

# Malt Beverage Distributors Association of Pennsylvania

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## Please Provide Your Email Address

MBDA members who have not provided us with their email address are missing out on the latest industry news as it's happening. E-newsletters are sent to members on a weekly basis and alerts are sent as needed. If we don't have your e-mail address, please send it to us at [mbdassn@aol.com](mailto:mbdassn@aol.com)

## MBDA 86th Annual Convention & Trade Show

Saturday & Sunday  
October 22-23, 2022

Crowne Plaza Hotel  
260 Mall Blvd.  
King of Prussia, PA

Discounted Room Rate  
Only **\$139/day** &  
includes a full  
buffet breakfast for  
up to 4 guests.

To make your  
Reservations  
Go to  
[www.cpvalleyforge.com](http://www.cpvalleyforge.com)  
and insert our  
**group code MBA**, or  
call **610-265-7500**  
and reference  
Malt Beverage  
Distributors Association.

## SATURDAY, OCTOBER 22

**6:00 PM – 8:00 PM: Welcome Reception –**

- Meet key legislative policymakers.
- Enjoy great beer and food.

**8:15 PM: Hotel Shuttle to nearby Valley Forge Casino.**

## SUNDAY, OCTOBER 23

**9:00 AM – 12:30 PM: Business Session & Membership Meeting –**

- In-Store Merchandising, Effectively Using Social Media to Drive Traffic, and E-Commerce by Alex Hirschberg, Northeast Distributor Sales Manager, Molson Coors.
- Using Store Apps to Connect to Customers, Create Loyalty and Grow Sales by Curtis Patton, Sales Director, Bottlecaps.
- Federal Congressional Issues & National Trends affecting PA beer distributors by John Bodnovich, Executive Director, American Beverage Licensees.
- Legal & Legislative Updates by MBDA's Lobbyists & Counsel.

**12:30 PM – 1:00 PM: Policy Board Meeting to elect MBDA Directors.**

**1:00 PM – 5:00 PM: Brewer Hospitality & Supplier Exhibit Booths –**

- More than 40 manufacturers will showcase their products and services.
- Enjoy a great selection of beer and food.
- Learn of cost-saving aids and profit-making items.

**7:00 PM – 8:00 PM: Cocktail Party –**

- Complimentary beer.
- Scrumptious hors oeuvres.

**8:00 PM – 11:00 PM: Banquet & Entertainment –**

- Champagne toast.
- Fabulous food stations.
- An array of great brews.
- Side-splitting comedy.

**Frank Pistella**  
President

**Stephanie Eckert**  
Executive Secretary/Convention Coordinator

**Carson Baker**  
Executive Director

230 South Broad Street • Suite 903 • Philadelphia, PA 19102 • P: 215-732-6248 • F: 215-732-6023 • E: [mbdassn@aol.com](mailto:mbdassn@aol.com)

## SAVE TIME AND MONEY REGISTER IN ADVANCE

MBDA recommends that you register in advance for all convention events. You'll receive a discount and it will eliminate your wait in line. Each registrant will receive a commemorative t-shirt and key-ring.

### Enclosed are two pre-registration forms:

- The “**All Events**” form includes our Saturday Welcome Reception & Shuttle to Valley Forge Casino and Sunday Business Session/Membership Meeting, Hospitality/Exhibit Booths, Cocktail Party, Banquet & Entertainment at only \$200 per person for MBDA members and \$225 for non-members.
- The “**Daily Events**” form is for attendance to select functions. Costs are as follows: Saturday Welcome Reception & Shuttle to Valley Forge Casino @ \$75 per-person. Sunday Business Session/Membership Meeting, Hospitality/Exhibit Booths @ \$50 per-person for MBDA members and \$75 for non-members. Sunday Cocktail Party, Banquet & Entertainment @ \$100 per person.

**Please return your registration form to MBDA before October 10th.** Your badges will be readily available at MBDA's convention registration desk on Saturday, October 22nd, from 4 to 6 pm, and on Sunday, October 23rd, from 8:30 am to 4 pm. If you're unable to pre-register, you can purchase tickets and badges on each day at the convention registration desk.

See page 3 for details on each convention event. MBDA has very affordable convention rates and fees are tax deductible. ***This is a Convention that no industry member can afford to miss!***

## LARGEST STATE DISTRIBUTORS CONVENTION

**We're excited to once again meet in person after an absence of more than 2 years.** Convention Chairman, Tim Zettlemoyer of Lionville Beverage in Exton, assures that MBDA will once again present an outstanding convention for its beer distributors, brewers, importers and allied trade suppliers. This two-day event is one of the largest state beer distributor conventions in the country and attendance should exceed 300 registrants. Make plans now to come to the Convention, join in on the fun, make contacts, and improve your business too. ***We look forward to seeing you there!***

**EASY TO GET TO** – The Crowne Plaza Hotel, 260 Mall Boulevard, King of Prussia, is located in the heart of Southeastern Pennsylvania. The hotel is 20 minutes from downtown Philadelphia, only a 2-hour drive from Harrisburg, and 4 ½ hours from Pittsburgh. I-76, I-476, 422, 202 and the Pa Turnpike all offer easy access to King of Prussia. **Hotel parking is complimentary.** For directions, go to [cpvalleyforge.com](http://cpvalleyforge.com).

