

## Schedule of Events *(As of September 2, 2025)*

### Sunday, February 1

- |          |   |         |   |
|----------|---|---------|---|
| 12:00 pm | – | 5:00 pm | <b>Main Street Suite Move-In Available</b> <i>(By Appointment Only)</i><br>Limited move in times available. To request an early move-in contact the WSWA Sales team!  |
| 12:00 pm | – | 5:00 pm | <b>Access HQ (Exhibit Booths) Move-In Available</b> <i>(By Appointment Only)</i><br>Limited move in times available. To request an early move-in contact the WSWA Sales team!   |
| 12:00 pm | – | 5:00 pm | <b>Freeman Product Distribution Center Open</b><br>If you need to have alcohol delivered to your exhibit space or have questions about product delivery, please see Freeman at the Product Distribution Center.   |
| 12:00 pm | – | 5:00 pm | <b>Wine &amp; Spirits Tasting Competitions</b> <i>(Closed Session, Open to Judges Only)</i><br>Showcase your brand in front of the industry's most discerning palates. All registered exhibitors with alcoholic or non-alcoholic products are invited to enter the prestigious WSWA Wine & Spirits Tasting Competition, presented in partnership with The Tasting Alliance.<br><br>Entries must be submitted prior to the show to ensure inclusion. During the event, expert judges from The Tasting Alliance will evaluate each product, awarding top honors to those that stand out in flavor, quality, and innovation. Whether you're launching something new or spotlighting a signature favorite, this is your moment to shine.<br><i>SPONSORED BY: The Tasting Alliance</i> |

### Monday, February 2

- |          |   |          |  |
|----------|---|----------|--|
| 7:00 am  | – | 6:00 pm  | <b>Freeman Product Distribution Center Open</b><br>If you need to have alcohol delivered to your exhibit space or have questions about product delivery, please see Freeman at the Product Distribution Center.  |
| 8:00 am  | – | 5:00 pm  | <b>Main Street Suite Set Up</b><br>Any company who reserved a Main Street Suite may set up their space during this time.   |
| 8:00 am  | – | 6:00 pm  | <b>Registration &amp; Member Services Open</b><br>All attendees must wear their WSWA Access LIVE registration badge at all times during the show. Badges can be picked up at the Registration & Member Services area upon arrival.   |
| 8:00 am  | – | 6:00 pm  | <b>Access HQ Set Up (Exhibit booths)</b><br>All exhibit spaces can be set up during this time.   |
| 8:00 am  | – | 6:00 pm  | <b>Member Services Lounge Open</b><br>Step into the heart of connection at the WSWA Members Lounge—an exclusive space reserved just for WSWA members. Whether you're looking to recharge, reconnect, or rediscover all the benefits WSWA has to offer, this is your go-to destination. Mingle with fellow members, spark new conversations, and engage directly with WSWA staff who are ready to share insights, answer questions, and help you make the most of your membership.  |
| 10:00 am | – | 12:00 pm | <b>Wine &amp; Spirits Tasting Competition: Best in Show Sweepstakes</b> <i>(Closed Session, Open to Judges Only)</i><br>The competition heats up as top-scoring products from the previous day return for one last taste. In this elite round, judges from The Tasting Alliance will re-evaluate standout entries to determine which rise above the rest. Only the most exceptional will earn the coveted Best in Show title—an honor reserved for products that truly embody excellence in craft, character, and innovation. This is the ultimate spotlight. One final taste. One unforgettable award.<br><i>SPONSORED BY: The Tasting Alliance</i> |

