

WSWA Access LIVE

Convention Reimagined, Redesigned and Reinvented



Today's Presenters



Kari Langerman

Vice President, Meetings &
Events



Lisa Koenig

Director, Meetings & Events



Nicole Anderson

Manager, Sales &
Business Development



Emily Magram

Senior Manager, Marketing
Communications



Introducing Access LIVE



- Access to the right people
- Access to skills and knowledge
- Access to media and influencers
- Access to growth marketing asset creation
- Access to exciting brands
- Access to all three existing tiers & emerging players, all under one roof
- Access to the deals & deal-makers that make the difference



The **vision** for Access LIVE is at once both simple and aggressive:

The premier industry event for access and discovery.



The new Access LIVE **brand experience promise:**

WHOLESALEERS

The Center-Point of the experience, with key roles in delivering thought leadership content, controlling their agendas, and demonstrating their value to the ecosystem now and in the future.

PRODUCERS

The promise of WSWA Access Live brought to life in three dimensions by helping producers connect with wholesalers, create media assets, jump-start their growth marketing efforts, and attain greater exposure for their brands.

SOLUTION PROVIDERS

Ample opportunities to enhance brands, generate business leads, and engage with growth opportunities through exhibits, sponsorships, and thought leadership content delivery.

RETAILERS

Gaining access to wholesalers and producers within a transparent environment that promotes inclusion on WSWA's terms.



Registration

A new world-class welcoming experience. Safe, touchless, and efficient, driven by new technology and the injection of post-pandemic decompression zones.



Celebrate LIVE

(Opening Night Reception)

A future-focused experience that accelerates community. This unforgettable celebration of the industry and its purpose sets the intention for the week.

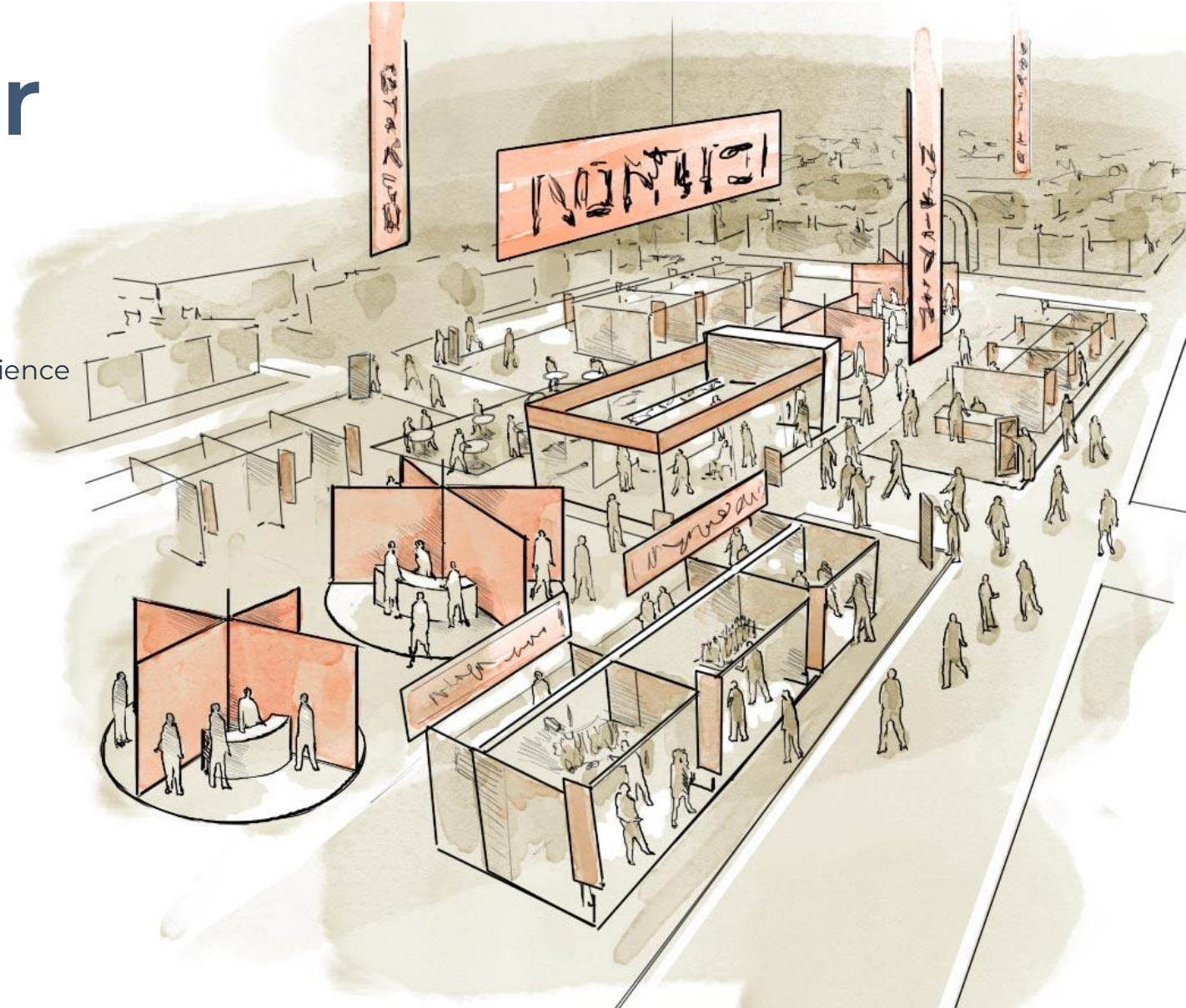
- In Gaylord Atrium
- Neighborhoods throughout space with different experiences



