

MEDIA & NON-MEMBER REGISTRATION & HOUSING FORM

2010 WSWA CONVENTION ■ MONDAY, APRIL 5 – THURSDAY, APRIL 8 ■ CAESARS PALACE

DIRECTIONS:

- 1) Complete this form if you are **NOT** a member of WSWA and **WILL NOT** be exhibiting and are a:
- Alcohol Beverage Manufacturer, Importer/Exporter/Marketing Company
 - Industry Related Vendor
 - Media, Trade Publication Executive, Advertising
 - Trade Association
 - Government Employee

- 2) If you are a non-member wholesaler, please contact WSWA at 202-371-5682 or registrations@wswa.org.
- 3) **INCOMPLETE REGISTRATION FORMS CANNOT BE PROCESSED.**

RETURN THIS FORM WITH PAYMENT TO EITHER:



WSWA Meetings and Conventions Dept.
805 15th Street, NW, Suite 430
Washington, DC 20005



FAX: 202-371-9136

1. REGISTRATION PLEASE ATTACH BUSINESS CARD OR TYPE/CLEARLY PRINT ALL INFORMATION REQUESTED

FIRST NAME _____ LAST NAME _____ NICKNAME (FOR BADGE) _____

COMPANY (THIS IS HOW YOUR COMPANY WILL BE LISTED IN ALL PRINTED MATERIALS) _____ TITLE _____

OFFICE MAILING ADDRESS _____ CITY/STATE/ZIP _____

TELEPHONE _____ FAX _____ EMAIL ADDRESS (MUST SUBMIT IN ORDER TO RECEIVE REGISTRATION CONFIRMATION) _____

SPOUSE (IF ATTENDING) FIRST NAME _____ LAST NAME _____ SPOUSE NICKNAME (FOR BADGE) _____

EMERGENCY CONTACT NAME _____ PHONE NUMBER _____

2. HOUSING CAESARS PALACE

I DO NOT REQUIRE HOUSING

CAESARS PALACE: Deluxe Room: \$179 (plus 12% tax)
 Classic Room:* \$139 (plus 12% tax) **SOLD OUT**

BED PREFERENCE: King** Double/Double**

*Limited Quantity

**Bedding preferences can be requested; but cannot be guaranteed.

■ # of people in room _____ Sharing room with _____

■ ARRIVAL DAY AND DATE _____ April _____, 2010

■ DEPARTURE DAY AND DATE _____ April _____, 2010

ADA SPECIAL REQUESTS: Audio Visual Mobile
 (Please attach separate sheet.)

HOTEL ROOM DEPOSIT:

Deluxe Room: \$200.48 (equivalent to 1st night's stay plus tax)*

Classic Room: \$155.68 (equivalent to 1st night's stay plus tax)* **SOLD OUT**

Visa MasterCard American Express Discover

Credit Card # _____ Exp. Date _____

Cardholder's Name _____

Signature _____

A check in the amount of \$ _____, made payable to **Caesars Palace**, is enclosed.

NOTE: The hotel deposit check must be separate from the registration payment.

*Caesars Palace requires that hotel reservations be guaranteed by credit card or check.

3. PAYMENTS ENCLOSE PAYMENT WITH THIS FORM

REGISTRATION (PLEASE CIRCLE FEE)

	EARLY BIRD Registration Rec'd before January 5	GENERAL Registration Rec'd between Jan. 5 - March 5	ON-SITE Registration Rec'd after March 5
Non Member (Staying at Caesars Palace)	\$950	\$1,000	\$1,050
Spouse (Staying at Caesars Palace)	\$525	\$550	\$575
Non Member (Staying off-site)	\$1,150	\$1,200	\$1,250
Spouse (Staying off-site)	\$700	\$725	\$750

Media/Editorial Complimentary Registration

TOTAL ENCLOSED \$ _____

PRIMARY BUSINESS

- Advertising/Marketing Association
- Broker
- Distiller
- Government Importer
- Media/Editorial
- Vintner
- Trade Publication Executive
- Other

PLEASE INDICATE PAYMENT METHOD:

A check in the amount of \$ _____, made payable to WSWA, is enclosed.