## Monday, February 2 *(continued)*

- |          |   |          |  |
|----------|---|----------|--|
| 10:30 am | – | 12:30 pm | <b>Board of Directors Meeting &amp; Lunch</b> <i>(Invitation Only)</i><br>This meeting is open only to those who sit on the WSWA Board of Directors.   |
| 12:00 pm | – | 6:00 pm  | <b>Welcome Lounge Open</b><br>Stop by the Welcome Lounge for a cup of coffee, quick snack and great conversations! Open daily during show hours.   |
| 1:00 pm  | – | 2:30 pm  | <b>WSWA Wholesaler Members Meeting</b> <i>(Open to WSWA Wholesaler Members Only)</i><br>Calling all registered wholesaler members—this is your moment to be heard. Join us for an exclusive Members Only gathering where your voice helps shape the direction of the association and the industry at large.<br><br>Get an inside look at current initiatives, share your perspective on future priorities, and dive into candid conversations about the most pressing issues facing our industry today. This is more than a meeting—it's a collaborative forum for ideas, insights, and action. Your experience matters. Your input drives change. Let's look beyond the glass together!   |
| 2:30 pm  | – | 3:30 pm  | <b>Brand Battle &amp; Media Reception</b> <i>(Invite Only)</i><br>Media & Brand Battle Reception! Come taste and learn about the 2026 Brand Battle contenders, enjoy innovative craft sips, celebrate Brand Battle contenders past and present, and connect with the people and stories making waves at Access LIVE. Open to media, influencers, contenders, winners, wholesalers and the WSWA Board.  |
| 3:00 pm  | – | 4:00 pm  | <b>WSWA Wholesaler Members Reception</b> <i>(Invite Only)</i><br>Kick off Access LIVE in style at this exclusive reception reserved for Member Wholesalers and invited guests. With a cocktail in hand and great company all around, this is your chance to connect with peers, celebrate the industry, and dive into the exciting initiatives shaping WSWA's future.<br><br>Learn more about key programs like WLC, CLD, NextGen, the WSWA Educational Foundation, and other impactful efforts—all while enjoying a relaxed, social atmosphere designed to foster meaningful conversations and lasting relationships. Let the evening set the tone for an unforgettable convention. Cheers to what's ahead!   |
| 4:30 pm  | – | 6:00 pm  | <b>Opening General Session: State of the Alcohol Industry</b><br>Step into the future of the wine and spirits industry at Access LIVE's Opening General Session, where bold ideas meet visionary leadership. This dynamic session will explore the forces shaping our business—from consumer trends to policy shifts and innovation.<br><br>Hear directly from WSWA President & CEO Francis Creighton and Cutter Smith, the Chairman of the WSWA Board of Directors, as they share strategic insights and set the stage for what's ahead. Get the latest data-driven market intelligence with a SipSource Trends Update, then dive into a high-impact panel discussion featuring industry experts from all three tiers tackling today's most pressing topics.<br><br>Whether you're a wholesaler, supplier, on- and off-premise retailer or an industry thought leader, this session will challenge you to think bigger, connect deeper, and look beyond the glass to what's next. |
| 6:00 pm  | – | 8:00 pm  | <b>Celebrate LIVE</b> <i>(Opening Night Reception)</i><br>Raise your glass and kick off Access LIVE with a celebration that's anything but ordinary. This electrifying reception brings together the movers, shakers, and tastemakers of the wine and spirits world for an unforgettable evening of connection and craft.<br><br>Reunite with familiar faces, forge new relationships, and sip your way through a curated lineup of cocktails crafted by the industry's hottest "Star-tenders"—paired with powerhouse brands that are redefining the cocktail scene. It's the perfect blend of conversation, creativity, and cheers. The energy starts here—don't miss the toast that sets the tone for the entire show.   |

## Tuesday, February 3

7:00 am	–	5:00 pm	<b>Freeman Product Distribution Center Open</b> If you need to have alcohol delivered to your exhibit space or have questions about product delivery, please see Freeman at the Product Distribution Center.
7:30 am	–	6:00 pm	<b>Registration &amp; Member Services Open</b> All attendees must wear their WSWA Access LIVE registration badge at all times during the show. Badges can be picked up at the Registration & Member Services area upon arrival.
7:30 am	–	6:00 pm	<b>Member Services Lounge Open</b> Step into the heart of connection at the WSWA Members Lounge—an exclusive space reserved just for WSWA members. Whether you're looking to recharge, reconnect, or rediscover all the benefits WSWA has to offer, this is your go-to destination. Mingle with fellow members, spark new conversations, and engage directly with WSWA staff who are ready to share insights, answer questions, and help you make the most of your membership.
8:00 am	–	9:30 am	<b>Brand Battle &amp; Breakfast</b> WSWA is turning up the heat in Las Vegas for the 10th Annual Brand Battle, a milestone celebration of a decade spent spotlighting the most innovative and buzzworthy new beverage brands.  Following a blockbuster 2025 tournament, the 2026 Brand Battle promises even more energy, competition, and industry impact. This Shark Tank-style showdown brings together the top emerging brands in wine and spirits to pitch their products live on stage to a panel of powerhouse wholesaler and retailer judges. Expect bold ideas, fierce competition, and game-changing feedback as these rising stars battle for the crown—and the attention of the entire beverage community!
8:00 am	–	6:00 pm	<b>Welcome Lounge Open</b> Stop by the Welcome Lounge for a cup of coffee, quick snack and great conversations! Open daily during show hours.
9:30 am	–	5:00 pm	<b>Access HQ Open (Exhibit Hall)</b> Step into Access HQ, our dynamic exhibit hall showcasing over 250 cutting-edge brands, technologies, and services shaping the future of the wine and spirits industry. This is where discovery meets experience.  Explore immersive activations throughout the hall: <ul style="list-style-type: none"> <li>• <b>LIVE Stage:</b> Catch expert panels, trend talks, and live demos.</li> <li>• <b>The HUB:</b> Dive into emerging trends, connect with advisors, and create stunning brand content including videos and beauty shots.</li> <li>• <b>HQ Connect:</b> A vibrant networking zone designed to spark meaningful conversations and new partnerships.</li> <li>• <b>SipSource Booth:</b> Talk to experts about the latest trends and learn how you can utilize this valuable resource for your business!</li> </ul> Wander through curated neighborhoods spotlighting innovation: <ul style="list-style-type: none"> <li>• <b>Hemp Neighborhood:</b> Discover the latest in THC- and hemp-infused beverages.</li> <li>• <b>Innovation Island:</b> Meet breakthrough brands launching fresh, market-defining ideas.</li> <li>• <b>Headshot Lounge:</b> Refresh your professional image with complimentary headshots.</li> </ul>
12:00 pm	–	5:00 pm	<b>Main Street Suites Open</b> Step into Main Street Suites—exclusive, private meeting spaces designed for high-impact conversations and premium hospitality located throughout Caesars Forum. Exhibitors can create immersive experiences for their invited guests and drop-in guests where attendees can truly experience each brand's uniqueness. Companies can host negotiations, presentations, and strategic discussions in a comfortable, professional setting that elevates every interaction. With luxurious amenities and personalized service, these suites deliver a true VIP experience for both exhibitors and their guests. Make the most of your time at the show by leveraging this intimate environment to build relationships and drive business forward.

