

NORTH CAROLINA ASSOCIATION OF ABC BOARDS

January 9, 2019

To: ABC Board General Managers, Industry Members & Exhibitors

The NC Association of ABC Boards General Managers Meeting will be held on March 26th & 27th at the Crowne Plaza Hotel in Asheville, NC. Attached are (1) a Program Schedule and (2) a Registration Form for you to complete and mail to the Association's office with your check for the registration fee. The registration fee is \$100.00 per person (\$120.00 after March 7th). **All attendees pay the same registration fee*, and all attendees must wear an Association-issued name badge.** The room rate is \$125.00 per night (plus sales & occupancy taxes). The cost of your dinner on March 26th and your lunch on March 27th are included in the registration fee. We will provide some light breakfast items on Wednesday morning, March 27th (also included in your registration fee).

▶ To make your hotel reservation at the Crowne Plaza Hotel, call 844-330-0296 (national reservation department) and tell the reservationist that the Reference Code is CB9.

▶ If you are interested in reserving a 1- or 2-bedroom villa (1/4 mile from the hotel) - or have special needs, call the hotel's in-house reservation department at 828-285-2603 (available Monday-Friday from 9am until 4:30 pm).

▶ ***Send your completed Registration Form & check to the NC Association of ABC Boards Office, PO Box 10669, Raleigh, NC 27605.***

▶ **Note to Trade Show Exhibitors:** If you will need electrical service, please use the Exhibitor Electrical Form to request such services from the hotel. Send that form directly to the hotel.

▶ **Note to Brokers & Industry Reps:** The NC Spirits Association will meet at 2:00 pm on Monday, March 25th. You will receive info from Bill Hester about your meeting.

▶ ***Note to ABC Board General Managers:** GMs from ABC boards with less than \$1.3 million gross sales in FY2017-2018 will pay a reduced registration fee (\$25.00). (Applies only to ABC Board General Managers.)

NORTH CAROLINA ASSOCIATION OF ABC BOARDS

REGISTRATION FOR THE 2019 GENERAL MANAGERS MEETING

March 26 & 27, 2019

Crowne Plaza Hotel, Asheville, NC

Please clearly type or print the name of each person attending and the ABC Board or Company represented. Use an additional sheet if needed. The \$100.00 per person registration fee (\$120.00 after 3/7/2019) includes the cost of Tuesday's dinner, light breakfast (i.e., Continental breakfast) on Wednesday morning, and Wednesday's lunch.

Name & ABC Bd or Co. _____

Name & ABC Bd or Co. _____

Name & ABC Bd or Co. _____

Number of people attending ____ X \$100.00 (\$120.00 after 3/7/2019) = \$ ____ total reg. fee.

(All attendees must register and pay the registration fee.) (The per person registration fee is \$100.00 or \$120.00 (late registration) whether attending one day or both days.) ***Industry** attendees - see note below. **(The fee for GMs from ABC Boards with less than \$1.3 million in gross sales is \$25.00. GMs only.)**

Please indicate below whether you will attend the meal functions listed below, so that we can appropriately plan for the events:

- ▶ (yes/no) ____ Dinner on Tuesday evening (the cost is included in the registration fee)
of people attending _____
- ▶ (yes/no) ____ Lunch on Wednesday (the cost is included in the registration fee)
of people attending _____

Please send a check payable to the NC Association of ABC Boards along with this completed form to: **NC Association of ABC Boards, c/o Joe Wall, P.O. Box 10669 Raleigh, NC 27605.**

Questions about registration? E-mail Joe Wall at jwall@jordanprice.com. Don't forget to make and retain copies for your records & don't forget to make your hotel reservation at the Crowne Plaza Hotel. Call 844-330-0296 (national reservation department) and tell the reservationist that the Reference Code is CB9.

If you are interested in reserving a 1 or 2 bedroom villa (1/4 mile from the hotel) - or have special needs, call the hotel's in-house reservation department at 828-285-2603 (available Monday-Friday from 9am until 4:30 pm).

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▶ ***Note to Industry attendees:** The members of the NC Spirits Association will meet on Monday, March 25th at 2:00 p.m. Members of the NC Spirits Association pay a separate fee to the NC Spirits Association (collected by Bill Hester). That fee is not included in the registration fee for the NC Association of ABC Boards General Managers Meeting.

