



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.**



WEST VIRGINIA

ALCOHOL BEVERAGE CONTROL ADMINISTRATION
FREDRIC L. WOOTON, COMMISSIONER

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