## Tuesday, February 3 (continued)

9:30 am – 5:00 pm

### Hub Activities Open

Go Beyond the Glass At the center of HQ Connect, The Hub is where brands transcend the bottle and step into the future of beverage culture. This immersive activation is designed to take you Beyond the Glass — into the realms of strategy, storytelling, and sensory experience. Whether you're refining your business model, crafting compelling content, or exploring the latest mixology innovations, The Hub is your launchpad for lasting impact.

- **Mixology Workshop:** Explore what's Beyond the Glass as mixologists, technologists, and innovators unveil cutting-edge techniques and tools that elevate the drinking experience. These sessions are curated to sharpen your on-premise execution and boost in-market sales. Session details coming Fall 2025.
- **Brand Building Bar:** Your brand is more than a label — it's a story waiting to be told. Book a one-on-one session with a wholesale advisor to tackle your most pressing challenges, from sales etiquette and digital strategy to market expansion and packaging feedback. These personalized consultations help you build a brand that resonates far Beyond the Glass. Appointments open January 2026.
- **Content Lab:** Capture the essence of your brand with stunning visuals that speak volumes. Work with our team of photographers and videographers to create high-quality assets for social media, digital campaigns, and more. Because in today's market, what's Beyond the Glass is what gets noticed. Appointments open January 2026.

10:00 am – 5:00 pm

### LIVE Stage Sessions

Step into the heart of innovation and insight at WSWA's Access LIVE by stopping by the LIVE Stage! This dynamic platform brings together the brightest minds and boldest voices shaping the future of drinks. From thought leading wholesalers to award-winning distillers and brand founders to trend forecasters and sustainability pioneers, our expert panels dive deep into the topics that matter most.

#### What to Expect:

- **Trend Talks:** Discover what's next in flavor, packaging, and consumer behavior from those leading the charge.
- **Expert Panels:** Hear candid conversations on everything from what on and off premise retailers are experiencing, to global expansion, AI and the future of sales, to regulation and responsible drinking.
- **Audience Q&A:** Engage directly with speakers and get your burning questions answered.

Whether you're a seasoned industry insider or an aspiring entrepreneur, the LIVE Stage is your front-row seat to the ideas, debates, and breakthroughs redefining the world of alcohol.

10:00 am – 5:00 pm

### HQ Connect Meet-Ups

Welcome to HQ Connect, the pulse point of the event and your gateway to meaningful industry relationships. More than just a networking zone, HQ Connect is a curated space designed to foster collaboration, ignite new partnerships, and take your brand and industry knowledge Beyond the Glass. **What you will find in HQ Connect:**

- **Curated Networking Lounge:** Relax and connect in a thoughtfully designed space that encourages organic conversation and serendipitous encounters.
- **Meet-the-Expert Pop-Ups:** Join informal meetups with industry leaders, trendsetters, and WSWA staff for quick insights and introductions.
- **Best in Show Tastings:** Don't miss the opportunity to sample the Best In Show award recipients from the WSWA Wine & Spirits Tasting competition, all in one place.
- **Connection Concierge:** Need help finding the right person or company? Our on-site team is here help you navigate the Access LIVE.