GENERAL MANAGERS MEETING – March 26 & 27, 2019

<u>Tuesday, March 26th</u>		
<u>Crowne Plaza, Asheville, NC Version 5</u>		
12:30 – 12:40 pm	Welcome - President Tom Taylor	Crowne Ballroom
12:40 – 1:00 pm	Jim Mahoney – “Slips, trips & falls in the workplace”	Crowne Ballroom
1:00 – 2:00 pm	Ethics class – Laurie Lee	Crowne Ballroom
2:00 – 2:15 pm	Break	
2:15 pm	ABC Comm. Chairman Zander Guy Administrator Agnes Stevens	Crowne Ballroom
After comments by Chr. Guy & Admin. Stevens	Barry Lee (LB&B) – Ordering & Warehouse matters	Crowne Ballroom
3:15 – 5:15 pm	Product Knowledge Trade Show / New Items / Vendors	Expo Center
6:00 pm	Dinner (dinner is included in your registration fee)	Crowne Ballroom
7:30 – 8:30 pm	Hospitality	Blue Ridge Room
<u>Wednesday, March 27th</u>		
8:00 – 8:30 am	Breakfast snacks & coffee	Crowne Ballroom
8:30 – 9:30 am	“The overdose epidemic in North Carolina.” Mary Beth Cox, Substance Abuse Epidemiologist	Crowne Ballroom
9:30 – 10:00 am	Websites for ABC boards – Larry Etheridge and Mike Myrick	Crowne Ballroom
10:00 – 10:15 am	Break	
10:15 – 11:10 am	ABC law enforcement – Terrance Merriweather & Joe Sadler	Crowne Ballroom
11:10 – 11:30 am	Legislative Update - Jon Carr	Crowne Ballroom
11:30 – 11:45 am	Meeting wrap-up	Crowne Ballroom
Noon	Lunch (lunch is included in your registration fee)	Crowne Ballroom
1:00 – 1:30 pm	Practice pointers for new General Managers	Dogwood Room
	Departure	

● Note to members of the Board of Directors (BoD) of the North Carolina Association of ABC Boards – the BoD will meet at 2:00 pm on Wednesday, March 27th, in the Foxfire Room.

● Note to Industry members – Members of the NC Spirits Association will meet on Monday, March 25th, 2019, at 2:00 pm, in Blue Ridge Room.

NC ASSOCIATION OF ABC BOARDS

To: Industry & Exhibitors
From: Joe Wall, Executive Director
Re: Trade Show Memorandum regarding the March 26th Trade Show
Date: January 7, 2019

The North Carolina Association of ABC Boards 2019 General Managers Meeting will be held at the Crowne Plaza Hotel in Asheville on March 26 & 27. The Product Knowledge Trade Show is scheduled for the afternoon of March 26th, from 3:15 to 5:15 p.m. We will provide display tables in the Trade Show area for both liquor industry displays and non-liquor displays, subject to the following rules & regulations. We hope to be able to accommodate everyone who wants to display at the Trade Show, but space is limited so you must let us know at least twenty days in advance of the meeting of your desire to display at the Trade Show. We have 70 "slots" (i.e., display tables) available on a first-come, first-served basis. All Trade Show participants must register in advance, and you must abide by the following rules:

- **All participants in the Trade Show must be registered attendees, and all Trade Show participants must wear an NC Association of ABC Boards-issued name tag at all times during the show. No exceptions. Everyone staffing a display table must register and pay the registration fee.**
- **All distilleries that are represented by a broker in North Carolina must acquire display table space through their NC broker.**
- **NC Distillers -**
 - (a) Do you have a North Carolina broker? Yes? or No? (circle answer)
 - (b) If yes, who is your NC broker? _____
- **Industry Reps may show newly listed items.** "Newly listed items" means items listed by the ABC Commission within the past 18 months.
- **In addition, each Division of each Brokerage may show one additional item without regard to whether it qualifies as a "newly listed item."**
- **Product tastings will be allowed in one-ounce or smaller tasting cups. (You can use five-ounce cups for mixing drinks.) You will need to provide your own cups. All trade show participants requiring ice must bring their own ice chest/bin. We will furnish the ice.**
- **Trade Show participants must bring their product, displays, back drops, etc., into the hotel through the loading dock area of the hotel.**
- **Liquor vendors & reps may not give attendees "gift" samples (50ml) bottles and advertising novelty items (key chains, t-shirts, bottle openers, hats, visors, etc.). (This is an ABC Commission rule.)**
- **Only paper print advertising material can be given to attendees. (See above.) The only exception to the rule is the following: Non-liquor exhibitors will be permitted to offer attendees advertising items of nominal value, such as pens, key chains, etc.**
- **No models (i.e., show-girls or show-boys) will be allowed to participate in the Trade Show.**
- **The Association will provide snacks for consumption at the Trade Show. No other food items are to be provided at the Trade Show by members of industry or by other exhibitors.**
- **No alcoholic beverages may be served to anyone who is under 21 years of age or who appears to be intoxicated.**