WSWA is authorized to charge \$ _____ to my:

Visa MasterCard American Express Discover

Credit Card # _____ Exp. Date _____

Cardholder's Name _____

Signature _____

4. I HAVE READ AND UNDERSTAND THE TERMS AND CONDITIONS SET FORTH ON THE REVERSE SIDE OF THIS FORM.

Signature: _____ Date: _____

FOR OFFICE USE ONLY

Reg ID#: _____ Date Rec'd _____ Check # _____ WRITTEN CANCELLATION: Date Rec'd _____ Check # _____
 Bank Deposit: _____ Amount Rec'd _____ Amount Rtrn'd _____


TERMS AND CONDITIONS


REGISTRATION

- Your registration fee must accompany this form.
- **YOU MUST BE AT LEAST 21 YEARS OF AGE TO ATTEND.**
- Type or clearly print all information requested.
- Registration is by individual only, not by company.
- Name and company will appear on badge as indicated on this form.
- Individuals registering certify that they are employees of the company indicated.
- Convention registration fees **DO NOT** include hotel room deposits.

CANCELLATION & REFUNDS

- **All requests to cancel or substitute Convention registrants must be in writing to the Meetings and Conventions Department.**

 WSWA Meetings and Conventions Department
805 15th Street, NW, Suite 430
Washington, DC 20005

 OR by email to registrations@swa.org

- Substitution of registrants will be made at **no charge**.
- A **100% refund**, less the \$50 processing fee, will be available for Convention registration cancellations received by **January 5, 2010**.
- A **50% refund** will be available for Convention registration cancellations received **January 5 through March 5, 2010**.
- Convention registration fees will be **forfeited** for cancellations received **after March 5, 2010**.
- All Convention registration refunds will be processed in check form after the Convention.

REGISTRATION CATEGORY DESCRIPTIONS

WSWA WHOLESALER MEMBER: Employee of a WSWA dues-paying wholesaler member company. Associate Members have a separate form.

WSWA ASSOCIATE MEMBER: Employee of companies which have paid 2010 Associate Member Dues.

NON-MEMBER: Employee of any supplier, wholesaler, company, whether alcohol beverage related or otherwise includes brokers, vintners, distillers, importers, etc. and all other services and product related firms, (i.e., computer vendors, POS materials, material handling firms, etc.); also includes government employees.

ADVERTISING: Employee of consumer publication whose primary audience is not in one of the alcoholic beverage tiers.

TRADE PUBLICATION EXECUTIVE: Employee of publication dedicated to alcohol beverage industry related issues and topics and produced primarily for any or all of the industry tiers.

Online registration will be available early November 2009 at swa2010.org

HOUSING

- **If you plan to stay at a non-WSWA Convention hotel, you will be charged a higher registration fee.**
- All sleeping room reservation requests are subject to availability.
- All requests for sleeping room reservations must be received in the WSWA office by **March 5, 2010**. Room requests received after that date will be honored on a space and rate available basis.
- All rates are subject to state, local and hotel occupancy taxes.
- One night's room deposit may be made by credit card or check, made payable to Caesars Palace, for the first night's stay plus tax.
- Hotel confirmations will be sent from Caesars Palace.
- Once you have received your hotel confirmation number, hotel reservation **changes** should be made by phone to Harrah's Contact Center (866) 227-5944. Hours of operation are 6:00 a.m. – 12:00 a.m., PST. WSWA will not process hotel reservation changes.
- Cancellations must be made at least 7 days prior to arrival to receive refund of first night's room deposit.
- Hotel **cancellations** must be made through WSWA in writing to registrations@swa.org or by fax to (202) 371-9136.
- WSWA's Federal Employer I.D. # is 43-0590389.

DEADLINES

- **JANUARY 5, 2010**
 - Last day for receipt of Early Bird registration.
- **MARCH 5, 2010**
 - Last day for receipt of housing reservation requests. Requests received after this date will be accommodated on a space and rate available basis.
 - Last day for receipt of general reservations.
 - Last day for receipt of convention registration cancellations with 50% refund.
 - After this date, all payments for cancelled registrations will be forfeited.

QUESTIONS



Call WSWA at 202-371-5682



OR email to registrations@swa.org



OR visit the convention website at swa2010.org