Why it Matters? In an industry built on relationships, HQ Connect is your strategic advantage. It's not just about who you know — it's about who you meet, what you share, and how you grow. Whether you're looking to expand your portfolio, explore new opportunities, or simply exchange ideas with fellow innovators, HQ Connect is where it all begins.



## Tuesday, February 3 *(continued)*

10:00 am	–	5:00 pm	<b>SipSource Data Center</b> At Access LIVE, don't miss the SipSource Data Center—your one-stop destination to unlock the most comprehensive and reliable beverage alcohol insights in the industry. Attendees are invited to stop by the booth to meet with a SipSource analyst, explore the latest data and trends, and receive hands-on demos showcasing how SipSource empowers professionals with unmatched business intelligence. As the only data set derived directly from Wine & Spirits Wholesalers of America (WWE) member depletion data, SipSource delivers an unrivaled view of the marketplace—helping you navigate a constantly evolving landscape with confidence. Learn how SipSource can transform your decision-making and give you a competitive edge.
12:00 pm	–	1:00 pm	<b>Lunch</b>
12:00 pm	–	1:30 pm	<b>Past Chairman's Luncheon</b>
1:00 pm	–	2:00 pm	<b>Best in Show Wine &amp; Spirits Tasting</b> Join us in HQ Connect for an exclusive one-hour tasting experience featuring the Best in Show winners from the prestigious WSWA Wine & Spirits Tasting Competition, judged by the renowned Tasting Alliance. All Access LIVE registrants are welcome to stop by and sample the standout products that rose to the top—celebrated for their innovation, craftsmanship, and exceptional quality. Don't miss this opportunity to discover what's Beyond the Glass and taste the finest selections the industry has to offer.
3:00 pm	–	5:00 pm	<b>TASTE Set-Up</b> If your brand has secured a table to showcase your finest offerings, this two-hour setup window is your opportunity to prepare your station for maximum impact. Make sure your table is fully staged and ready to impress before attendees arrive to explore the latest trends and most buzzworthy products in the industry. This reception is a prime moment to connect, engage, and leave a lasting impression—don't miss your chance to shine!
5:30 pm	–	7:30 pm	<b>TASTE</b> The signature evening reception at Access LIVE that transcends the traditional tasting experience. A show favorite year after year, this high-energy event brings together the most innovative brands in the industry—each showcasing their latest creations at one of only 90 exclusive tables.  Attendees will sip, sample, and connect with the pioneers behind the products, discovering what's next in flavor, form, and experience. Attendees also have the opportunity to visit Brand Battle row and sample products from the contenders that faced off earlier in the day on the Main Stage!

## Wednesday, February 4

7:00 am	–	5:00 pm	<b>Freeman Product Distribution Center Open</b> If you need to have alcohol delivered to your exhibit space or have questions about product delivery, please see Freeman at the Product Distribution Center.
7:30 am	–	5:30 pm	<b>Registration &amp; Member Services Open</b> All attendees must wear their WSWA Access LIVE registration badge at all times during the show. Badges can be picked up at the Registration & Member Services area upon arrival.
8:30 am	–	11:30 am	<b>SGWS WineForward &amp; Breakfast</b> Details to be announced soon!
8:00 am	–	6:00 pm	<b>Welcome Lounge Open</b> Stop by the Welcome Lounge for a cup of coffee, quick snack and great conversations! Open daily during show hours.

## Wednesday, February 4 *(continued)*

11:30 am – 5:00 pm

### Access HQ Open *(Exhibit Hall)*

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Explore immersive activations throughout the hall:

- **LIVE Stage:** Catch expert panels, trend talks, and live demos.
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12:00 pm – 1:00 pm

### Lunch

Stop by the Lunch zone in Access HQ to grab a quick bite to eat, listen to a session on LIVE Stage and enjoy conversations with industry movers and shakers!

5:00 pm – 6:30 pm

### Ovation LIVE *(Closing Night Reception)*

As Access LIVE comes to a close, join us for Ovation Live, a vibrant 90-minute reception that brings everyone together one last time. This celebratory send-off is your chance to raise a glass, reconnect with new friends and familiar faces, reflect on the unforgettable moments we've shared, and share discoveries that were made. Whether you're toasting a successful show or simply soaking in the final vibes, Ovation Live is the perfect way to say "farewell for now" in true Access LIVE style. Let's end on a high note—cheers to what's next!