



WEST VIRGINIA

ALCOHOL BEVERAGE CONTROL ADMINISTRATION

FREDRIC L. WOOTON, COMMISSIONER

You're Invited: 2026 WVABCA Trade Show

Join the West Virginia Alcohol Beverage Control Administration for our annual premier industry event.

Where & When

Location: Charleston Coliseum & Convention Center | Charleston, WV

Dates: Monday, August 24 & Tuesday, August 25, 2026

Event Schedule

Monday, August 24 | Pre-Trade Show Walk Thru

Time: 5:30 p.m. – 8:00 p.m.

Location: Grand Ballroom


Preview and sample new products and highlighted selections. Light hors d'oeuvres will be served.

Tuesday, August 25 | Main Trade Show & Meetings

10:00 a.m. – Welcoming Ceremonies & Retailer's Meeting (Terrace Room 217)


Opening remarks from WVABCA Commissioner Fred Wooton, followed by the West Virginia Retailer's Association meeting.

11:00 a.m. – Lunch Served (West Hall)

 *Reservation required via registration.*

11:30 a.m. – 2:00 p.m. – Trade Show Floor Open (Grand Ballroom)

Important Ordering Process & Deadlines

 Web Portal Open: August 1 – August 17, 2026

Build your order in advance. After August 17, the portal closes so staff can prepare your physical order booklet for the show.

Attendance Policy: Only registered retail liquor outlets or distillery employees may attend.

Finalizing Orders: A representative must be physically present at the show to submit the final order booklet.

Tradeshow VAP available will begin processing August 28, 2026.

Payment & Shipping: Final purchase notices will be sent via email. Accounts will be debited on **September 9, 2026** (*web ordering will be unavailable this day*). Shipping begins the following week. We will contact you with a delivery date/time. If possible, we will ship tradeshow orders with regular orders.

Registration Information

Deadline to Register: August 19, 2026

Attendees must register online for both attendance badges and lunch.

How to Register: Head to the bottom of the WVABCA portal home page and click on **2026 Tradeshow Representative Registration** (it will open later this month).

Ordering Questions

Kim Hayes: 304-356-5562 Stacy Stech: 304-356-5563 Ramona Ward: 304-356-5564

Delivery Questions

Paul Cline (LB&B Associates): 304-419-1844 or 304-356-5576 | pcline@lbbassociates.com

We look forward to seeing you there!

2026 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							1			1	2	3	4	5
5	6	7	8	9	10	11	2	3	4	5	6	7	8	6	7	8	9	10	11	12
12	13	14	15	16	17	18	9	10	11	12	13	14	15	13	14	15	16	17	18	19
19	20	21	22	23	24	25	16	17	18	19	20	21	22	20	21	22	23	24	25	26
26	27	28	29	30	31		22	23	24	25	26	27	28	27	28	29	30			
							30	31												

* July 3rd No orders – closed for Independence Day/September 7th – 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 14th

Registration begins. Please register at the bottom of the portal homepage **2026 Tradeshow Representative Registration**.

July 17th

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

August 1st

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 14th

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 17th

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 24th

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 25th

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 a.m. in the Grand Ballroom and concludes at 2:00 p.m.

August 28th

VAP and Holiday Specialty Items, Ordered During Trade Show, Begin to Ship from ABCA Distribution Center to Retail Accounts.

September 9th

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** Warehouse Begins Picking and Delivering Trade Show Orders. You will be contacted to schedule TRADE SHOW DELIVERY.



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2026 Trade Show Agenda

Monday, August 24, 2026

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

Tuesday, August 25, 2026

- 9:00 a.m. Check-in begins- Elk River Atrium
- 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
Please register online for lunch and badge.
- 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 9, 2026. No regular orders will be processed on this day, Wednesday stores will order on Tuesday September 8, 2026.

***** Note that all VAP ordered during the Trade Show will be released from Bailment beginning on August 28, 2026, 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 2026 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 14th, 2026: 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

