



VENDOR PROSPECTUS

Vendor Deadline: December 2, 2016

WELCOME



We invite you to participate in the upcoming **American Craft Spirits Association's 4th Annual Distillers Convention and Vendor Trade Show to be held February 16-17, 2017** at the Renaissance Hotel in Nashville, Tennessee. Official meeting information and a Prospectus are included for your reference.

The American Craft Spirits Association is the **only** registered national trade group in the United States, representing the craft spirits producers. Last year over 600 attendees joined us at the annual meeting, which included hundreds of members of licensed DSPs, suppliers, and vendors within the craft spirits industry. For most registrants, this is the most important and anticipated meeting of the year.

This year's theme is **THE NEXT LEVEL** and we intend to help move the craft spirits business to that **next level** by providing the tools and techniques critical to running a prosperous business. This year's annual meeting will be a great opportunity to connect with industry professionals and leaders to share insight and provide those tools and services necessary to advance the DSPs to **THE NEXT LEVEL**. Of course, you will also be able to take advantage of an advanced educational program and sip a glass or two of the best craft spirits in the world with those who produce it.

We invite you to participate in the upcoming 4th Annual Distillers Convention and Vendor Trade Show by exhibiting or sponsoring a function or event. By exhibiting, you will be recognized for your support of the craft spirit industry and will be afforded the opportunity to promote your business. Sponsorship opportunities for this convention will be forthcoming. Please check your e-mail!

Enclosed is a list of the details and information for vendors. **Vendors will be accepted on a first-come, first served basis. Booths will be assigned with preference given to those who sponsor ACSA at an organizational level and those who participated in our convention in 2016 and in order of registration.** All sponsors who commit will be acknowledged in the convention program, in on-site signage at the meeting, and on the ACSA website.

We look forward to seeing you in Nashville! Reserve your space now as we expect to sell out quickly and a limited number of spots are available.

As always, we appreciate your continued support and look forward to working with you in the future. If you should have any questions or require additional information, please do not hesitate to contact us.

Cheers --

Margie A.S. Lehrman
Executive Director

WHO WE ARE



The American Craft Spirits Association (formerly called the American Distilled Spirits Association) was established in 2013. It is the only national non-profit trade association dedicated to craft spirits, whose mission is to elevate and advocate for the community of craft spirits producers.

WHAT WE DO

The ACSA convention assists members develop, maintain, and grow craft distilleries that are prosperous in terms of financial stability, safety, regulatory compliance, and the production of incomparable craft spirits. This includes but is not limited to addressing production, safety, marketing, sales, distribution, regulation, and best business practices. The overarching goal is to provide quality benefits and a sense of community to members of ACSA.

2017 CONVENTION HIGHLIGHTS



WHY YOU NEED TO ATTEND

- Showcase your products and services
- Meet distillers and industry leaders face to face in a relaxed, convenient location
- Position your company with key decision makers in the field
- Strengthen existing relationships and develop new ones

VENDOR BENEFITS

- Real-time access to over 400 distillers and industry professionals and decision makers
- Professional event-support staff
- Quality destination and venue
- Complimentary registrations
- Acknowledgement by signage and in program schedule
- Cost-effective booth space

HOTEL INFORMATION

Renaissance Nashville Hotel

611 Commerce St, Nashville, TN 37203
(615) 255-8400

Reserve your room at the Renaissance Nashville Hotel by **Friday, January 20, 2017** to secure the ACSA Group Rate of \$229.00 (Single/Double Occupancy). The rate is subject to applicable state and local taxes (currently 15.25% + 2.50 city tax). All rooms subject to availability.

To secure the group rate by the deadline, [click here](#).

EVENT DATES

Thursday, February 16 – Friday, February 17, 2017

2017 ACSA BOARD OF DIRECTORS

President

[Paul Hletko](#), Few Spirits

Vice President

[Dan Garrison](#), Garrison Brothers

Secretary/Treasurer

[Steve Johnson](#), Vermont Spirits

EAST

[Nicole Austin](#), Kings County Distillery
[Maggie Campbell](#), Privateer Rum
[Thomas Jensen](#), New Liberty Distillery

WEST

[Dan Farber](#), Osocalis Distillery
[Matt Hofmann](#), Westland Distillery
[John Jeffrey](#), Santa Fe Spirits
[Tom Mooney](#), House Spirits
[Orlin Sorensen](#), Woodinville Whiskey Co.

CENTRAL & MOUNTAIN

[Mike Blaum](#), Blaum Brothers Distilling Company
[Ted Huber](#), Starlight Distillery
[Mark Shilling](#), Revolution Spirits
[P.T. Wood](#), Wood's High Mountain Distillery

EX OFFICIO

[Dave Pickerell](#), Oak View Consulting
[Chip Tate](#), Tate & Co. Distillery

ASSOCIATION INFORMATION

The American Craft Spirits Association

P.O. Box 701414
Louisville, KY 40270

Teresa McDaniel

Finance Administrator and Membership Coordinator
Phone: 502-807-4249
Email: teresa@americancraftspirits.org
Website: <http://www.americancraftspirits.org>

CONVENTION CONTACT INFORMATION

Teresa McDaniel

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Vanessa Huff

Conference and Events Manager
Phone: 859-514-9179
Email: vhuff@amrms.com



2017 VENDOR SCHEDULE & DEADLINES



EXHIBIT HOURS

Times subject to change. (This year, there will be devoted vendor hours without competition from other scheduled events. Every effort will be made to keep a steady flow of traffic throughout the exhibit area.)

