

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

MBDA 86TH ANNUAL CONVENTION & TRADE SHOW

Fri, Sat, Sun • October 21-22-23, 2023

DoubleTree by Hilton Pittsburgh-Cranberry
910 Sheraton Drive • Mars, PA 16046

Discounted Room Rate: Only **\$149/night**

Make your Reservations before 10/6

Call **1-855-610-8733** and reference

Malt Beverage Distributors Association or Group Code **CDT91E**

or on-line at **www.doubletreecranberry.com**

click on the date that brings up the calendar, find the dates of your October stay, click on **Special Rates** and insert **Group Code CDT91E** and then click on **Check Rooms & Rates** and select your room.

Convention Events are expected to sell out quickly.

See the enclosed Registration Forms and

Return to MBDA before October 6th.

Important Business Sessions!

Outstanding Trade Show!

Exciting Social Events!

We are eager to meet again 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.

Frank Pistella

President

Stephanie Eckert

Executive Secretary/Convention Coordinator

Carson Baker

Executive Director

230 South Broad Street • Suite 903 • Philadelphia, PA 19102 • P: 215-732-6258 • E: mbdassn@aol.com

CALENDAR OF EVENTS

FRIDAY, OCTOBER 20TH

5:00 – 7:00 PM: Welcome Reception and Legislative Meet & Greet.

- Meet Members of the PA General Assembly.
- Enjoy great beer, food and conversation.

7:30 – 10:30 PM: The Prince Project (tribute band) at Jergel's Rhythm Grille, a music venue located just two miles from the hotel.

- Enjoy unique live music in a private VIP room overlooking the stage.
- Wait service for food and drinks will be available to you throughout the evening.
- Please reserve your seats now, as tickets are going quickly!

SATURDAY, OCTOBER 21ST

9:00 – 11:30 AM: Breakfast & Business Session.

- Start your day with a bountiful buffet breakfast.
- The latest issues affecting the beer distributing business will be addressed by the Honorable Dan Deasy, Majority Chairman, House Committee on Liquor Control, and Lynn Benka-Davies, Majority Executive Director, House Committee on Liquor Control.

12:30 – 4:30 PM: Transportation, Tour & Lunch – Compliments of Pittsburgh Brewing Company.

- The brewery graciously extends an invitation to visit and dine at their new, state-of-the-art facility.
- Please submit your MBDA registration now, as seating is limited!

7:00 – 8:00 PM: Cocktail Party.

- Complimentary beer.
- Scrumptious hors d'oeuvres.

8:00 – 11:00 PM: Banquet & Entertainment Highlight our Social Events.

- An array of great brews.
- Fabulous food stations (carved meats, seafood, pasta, salads, desserts).
- Side-splitting comedy by Mike Wysocki. Mike is a popular Pittsburgh personality who made his national television debut on the *Arsenio Hall Show*, and regularly performs at comedy clubs across the county.

SUNDAY, OCTOBER 22ND:

9 AM – 12:30 PM: Business Session & Membership Meeting addressed by prominent industry speakers:

- Dave Williams, VP of Analytics & Insights, Bump Williams Consulting, will speak on the “State of the Beer Industry”, “Evolving Beverage Alcohol Consumer”, “Emerging Trends (Segments, Packaging, Styles & Leaders)”, and “Growth Strategies for the Future”.
- John Bodnovich, Executive Director, American Beverage Licensees, will address “Federal Congressional Issues” & “National Trends affecting PA beer distributors”.
- MBDA's Legal & Legislative Team will provide a thorough review and update on legal, legislative, regulatory and administrative issues and will answer questions.

12:30 – 1:00 PM: Policy Board Representatives will meet to elect MBDA district vice-presidents & directors. Members will receive detailed information and are urged to attend.

1:00 – 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. Increase the efficiency of your business.

A list of participating brewers, importers and allied trade suppliers will be noted in our October newsletter. They will include national, regional and local beer manufacturers and firms who provide beverage dispensing equipment, beverage drinkware & insulators, brokerage services, candy products, credit card processing, insurance, material handling equipment, POS systems, refrigeration, shelving, snack products, soft drinks, tobacco products, web & app design, etc.

Distributors who attend Sunday's Trade Show qualify for manufacturers' promotions, prizes, and valuable give-aways.

SAVE TIME AND MONEY REGISTER IN ADVANCE

Admission to all convention events is by badge only, and MBDA recommends that you register in advance. You'll receive a discount and it will eliminate your wait in line. **Please return your form to MBDA before October 6th.**

Enclosed are two pre-registration forms:

- **“All Events”** includes admission to our Friday Welcome Reception and Legislative Meet & Greet; Saturday Breakfast & Business Session, Cocktail Party, Banquet & Entertainment; Sunday Business Session and Hospitality/ Exhibit Booths at only \$250 per person for MBDA members and \$275 for non-members. Please come and take advantage of this fabulous package that includes four meal events! You also have the option to purchase tickets @ only \$30/pp to see the Friday performance by the Prince Project at Jergel's in our private VIP room and attend Pittsburgh Brewing Company's complimentary Saturday Tour and Luncheon at their state-of-the-art facility. But, please reserve early, as these events are sure to fill-up quickly..
- **“Daily Events”** is for attendees who can't attend all events, but don't want to miss certain functions. Costs are as follows: Friday's Welcome Reception/Legislative Meet & Greet @ \$75/pp. Saturday's Breakfast/Business Session @ \$50/pp. Saturday's Cocktail Party/Banquet/Entertainment @ \$100/pp. Sunday's Business Session/Hospitality & Exhibit Booths @ \$50/pp for MBDA members and \$75 for non-members. Cost to attend the Prince Project's performance on Friday at Jergel's is \$30/pp. There is no charge for Saturday's Tour & Luncheon at Pittsburgh Brewing Company, as attendance is compliments of the brewery.

Your badges will be readily available at MBDA's convention registration desk on Friday, October 20th, from 4:30 pm to 7 pm; Saturday, October 21st, from 8:30 am to 7 pm, and on Sunday, October 22nd, 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.

You are urged to attend, as this is a Convention that no industry member can afford to miss!



LARGEST STATE DISTRIBUTORS CONVENTION

We'll be excited to see everyone again, as this will be our first Pittsburgh area convention since Seven Springs in 2018. Convention Chairman, Ryan Federbusch of Beer Express, assures that MBDA will once again present an outstanding convention for its beer distributors, brewers, importers and allied trade suppliers. This three-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!***

RESERVE YOUR ROOM AT AN INCREDIBLE RATE

MBDA is pleased to offer our convention registrants a reduced room rate of only \$149 per night based on single or double occupancy. This special rate includes complimentary use of their indoor pool, sauna and fitness center. Enjoy a warm DoubleTree cookie at check-in. Check-in time is 3 PM. Check-out is 12 Noon. The hotel is pet-friendly.

GUARANTEE YOUR ROOM RESERVATION BEFORE OCT. 6TH

To ensure that you receive MBDA's discounted room rate of \$149/night, please be sure to contact the DoubleTree before October 6th.

For on-line reservations, go to www.doubletreecranberry.com click on date that brings up the calendar, find the dates of your October stay, click on **Special Rates** and insert **Group Code CDT91E** under Special Rates, and then click on **Rooms & Rates** and select your room..

For reservations by phone, call 1-855-610-8733 and reference the Malt Beverage Distributors Association or **Group Code CDT91E**.

EASY TO GET TO – DoubleTree by Hilton Pittsburgh-Cranberry, 910 Sheraton Drive, Mars, PA 16046, is located at the intersection of I-79 and the Pennsylvania Turnpike. It offers convenient access from most cities. Downtown Pittsburgh is only 25 minutes away. **Hotel parking is complimentary.**

CONVENTION SPONSORSHIPS ARE AVAILABLE

Wholesalers, brewers and allied trade suppliers who are interested in purchasing a convention sponsorship should contact Convention Chairman Ryan Federbusch at 724-859-0938 or Convention Coordinator Stephanie Eckert by phone 215-732-6258 or email mbdassn@aol.com.

Your \$1,000 Sponsorship includes:

- 2 complimentary passes for Friday's Welcome Reception and Legislative Meet & Greet, 5 PM to 7 PM.
- 2 complimentary passes for Friday Evening at Jergel's, 7:30 PM – 10:30 PM.
- 2 complimentary passes for Saturday's Breakfast & Business, 9 AM to 11:30 AM.
- 2 passes, compliments of Pittsburgh Brewing Company, for Saturday's tour and lunch at their brewery, 12:30 PM to 4:30 PM.
- 2 complimentary passes for Saturday's Cocktail Party, Banquet & Entertainment, 7 PM to 11:00 PM.
- 10 complimentary passes for admission to Sunday's Business Session at 9 AM and admission to Sunday's Trade Show, 1 PM to 5 PM.
- Acknowledgement at the Convention and in our E-Newsletters.

PITTSBURGH/CRANBERRY 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. The area features exciting year-round entertainment. Just minutes from the DoubleTree, you can visit the Pittsburgh Zoo & Aquarium, Carnegie Science Center, Heinz History Center and the Carnegie Museum of Natural History.

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.

TO RESERVE YOUR HOSPITALITY OR EXHIBIT BOOTH

Everything you require for a successful convention is here! The DoubleTree Pittsburgh-Cranberry has superb meeting space with booths located in the 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 is being sent to you under separate cover. Please respond as soon as possible, as booths are on a "first-come, first-served" basis.

REMINDERS

- Please make your DoubleTree Pittsburgh-Cranberry room reservation by October 6th @ only \$149/night. Call 1-855-610-8733 reference Code CDT91E or go online to www.doubletreecranberry.com.
- Return your registration form to MBDA before October 6th, as events are expected to sell out fast.
- Purchase a convention sponsorship by contacting Convention Chairman Ryan Federbusch 724-859-0938 or Stephanie Eckert 215-732-6258.
- Reserve your hospitality or exhibit booth by contacting Stephanie Eckert 215-732-6258.