The hotel is only 30 miles from Philadelphia International Airport and Amtrak Train Station. Transportation between the airport or train station and the hotel is provided by taxi or by Tropiano Transportation. Call Tropiano at 215-616-5370 or go on-line to [www.tropianosshuttle.com/](http://www.tropianosshuttle.com/) for schedule and cost.

## RESERVE YOUR ROOM AT AN AMAZING RATE

MBDA is pleased to offer our convention registrants an incredible room rate of only **\$139.00 per day + 8% sales tax based on single, double, triple or quad occupancy. This special rate includes a full buffet breakfast for up to 4 guests,** complimentary

use of the Fitness Center, free parking and complimentary wireless internet services. Registrants are welcome to take advantage of these rates three days prior to and three days following our



convention. Upon hotel check-in, you will receive your breakfast vouchers for the number of people staying in the room as well as the number of days they will be at the hotel. You will present the vouchers to the server in the restaurant.

Located across from the King of Prussia Mall, the Crowne Plaza features first class hotel accommodations. Each of the hotel's stylist guestrooms are furnished with your choice of a king-sized bed or two-queens. In-room amenities include a 37" flat screen television with premium channels, mini refrigerator, coffee maker/coffee, and iron/ironing board. All rooms are non-smoking. For a tour of the hotel, go to [cpalleyforge.com](http://cpalleyforge.com).

## GUARANTEE YOUR ROOM RESERVATION BEFORE OCT. 8TH

To ensure that you receive MBDA's discounted room rate of \$139/day, including a full buffet breakfast, please be sure to contact the Crowne Plaza **before October 8th.**

**For on-line reservations, go to their website, [www.cpvalleyforge.com](http://www.cpvalleyforge.com). Insert the dates of your stay under “Secure Your Reservation Book Now”, hit the search button, and insert “MBA” under the Group Code.**

For reservations by phone, call 610-265-7500 and request the Malt Beverage Distributors Association room block.

All reservations must be guaranteed with a credit card. Check-in time is 3:00 PM. Check-out is 11:00 AM. Early check-ins will be honored based on room availability.



★ **IMPORTANT BUSINESS SESSION** ★  
 ★ **OUTSTANDING TRADE SHOW** ★  
 ★ **EXCITING SOCIAL EVENTS** ★

*We are eager to return to an in-person convention to rekindle old friendships, renew our shared sense of determination that drives us as hardworking independent beer distributors, and discuss how best to move forward to shape the future of our industry. The convention will enable attendees to bring insight and information back to their businesses to help them build on their success.*

**Saturday, October 22nd:**

- Join us for our Welcome Reception from 6:00 PM to 8:00 PM. It features outstanding food and great brews. Key Pennsylvania legislators have been invited to participate.
- At 8:15 PM, we've made arrangements for the hotel's shuttle to take us to the nearby Valley Forge Casino.

**Sunday, October 23rd:**

- Distributors, brewers, importers and allied trade suppliers are urged to attend our Business Session from 9:00 AM to 12:30 PM. Prominent industry speakers include:
  - ♦ Alex Hirschberg, Northeast Distributor Sales Manager, MolsonCoors, speaking on "Next Generation Solutions". Their goal is to help distributors adapt to today's convenience economy. Alex will deliver in-store merchandising tips, how to effectively use social media to drive traffic, and E-Commerce (Curbside Pickup/Delivery) Solutions.
  - ♦ Bottlecapps specializes in creating store apps for licensees. Curtis Patton will talk on using these apps to connect to customers, create loyalty and grow sales.
  - ♦ John Bodnovich, Executive Director of American Beverage Licensees, will discuss national trends and federal legislation affecting beer distributors.
  - ♦ MBDA's Legal & Legislative Team will provide a thorough review and updates on legal, legislative, regulatory and administrative issues and will answer questions. More details on Sunday's business program will be noted in our October newsletter.
- At 12:30 PM, MBDA policy board representatives will hold their annual meeting to elect MBDA district vice presidents and directors for the current fiscal year. Detailed information will be forthcoming, and all representatives are urged to attend.
- Brewer and Importer Hospitality Booths will open at 1:00 PM. It is expected that over twenty major suppliers

(national, regional and local) will make arrangement for hospitality headquarters. Our registrants are welcome to enjoy beer, soft beverages, food, and entertainment. Admission to all hospitality booths is by badge only.

