



WEST VIRGINIA

ALCOHOL BEVERAGE CONTROL ADMINISTRATION FREDRIC L. WOOTON, COMMISSIONER

It is our pleasure to invite you to attend the 2025 WVABCA Trade Show to be held August 25 and 26, 2025, at the Charleston Coliseum & Convention Center, in Charleston WV.

The Pre-Trade Show Walk Thru will take place from 5:30 p.m. until 8:00 p.m. on Monday, August 25, 2025, in the Grand Ballroom. Attendees will have the opportunity to preview and sample the vendors' highlighted selections and new product offerings. Light hors d'oeuvres will be served.

The events on Tuesday August 26, 2025, will begin at 10:00 a.m. in Terrace Room 217 with the welcoming ceremonies and comments from WVABCA Commissioner Fred Wooton. The West Virginia Retailer's Association meeting will immediately follow. Lunch will be served at 11:00 a.m., in the West Hall, please note lunch must be reserved with your registration. Doors will open to the Grand Ballroom and the Trade Show will begin at 11:30 a.m., and will conclude at 2:00 p.m.

Beginning July 31, 2025, retail liquor outlets will have access to the web portal for **TRADESHOW ORDERING**. The portal will remain open until August 20, 2025, for you to build your Trade Show order. If you have questions or concerns, please contact Kimberly Hayes at (304) 356-5562, Stacy Stech at (304) 356-5563, or Ramona Ward at (304) 356-5564. When the trade show web ordering portal closes, WVABCA staff will prepare one order booklet for each retail liquor outlet. This order will be provided to you, at the show, for any additions or deletions you wish to make. Only registered retail liquor outlet or distillery employees are permitted to attend the Trade Show. **A retail liquor outlet representative must be present at the show to submit their trade show order.**

The Trade Show is the perfect opportunity for retail liquor outlets to connect with distillery representatives who are showcasing exciting new products, packaging, promotions, and offering the highest discounts of the year. During the trade show, attendees are invited to view, sample, and order the products in a one-stop shopping opportunity. Additionally, representatives are offering a sneak preview and the opportunity to order value added packs, special holiday season gift packs, and other specialty items. Vendors will only need to sign the retailer liquor outlet's book once confirming the complete order.

All Value-Added Packs (VAP) and Holiday Special Season Packs will be included in the retailer liquor outlet's online order portal and the trade show catalog. Available VAP will start releasing September 2, 2025, with regular orders. The WVABCA will notify each retailer liquor by email of their final Trade Show purchases and will debit accounts on Wednesday, September 10, 2025, there will be no web orders that day while we process. Orders will begin to be assembled the next day with shipping beginning the next week.

This year **retailers** and **vendors** will be required to register for attendance online for a badge and for lunch. Registration is located at the bottom of the **WVABCA portal home page 2025 Tradeshow Representative Registration**. Registration will be on the bottom of the web portal home page (coming soon!) Please register before August 20, 2025.

Please contact Paul Cline with LB&B Associates for delivery questions or concerns at 304-419-1844 or 304-356-5576 or by email pcline@lbbassociates.com or Kimberly.D.Canterbury@WV.Gov (304) 356-5562. **Retail liquor outlets will be notified of delivery dates.**

2025 West Virginia Trade Show Schedule

JULY							AUGUST							SEPTEMBER						
Sun	Mo	Tue	We	Thu	Fri	Sat	Su	Mo	Tu	Wed	Thu	Fri	Sat	Su	M	Tue	We	Th	Fri	Sat
		1	2	3	4	5						1	2		1	2	3	4	5	6
6	7	8	9	10	11	12	3	4	5	6	7	8	9	7	8	9	10	11	12	13
13	14	15	16	17	18	19	10	11	12	13	14	15	16	14	15	16	17	18	19	20
20	21	22	23	24	25	26	17	18	19	20	21	22	23	21	22	23	24	25	26	27
27	28	29	30	31			24	25	26	27	28	29	30	28	29	30				
							31													

* July 4th No orders – closed for Independence Day/September 1st – closed for Labor Day

Vendors you can now pull your bottle report for discounts on the portal. It is under Report Center-Tradeshows reports. Please get those done and get into Ramona ASAP! If you have a code that should be inactive or no longer available please let us know so we can close it and/or delist them.

