the cases.

These labels are found online in the Freeman Exhibitor Portal 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 if your product is not in the portfolio already 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 Colorado. 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 online in the Freeman Exhibitors Portal and in your WSWA Exhibitor Services Portal (Cadmium).

Failure to comply with the WSWA product handling guidelines may result in loss, confiscation, or return of product to sender.

Alcohol Beverage Product List

Once the wholesaler is selected and product samples are determined, 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 6, 2025.

Please download and complete your Alcohol Beverage Product List, found on the WSWA Exhibitors Resources webpage and in the exhibitor portal. Be sure to return to exhibits@wswa.org as soon as possible (applicable to all companies sending product to Access LIVE whether in a booth, suite, sponsorship, TASTE, or competition).



WSWA Member Wholesaler Partners for Access LIVE

Breakthru Beverage Group

Kimberly Coe

Manager, Colorado On Premise National Accounts

(269) 364-8215

KNCoe@Breakthrubev.com

Republic National Distributing Company

Brenna Haskins

Republic National Distributing Company

(832) 562-0705

Brenna.Haskins@RNDC-USA.com

Southern Glazer's Wine & Spirits

Sherise Chew

Trade Development & Special Events Manager

(303) 312-8260

schew@sgws.com

LibDib

Rachel Minor Katona

Senior Portfolio Manager

wswasamples@libdib.com

**Deadline for receipt
of alcohol or for
receipt of pull ticket
by wholesalers is
January 6, 2025.**



Collecting Your Alcohol and Freight Upon Arrival at Gaylord Rockies Resort & Convention Center

The Product Distribution Center will be located on-site on the main floor of the convention center in the Pre-Function space of the Aurora Ballroom and will be open before and throughout the show for exhibitors to retrieve product.

Exhibit Hall product will be delivered directly to your booth in the exhibit hall by the morning of Monday, February 3, 2025. If product does not arrive in a timely manner, please go to the Product Distribution Center.

All **Main Street Suite holders** must first check in at the Hospitality Help Desk to collect keys to your suite. Once you have checked into your suite, go to the Product Distribution Center, near the Aurora Ballroom on the Main level, to identify your product and schedule a delivery time with Freeman. Please note: A company representative **MUST** be in the suite at the time of delivery to accept the product. Freeman will not leave product in an empty room. If the product has to be redelivered, an additional fee will apply.



IMPORTANT:

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



Freeman Services & Fees

Freeman is the exclusive provider of material handling services. Material handling includes unloading your exhibit material from your carrier, storing up to 30 days in advance at the warehouse address, delivering to the booth, the handling of empty containers to and from storage, and removing of material from the booth for reloading onto outbound carriers. You have two options for shipping your non-alcohol advance freight - either to the warehouse or directly to show site. Material handling charges will automatically be applied to your account upon receipt of each shipment.

Important information

Certified weight tickets must accompany all shipments.

Any materials received by Freeman are subject to material handling charges. This also applies to items not ordered through the Official Show Vendors.

Material handling charges will be assessed based on the weight of your shipment.

The fee is \$2.07 per pound between January 6-28. After January 28, the fee is \$2.59 per pound.

Charges include the delivery of shipments to the exhibit space, storage of empty containers during the event and reloading shipments onto outbound carrier vehicles. See Other Freight Services section below for additional details on empty container storage and outbound material handling.

Disposal of exhibit properties is not included as part of material handling charges. Contact Freeman for quoted rates and rules applicable to disposal of exhibit properties.



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.

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-aways etc., should be sent SEPARATELY and DIRECTLY to the Freeman Warehouse per the instructions in the online Freeman Exhibitor Portal.

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 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 Competition and TASTE Reception are available in the online Freeman Exhibitor Portal and on the Access LIVE website. Destination labels for sponsored WSWA events will be sent to company point of contact and are NOT available on our website or in the online Freeman Exhibitor Portal.

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 exhibits@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 Rockies Resort & Convention Center. Participants found to be in violation of this policy and Colorado 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 Rockies bell staff are prohibited from delivering alcohol to guest rooms, suites, Access HQ (exhibit hall), or any other location at Gaylord Rockies 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 – Aurora Ballroom Pre-Function

(Gaylord Rockies Convention Center, Main Level - Aurora Pre-Function)

Hours of Operation

Sunday,	February 2	11:00AM - 5:00PM
Monday,	February 3	7:00AM - 4:00PM
Tuesday,	February 4	7:00AM - 4:00PM
Wednesday,	February 5	7:00AM - 4:00PM

Important Contacts

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

Leigh Burte

Client Solutions Manager
(978) 806-5320 or
leigh.burte@freeman.com

For questions regarding product handling, contact:

Exhibit and Sponsorship Team
Exhibits@swa.org