Access HQ = New Show Floor

A unique and efficient buy-sell experience.

- Many elements centralized on one large floor
- Neighborhoods of like suppliers = better discovery experience
- Constant activity and “happenings”
- VIP spaces
- Media training and asset creation
- Built in suites around perimeter
- LIVE Stage (TedTalk style)
- HQ Connect
- “Starter” booths
- Over 300 exhibit booths, 20 suites



Access HQ Floor Plan *(Exhibit Hall)*



Suites

Our **NEW** suite offerings create flexible choices that fit your needs. Do you prefer being in a high traffic area or a more private location 'off the beaten path'?

HQ Suites:

Featured on the show floor – some of these suites will be private while most will be reservable by suite holders.

Main Street Suites:

Formerly known as the Lower Level Suites, these are located on different levels with an array of size options.

Traditional Suites:

With less time spent in traditional suites, more action is directed to the show floor, and thus greater satisfaction delivered to the entire ecosystem. Suite holders no longer have to wait until the first day of the show before promoting their suite location and making appointments. This better prepares you and sets you up for success.



Sponsorship Opportunities!

Sponsorship opportunities at Access LIVE are endless! Thank you to the sponsors already committed to supporting 2023 Access LIVE!

THE **tastingpanel** MAGAZINE & THE **SOMM** JOURNAL

Women
OF THE
VINE & SPIRITS®

KŌLOA RUM
CO.™

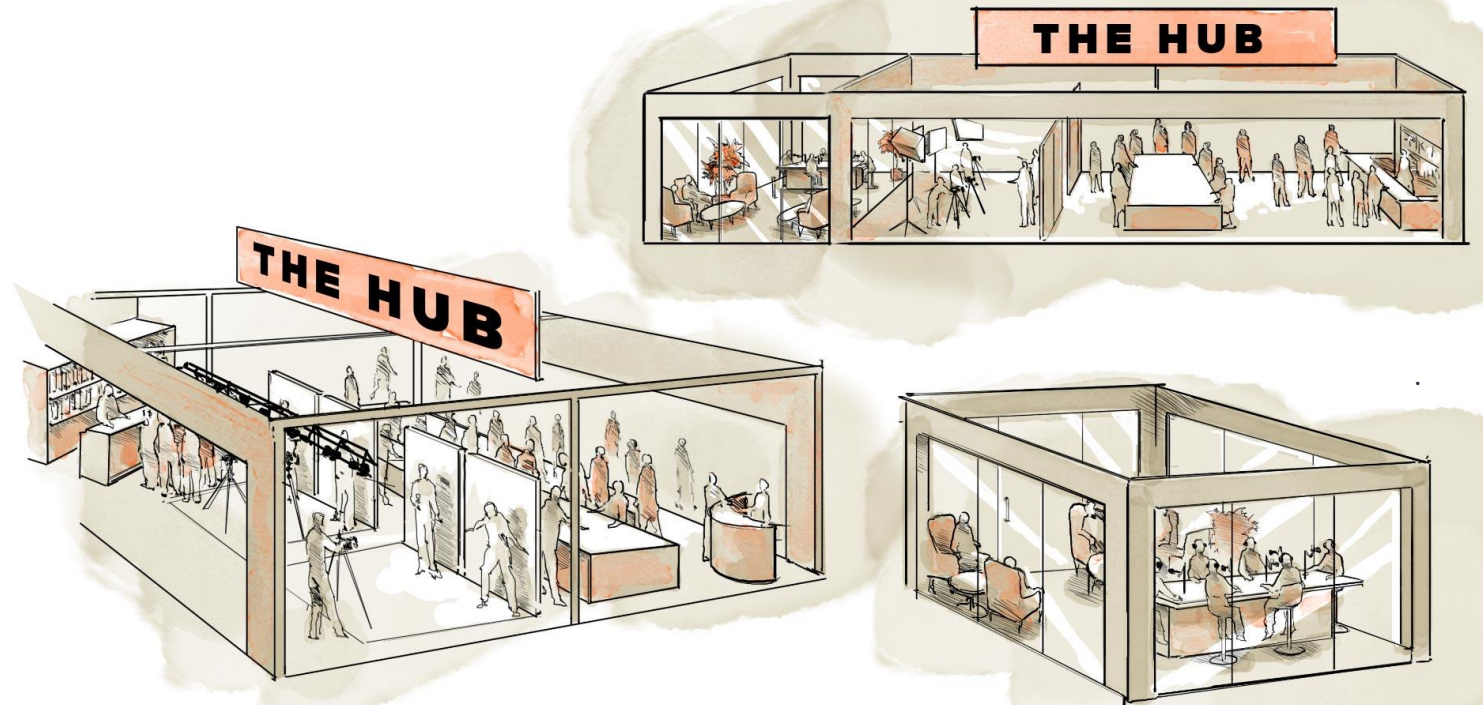
PREMIUM HAWAIIAN RUM
kaua'i • hawai'i



The Hub

The new media creation and training space. Wholesalers get increased visibility to emerging brands which might fit their portfolios. Producers learn how to connect with different audiences via earned media while getting coached on best practices for asset creation. This new feature expands Access LIVE's reach to be press inclusive.

- **Content Lab**
- **Mixology Workshop**
- **Brand Building Bar**
- **Media Lounge**



Main & LIVE Stage

Main Stage (General Sessions)

- Sunday afternoon Opening Session on Main Stage – Meet the new CEO, Welcome from Chairman, State of the Industry,
- Monday Morning – Keynote Speaker on Main Stage - WSWA Lifetime Leadership Award, Ray Herrmann Award
- Monday afternoon – Brand Battle Championship, prior to TASTE