- July 15th Registration begins. Please register at the bottom of the portal homepage **2025 Tradeshow Representative Registration**.
- July 18th All Delisted Items and Summer VAP items must be removed from the WVABCA Distribution Center or destroyed.
ABSOLUTE Last Day for Vendor Submissions of Trade Show Discounts, Value Added Packs (VAP) & Holiday Specialty Season Pack Quotes, Allocation & JPEG's
- July 31st Trade Show Web Ordering will be available for Retail access and to begin compiling their Trade Show Orders. Catalog will be available on Website under available downloads.
- August 15th Last Day to Submit Vendor Requirements Regarding Table Reservations for Trade Show
ABSOLUTE Last Day of Vendor Submissions of Trade Show Inventory needs to be pulled from Bailment. We will **not** accept inventory needs after this date.
- August 18th Trade Show Web Ordering will be locked and not available for further Retail access. Catalogs will be printed for each retailer summarizing their order activity. These will be disseminated during check-in at the Trade Show for any modifications and adjustments to orders.
- August 25th Vendor Trade Show Setup Begins at 9:00 a.m. at the Charleston Coliseum & Convention Center, Grand Ballroom, Charleston, WV. Must complete setup by 4:00 p.m. Registration begins at 5:00 p.m. at entrance to Grand Ballroom. The Trade Show Preview and Walk Through Begins at 5:30 p.m. at the Charleston Coliseum & Convention Center, Grand Ballroom - Concludes at 8:00 p.m.
- August 26th WV ABCA Trade Show at the Charleston Coliseum & Convention Center, Grand Ballroom – Registration at entrance to Grand Ballroom at 9:00 a.m. Welcoming ceremonies begin at 10:00 a.m. in Terrace Room 217 with WV Retailers Association Meeting immediately following. Buffet Lunch at 11:00AM in the West Hall. Trade Show begins at 11:30 p.m. in the Grand Ballroom and concludes at 2:00 p.m.
- September 2nd VAP and Holiday Specialty Items, Ordered During Trade Show, Begin to Ship from ABCA Distribution Center to Retail Accounts.
ABSOLUTE Last Day for Vendors to Have Trade Show Product in the Warehouse to Fill the Trade Show Orders.
- September 10th Trade Show Orders Processed & Retail Accounts Are Debited for Trade Show Orders - **NO RETAILER LIQUOR OUTLET ORDERS**
- September 11th Warehouse Begins Picking and Delivering Trade Show Orders.



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2025 Trade Show Agenda

Monday, August 25, 2025

- 9:00 a.m. Vendor setup begins – Grand Ballroom
Setup must be completed by 4:00 p.m.
- 5:00 p.m. Registration begins – Elk River Atrium
- 5:30 p.m. Trade Show Preview Begins – Grand Ballroom
- 8:00 p.m. Trade Show Preview concludes

Tuesday, August 26, 2025

- 9:00 a.m. Registration at entrance of Grand Ballroom
- 10:00 a.m. Welcoming Ceremonies Terrace Room 217
Remarks from Commissioner Wooton
West Virginia Retailers Association Meeting
- 11:00 a.m. Lunch served – West Hall
Lunch must be reserved at registration.
- 11:30 a.m. Trade Show begins – Grand Ballroom
- 2:00 p.m. Trade Show concludes.

Monies will be removed from individual accounts for Trade Show discounted purchases on September 10, 2025.

***** Note that all VAP ordered during the Trade Show will be released from Bailment beginning on September 2nd, and will be added to, and delivered with, the next regular order.**

Delivery questions or concerns can be forwarded to Paul Cline with LB&B Associates at (304) 419-1844 or (304) 356-5576 or by email at pcline@lbbassociates.com or to Kim Hayes at (304) 356-5562 or by email at Kimberly.D.Canterbury@WV.Gov



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WVABCA 2025 Trade Show Vendor Requirements

Vendor Name: _____

Name of Representative: _____

Telephone Number: _____

Email Address: _____

Trade Show Requirements:

Company will participate in the Trade Show Yes No

The Table Fee to participate in Trade Show is \$500 per table
How many tables will you need? _____ Total Fee \$ _____

The fee for electric is \$35 per hookup
How many electric hookup are needed? _____ Total Fee \$ _____

The fee for ice is \$8 per 10 pound bag
How many backs of ice are needed? _____ Total Fee \$ _____

TOTAL DUE \$ _____

Comments: _____

Bring your own coolers or ice tubs
Charleston Coliseum & Convention Center cannot provide
All licenses & fees must be paid prior to the event

Please make checks payable to the West Virginia Alcohol Beverage Control Administration and **return no later than August 15th, 2025: TABLES MUST BE PAID FOR PRIOR TO THE EVENT.**

West Virginia ABCA
Attention: Ramona Ward (**Ramona.G.Ward@wv.gov**) - Spirits Division
900 Pennsylvania Avenue, 4th Floor
Charleston WV 25302



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WV ABCA 2025 Trade Show Inventory Needs

Vendor Name: _____

Name of Representative: _____

Telephone Number: _____ Fax Number: _____

Email Address: _____

Inventory for the WVABCA Trade Show will be shipped from our Distribution Center to the Charleston Coliseum & Convention Center – Grand Ballroom. Product will be placed at the respective vendor tables by 9:00 a.m. Monday, August 25, 2025. Licensed Representatives will have the opportunity to begin assembling displays and setting up their tables – conclude by 4:00pm.

There will be a \$3.50 per case charge for shipping cases to the Charleston Coliseum & Convention Center, Grand Ballroom, and then \$3.50 per case charge for returning the remaining cases to the Distribution Center. There is a \$.80 per case bailment fee for removing product from bailment and \$.80 fee for receiving the case back into bailment. Please indicate your inventory needs below:

Code	Product Description	# of <u>Cases</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

You may ship samples of products to be used into the WVABCA Distribution Center. Be sure that the cases are marked indicating **“Trade Show Samples”**, with a list of products, and the **name of your broker house or representative**. You may also bring the samples with you to the show and write samples on bottle(s). If you are taking product with you at end of day on **August 26^h**, please affix a sample label on the bottles. If you don't have labels, we will provide them after the show.

Submit your needs to the attention of Kim Hayes at Kimberly.D.Hayes@wv.gov, no later than **August 15th, 2025**. Inventory needs and samples, for bailment withdrawal, will NOT be accepted after this date.