Thursday February 16, 2017

Vendor Trade Show Open 11:30 am – 6:30 pm
Ribbon Cutting Ceremony 11:30 am
Happy Hour 5:00 pm – 6:30 pm

Friday February 17, 2017

Vendor Trade Show Open 8:30 am – 4:00 pm

BOOTH INSTALLATION AND DISMANTLE

Pre-Registration for Vendors

Tuesday, February 14, 2017 2:00 pm – 6:00 pm

Vendor Move-In and Registration

Wednesday February 15, 2017 8:00 am – 8:00 pm

Tear-Down Hours

Friday February 17, 2017 4:00 pm - 10:00 pm

All set-up must be completed by 8:00 pm on Wednesday, February 15. Vendors who have not checked in with the Registration desk and set-up by this time will be considered “no shows” and may have their exhibit space dismantled or reassigned. Vendors may not begin dismantling until after 4:00 pm on Friday, February 17. All exhibits must be packed and ready for shipment by 10:00 pm on Friday, February 17.

DEADLINES

Vendor Registration Due: December 2, 2016

Vendor Service Kit Emailed: December 9, 2016

Deadline for Vendor Attendee Name Changes Due: January 20, 2017

2017 ACSA VENDOR REGISTRATION

Vendor registration is now available. [Click here](#) to register.

Please contact us with questions.

PHONE: 502-807-4249

EMAIL: teresa@americancraftspirits.org



PREVIOUS VENDORS



All American Containers/Paulson Supply
American Beer Equipment
American Spirits Exchange
Amorim Cork America
Anton Paar USA
APACKS
Artisan Still Design
Beverage & Packaging Solutions
Black Water Barrels LLC
Boelter Beverage Group
Boston Capital Leasing
Brick Packaging Corp
Briess Malt & Ingredients Co
Bruni Glass Packaging
BSG
Bulk Spirits
Cargill
Cereal byproducts Company
CF Napa
Corson Distilling Equipment
Custom Metalcraft
Deep South Barrels
Deline Box Company
Distillery Solutions
Ferm Solutions
Fermentis-Lasaffre for Beverages
Five Star Chemicals & Supply
Fogg Filler
Fort Dearborn Company
Fusion Glassworks
G&D Chillers

Gamer Packaging Inc
GW Kent Inc
Hagyo Distilling
Hood River Distillers
IMD
Independent Stave Company
Inline Filling Systems
In-Line Packaging Systems
Innerstave LLC
Innovative Labeling Solutions
Institute of Brewing & Distilling
Label Aid Inc
Lallemand Biofuels & Distilled Spirits
Liquor Bottle Packaging Intl LLC
Live Oak Bank
Loggerhead Deco
Logo Label Printing
Lost Spirits Technology
Malkin Law PA
Malt Products
Matrix Label
Moonshine University
O-I
Orchestrated SPIRITS
Park Street Imports
Pharmco-Aaper
Phoenix Packaging
Prairie Mills Products LLC
Prime Packaging & Label Company LLC
Pro Chiller Systems
Prospero Equipment Co

Rack & Maintenance Source LLC
Ramondin USA
Recon Distribution
Richards Packaging
Rudolph Research Analytical
Russell Finex
Saverglass
Saxco International
Scott Laboratories
Specific Mechanical Systems (Millstone)
Spokane Industries
SRI
Stanpac Ink
Tapi USA
TerrePURE Spirits
The Barrel Mill
Thoroughbred Spirits Group Thousand
Oaks Barrel Co
Top Shelf Logistics
Ultra Pure LLC
Universal Packaging
Vendome Copper & Brass Works
Vetroelite Inc
Wade Ceramics Ltd
WaterDogs!
Whiskey Resources LLC
White Labs
Wind Walker Label
Winemaker Inc
Wright Global



FEES & SPACE ASSIGNMENTS



VENDOR FEES & SPECIFICATIONS

\$1,850	Single Vendor Booth	8 x 10'
\$3,200	Double Vendor Booth	8 x 20'

Additional attendees are \$500 per person. *All Affiliate Members receive a 10% discount on a single booth. Contact Teresa McDaniel at teresa@americancraftspirits.org to become an affiliate member and/or to get the discount code.*

ACSA reserves the right to identify the area in which your booth is placed. Floor plans and booth assignments will be sent once they are available. Included with each exhibit space: 6' draped table, two chairs, one wastebasket, and one vendor identification sign. ACSA sponsors will also be recognized.

PRIORITY PLACEMENT

The assignment of exhibit space will be on a first-come, first-served basis, upon receipt of vendor registration and payment. ACSA sponsors and 2016 exhibitors will be given preference because of their continued support.