- Tuesday – Industry Trends Breakfast; DE&I Luncheon sponsored by WOTVS; Industry Awards program

LIVE STAGE (HQ “TED-Talk” Stage)

- 5-6 sessions with 20-30 minute topics per day, on Monday & Tuesday
- Industry thought leaders
- Key sponsors
- Industry hot topics
- Product launches, celebrity meet & greets



BRAND BATTLE

- The 2023 Brand Battle Tournament kicks off February 2023 with (8) virtual category tournaments, twice weekly
- Categories will include: Vodka/Gin, Whiskies, Modifiers, RTD, Rum, Lifestyle, Tequilas and Wines
- Brand Battle Category Winners will be gathered live on Main Stage to present to panel of judges
- Brand Battle Champion will be crowned on Main Stage Monday afternoon
- Any craft brands are encouraged to enter the Brand Battle Tournament to compete!

Wine & Spirits Tasting Competition

Sponsored by The Tasting Panel Magazine & the SOMM Journal

- Blind tasting by somms, mixologists, retailers, and restaurateurs from across the country
- All products at show can be entered; Once your booth or suite is reserved, enter your products!
- Tasting takes place on Saturday, April 1; Awards announced on Sunday, April 2
- Tasting of Best in Show Winners on Monday, April 3 in HQ Connect



Modern Technology

Seamlessly connecting and guiding people.

- Introduction of match-making and appointments platform to reduce complexity
- Digital content boards on the show-floor for personalized access to relevant information
- Digital platform for accessing streaming content and engagement tools
- Interactive maps, wayfinding, and agenda-building tools
- Digital Asset Management system for access to a broad library of images, videos, and other assets that can be used for PR and growth marketing
- NEW Event App, NEW Show Website
- Digital Signage throughout convention center



Spontaneous Networking

Inclusion of more purposefully planned conversation spaces.

Stale spaces traditionally used for networking get a face-lift with a subtle injection of activations which serve to break down barriers allowing new connections to be made.



Health & Wellness

A big push for 2023 and beyond is building in time for health and wellness. Based on research, the majority of members and attendees have a primary focus in their daily lives on wellbeing. At Access LIVE, we will focus on helping attendees stay balanced and healthy.