- Our Allied Trade Suppliers Booths also open at 1:00 PM. The trade exhibits are an important feature of the Convention designed to help our distributors make money, cut down on expenses and increase the efficiency of their businesses. It is anticipated that at least twenty allied trade suppliers will provide demonstrations of cost-saving aids and profit-making items. Admission to all trade supplier booths is by badge only. Allied trade products and services include: Beverage Dispensing Equipment, Beverage Drinkware & Insulators, Brokerage Services, Candy Products, Credit Card Processing, Insurance, Material Handling Equipment, Office & IT Products, POS Systems, Refrigeration, Shelving, Snack Products, Soft Drinks, Tobacco Products, Waste & Recycling Services, Web & App Design, etc.

A list of participating brewers, importers and allied trade suppliers will be noted in our October newsletter. Distributors who attend Sunday's Trade Show qualify for manufacturers' promotions, prizes, and valuable give-aways.

- Our one-hour Cocktail Party begins at 7:00 PM and offers great beer and delicious hors d'oeuvres.
- The Association's Banquet starting at 8:00 PM is the highlight of our social events. It features a champagne toast, fine brews and superb food stations that include carved beef, ham, turkey; seafood; pasta; salads; vegetables; and desserts.
- Entertainment begins at 9:30 PM. Earl David Reed is a trendsetter in the comedy world. In his more than 15 years of stand-up comedy, Earl has performed at over 100 comedy clubs and is a favorite in Las Vegas and Atlantic City.

*To attend any or all of these events, please return your registration form to MBDA by October 10th. More detailed information will be contained in MBDA's October newsletter.*

## CONVENTION SPONSORSHIPS ARE AVAILABLE

Wholesalers, brewers and allied trade suppliers who are interested in purchasing a convention sponsorship should contact Convention Chairman Tim Zettlemoyer at 610-524-1067 or Convention Coordinator Stephanie Eckert by phone 215-732-6258 or email mbdassn@aol.com.

### Your \$1,000 Sponsorship includes:

- 4 complimentary passes for Saturday's Welcome Reception, 6 to 8 pm.
- 10 complimentary passes for admission to Sunday's Business Session at 9:00 AM and admission to Sunday's Trade Show, 1 PM to 5 PM.
- 2 complimentary passes for Sunday's Cocktail Party, Banquet & Entertainment, 7 PM to 11:00 PM.
- Acknowledgement at the Convention and in our E-Newsletters.

## KING OF PRUSSIA OFFERS ACTIVITIES FOR THE ENTIRE FAMILY

There is plenty to do for convention attendees' and their families. Theaters, restaurants, shops and professional sports teams offer something for everyone. Just minutes from the Crowne Plaza, history buffs can visit a dozen Revolutionary War sites including Valley Forge National Historical Park. Many of the historic sites of George Washington's winter encampment have been recreated with authentic forts, rows of cannons, soldiers' huts and the headquarters of General Washington himself.



Across from the hotel, shoppers can enjoy The Plaza & Court of King of Prussia – the largest shopping mall in the United States with over 400 stores. The Crowne Plaza offers free shuttle service. Philadelphia's Liberty Bell, Art Museum and National Constitutional Center are only a short drive away.

## TO RESERVE YOUR HOSPITALITY OR EXHIBIT BOOTH

*Everything you require for a successful convention is here!* The Crowne Plaza has superb meeting space with booths located in the Freedom Ballroom on the Lobby Level. We guarantee exposure for all brewers, importers and allied trade suppliers.

To reserve your space, brewers, importers & allied trade suppliers need only to return their Booth Reservation Request Form to MBDA. Form was recently sent to you under separate cover. Please respond as soon as possible. Booths are on a "first-come, first-served" basis.

## WHY MANUFACTURERS SHOULD PARTICIPATE WITH A HOSPITALITY OR EXHIBIT BOOTH

- ✓ MBDA's Annual Convention is the largest state distributor convention in the country.
- ✓ Pennsylvania is one of the nation's largest volume and per capital consuming states for malt beverages.
- ✓ We attract strictly industry personnel – your serious shoppers.
- ✓ The Convention is an excellent way to promote your products and services. You are welcome to sell, take orders and schedule appointments – all right from your booth.
- ✓ You gain prestige and exposure for your company.
- ✓ Your customers will be in attendance. The Convention gives you the opportunity to strengthen your business contacts.
- ✓ You will make new business contacts. Our Convention is the least expensive way to reach new buyers.
- ✓ You will have a full afternoon to showcase your products and services. The Association's business sessions do not compete with the hospitality and exhibit hours.
- ✓ The Association has kept its Convention very affordable.
- ✓ The Convention gives you the opportunity to network with your industry peers.

## REMINDERS

- Please make your Crowne Plaza room reservation by October 8th.
- Send MBDA your registration form before October 10th.
- Purchase a convention sponsorship.
- Reserve your hospitality or exhibit booth.