SERVICES EXCLUDED

Exhibit fee does not include: complimentary drayage, electricity or audio visual. Information regarding these items will be included in the Vendor Confirmation Kit.

VENDOR REGISTRATION

Vendor registration includes two (2) personnel per single booth space and four (4) personnel for double booth space. The deadline for any adjustments to the vendor staff list is **January 20, 2017** and badges may be picked-up on-site. Vendor badges are not to be given or lent to any individual except the vendor personnel to whom the badge has been issued. Vendors may attend sessions as long as they do not engage in sales while in the session rooms.

VENDOR GUEST POLICY

Guests of vendors should be included on the individual vendor's staff list. The charge for additional vendor attendees over the number included with the vendor fee is \$500 per person.

SUBLETTING OF SPACE

Vendors may not assign or apportion to others the whole or any part of the space allocated and may not display goods or services other than those manufactured or regularly distributed by the applicant(s).

VENDOR STAFF CONDUCT

Vendors must set-up, occupy and staff their exhibits during all hours exhibits are open. Failure to do so may result in ineligibility for future meetings. Names of all participants affiliated with exhibits must appear on the corresponding company staff list sent to show management.

False certification of individuals as Vendor's representatives, misuse of vendor badges or any other method assisting unauthorized persons access to the exhibit floor will be just cause for expelling the violator from the exhibition or barring him/her from further entrance to the exhibit floor or removing his/ her exhibit from the exhibit floor without obligation on the part of Show Management for refund of fees.

Vendor personnel are expected to remain in their exhibit space and not view other exhibits except by invitation of other Vendors. Interviews, demonstrations and the distribution of literature must be conducted within the exhibit area assigned to the Vendor.

Canvassing or distributing of advertising materials beyond the perimeters of the Vendor's own exhibit will not be allowed. Additionally, Vendors are prohibited from posting signs relating to exhibits or any company activity outside the perimeters of the Vendor's own exhibit.

When food and beverage are served in the Exhibit Hall during breaks, vendor personnel may participate but are expected to allow attendees to participate first.

CANCELLATION POLICY

Notification of cancellation or reduction of space must be in writing. If this agreement is canceled by the Vendor for any reason or by Show Management because of Vendor's default or violation of this agreement, monies paid to the ACSA by the Vendor shall be retained as follows:

- \$900 per space if application is canceled or reduced before December 2, 2016. **NO REFUNDS** for any cancellations or reductions after December 2, 2016.

RULES & REGULATIONS



VENDOR PROGRAMS & PRESENTATIONS

Vendor presentations may take place during any hours the exhibit hall is open to registrants. Vendor programs or presentations must be confined to the Vendor's assigned exhibit space. The sound intensity of such activities as determined by Show Management, must not interfere with the activities of neighboring vendors. Show Management reserves the right to determine at what point sound constitutes interference with others and whether it must be discontinued.

Programs or presentations are to be straightforward in nature and must avoid the use of sideshow or theatrical gimmicks.

Videos and films may be shown provided that screens are placed in the rear of the exhibit to eliminate congestion in the aisles.



PROFESSIONALISM

ACSA maintains a harassment free, professional convention. Vendors will review and subscribe to ACSA's [Code of Conduct](#).

PHOTOGRAPHY

An exhibit or its products may not be photographed or videotaped without the permission of the legitimate occupants of that exhibit space. Show Management reserves the right to photograph exhibits for association purposes.

INSURANCE & LIABILITY

The Vendor assumes entire responsibility and liability for losses, damages, and claims arising out of injury to any person, or loss of, or damage to property when such loss damage or injury is in any way connected to the Vendor's participation in the exhibition. Vendors shall indemnify and hold harmless the American Craft Spirits Association

(ACSA) and Show Management, their officers, directors, agents, members and employees, and the designated convention facilities, their agents, and employees from any and all such losses, damages and claims.

Vendors agree to protect, save and keep the ACSA, Show Management and the Renaissance Nashville Hotel forever harmless from any damage or charges imposed for violation of any law or ordinance whether occasioned by the negligence

of the Vendor or its agents as well as strictly to comply with the applicable terms and conditions contained in the agreement between the Renaissance Nashville Hotel and the ACSA regarding the exhibit premises and further an Vendor shall at all times protect, indemnify, save and keep harmless the ACSA and the Renaissance Nashville Hotel against any and all loss cost damage liability or expense arising from, or out of or by reason of said Vendor's occupancy

and use of exhibit premises or part thereof.

While Show Management will provide security, furnishing of such security shall not be deemed to affect the non-liability of the ACSA or Show Management, their members, officers, representatives or official services contractors, or the Renaissance Nashville Hotel to modify in any way the assumptions or risk provided herein.

If any part of the exhibit hall is damaged or destroyed in such a way as to prevent the ACSA or Show Management from allowing an Vendor to occupy its assigned space during any portion of the exhibition or if same is prevented by strikes, acts of God, national emergency, or other causes beyond the control of ACSA or Show Management, Vendors will be charged for space during the time it was, or could have been, occupied and Vendors hereby waive any claim against ACSA or Show Management, their members, directors, agents, or employees, for losses or damages that may occur due to such inability to occupy assigned space.