Activations Include:

- Access LIVE 5K
- Yoga by the Pool
- HIIT Workouts
- Wellness Lounge featuring relaxation stations, massage chairs, etc.
- Water stations throughout to refill reusable water bottles
- Healthy breaks and meal options



Sustainability Focus!

- No more registration bags! No more flyers!
- No plastic water bottles; Reusable bottles and water stations throughout!
- Sustainable neighborhood in Access HQ
- Sustainable sponsorship opportunities
- Sustainability awards for suppliers and retailers

**Is your business supporting sustainability?
We want to know!**



Awards!

More awards, More recognition for all tiers of the industry!

- Lifetime Leadership Award
- Ray Herrmann HERO Award
- Industry Icon Award
- Brand Battle Champion
- Hot! New! Now! Supplier Award
- Wholesaler Rising Stars Award
- Retailer Sustainability Award
- Supplier Sustainability Award
- Wine & Spirits Tasting Awards, sponsored by Tasting Panel Magazine & Somm Journal
- M. Shanken Hot Brands Awards



Ovation LIVE *(Closing Night Event)*

A peak-end experience unlike any that came before.

The exclamation point to book-end the experience and create the memory marker which has everyone believing that Access LIVE is essential and feeling excited to invest even more next year.

- NEW Event! New Space!
- Celebrating WSWA's Rising Stars Wholesaler Awards, Hot New Now Supplier Award, and Retailer Sustainability Award
- Huge final night party outside with live music and entertainment



2023 Schedule of Events

Saturday, April 1	Sunday, April 2	Monday, April 3	Tuesday, April 4	Wednesday, April 5
<ul style="list-style-type: none"> W&S Tasting Competitions <p><i>Sponsored by Tasting Panel Magazine and The Somm Journal</i></p> <ul style="list-style-type: none"> Large Exhibit Set-up Main Street Suite Set-up Access Craft Bootcamp (TBD) 	<ul style="list-style-type: none"> Exhibit and Main Street Suite Set-up WSWA Board Meeting Registration Open Retailer Welcome Seminar WLC Reception Media & Brand Battle Reception Opening Main Stage Session Celebrate LIVE! <i>(Opening Night Reception)</i> 	<ul style="list-style-type: none"> Health & Wellness Activities Main Stage Sessions Lifetime Leadership Award Ray Herrmann HERO Award Non-Member Wholesaler Meet-Up Exhibits & Suites Matched Meetings LIVE Stage Content HUB Activities Hot Brands Awards Brand Battle Championship TASTE 	<ul style="list-style-type: none"> Health & Wellness Activities SipSource & Trends Breakfast Exhibits & Suites Matched Meetings LIVE Stage Content HQ Connect Meet-ups HUB Activities Wholesaler Roundtable Hot Topics Lunch DE&I Roundtable Luncheon Awards for all 3 tiers Industry Icon Award Ovation LIVE! <i>(Closing Night Reception)</i> 	<ul style="list-style-type: none"> Grab-n-Go Breakfast 2024 Presale Presentation & Breakfast Exhibit and Suite Tear Down Departures



Future Access LIVE

- 2023 Access LIVE - April 2-5, **2023** – Gaylord Palms, Orlando
- 2024 Access LIVE – January 29 - February 1, **2024** – The Forum by Caesars Palace, Las Vegas
- 2025 Access LIVE – February 3-6, **2025** – Gaylord Rockies, Denver
- 2026 Access LIVE – February 2-5, **2026** – The Forum by Caesars Palace, Las Vegas
- 2027 Access LIVE – February 1-4, **2027** – Gaylord Texan, Dallas

Questions?

Please put any questions in the Q&A Box



Contacts

General Questions/Overall Show Questions

Kari Langerman, VP, Meetings & Events – Kari@wswa.org

Lisa Koenig, Director, Meetings & Events – Lisa.Koenig@wswa.org

Sponsorship/Exhibits Inquiries:

Nicole Anderson, Manager, Sales & Business Development – Nicole.Anderson@wswa.org

Media/Communications Inquiries

Michael Bilello, EVP, Strategic Communications & Marketing – Michael@wswa.org

Emily Magram, Sr. Manager, Marketing Communications – Emily@wswa.org

WSWA Membership & Associate Membership Inquiries

Bob Wiggans, Senior Director, Membership and Data Services – Bob@wswa.org

Registration Questions

Sasha Somuah, Sr. Coordinator, Meetings & Events – Sasha@wswa.org



WSWA Access LIVE

Convention Reimagined, Redesigned and Reinvented

Thank You!