- The Association reserves the right to prohibit the use of any unauthorized or objectionable display materials. We encourage the inclusion of social responsibility messaging in your display materials.
- Each Trade Show participant assumes full responsibility for complying with applicable federal, state and local regulations, as well as all hotel regulations applicable to displays and exhibits.
- Each Trade Show participant agrees to indemnify and hold harmless the NC Association of ABC Boards and the host hotel, and their respective officers, employees and agents, from and against any and all liability (including reasonable attorney fees) arising out of Participant's activities during the GM Meeting.
- It is understood that all staff (including employees staffing the Trade Show tables) must register and pay the registration fee, and that they must wear Association-issued name badges at all times in the Trade Show area.
- No Trade Show displays may be opened to GM Meeting attendees except during the times authorized by the NC Association of ABC Boards.

To complete the form, please do the following:

→ I have read the above Trade Show Memorandum and agree on behalf of myself and my company to abide by, and be bound by, the guidelines set forth therein. (Check box.)

→ I hereby request display space at the 2019 General Managers Trade Show. (Check box. However, do not check the box if your North Carolina broker is reserving space for you.)

→ Only one signed Trade Show Memo is required from each company that has display space at the Trade Show.

→ Below, include your name & your company's name, your email address, and your phone number: (Please print or type information, other than your personal signature.)

Company name:

Print or type company name ▲.

Your name:

Print or type your name ▲.

Sign here ▲.

Print or type your contact information:

Mailing address ▲.

Email address ▲.

Phone number ▲.

- Mail this signed Trade Show Memorandum along with your completed Registration form and your registration fee check to the NC Association of ABC Boards, c/o Joe Wall, PO Box 10669, Raleigh, NC 27605. (We accept payment by check only.)

- **Mail in your Payment, Registration Form, and signed Trade Show Memo together at one time. (Do not fax or email Registration Forms or Trade Show Memos separately.)**
- **You are not registered for the General Managers Meeting if your payment has not been received.**

- **Reminder #1 – You are not assured display space until you receive notice from us that display space has been allotted to you. (We need your email address so we can confirm your space.)**
- **Reminder #2 - All distilleries that are represented by a broker in North Carolina will share their NC broker's display space. If you have a NC broker, indicate that fact above on the Trade Show Memo.**
- **Reminder #3 – Don't wait until the last minute to try to sign up! Space is limited! We ran out of space last year and had to turn down some requests.**

Note: Complete this form only if you need electrical service. The completed form should be returned to the hotel (see below) not to the Association.



CROWNE PLAZA®

TENNIS AND GOLF RESORT
ASHEVILLE

Exhibitor Electrical Form

Electrical Fee - \$30 per booth + 20% service charge and current sales tax

Name of Event	NC Assoc of ABC Boards General Managers Meeting
Company Name	
Booth#	n/a
Contact Person	
Phone #	
Email	
Address	
CC Type	
CC#	
Exp. Date	
Name on Card	
Billing Address on card including zip	
Cardholder Signature	

Conditions: & Regulations for all shows:

1. Rates are based on orders received 3 days prior to 1st move in day. Orders received after 3 days prior to move in will be charged at a higher on site rate.
2. Crowne Plaza will NOT accept liability for equipment damage due to power interruptions or variances, including but not limited to dips, surges or power outages.
4. All cancellations are subject to a 50% processing fee. Cancellations made 24 hours before installation are nonrefundable.
5. All electricity fees are subject to 20% service charge and current sales tax.

Please return form via fax or email to:
Christy Ball, Crowne Meetings Director
Cball@ashevillecp.com
Fax: 828-254-1603

