WSWA Women’s Leadership Council (WLC) 2023 Conference
September 21-22, 2023
The InterContinental Hotel - The Wharf | Washington, D.C.
The WSWA Women’s Leadership Council (WLC) is comprised of leaders in the wholesale tier of the U.S. beverage alcohol industry. Its primary mission is to educate, elevate and empower members, as well as industry leaders within the three-tier system, advancing women in the industry and providing a platform for the exchange of ideas and knowledge with peers.

**WLC ADVISORY BOARD**

**WLC Chair:** HILLARY WIRTZ  
Breakthru Beverage Company

**JENNIFER BOWSER**  
Horizon Beverage

**MONICA CHAPLIN**  
Southern Glazer’s Wine and Spirits

**STACY GABEL**  
Republic National Distributing Company

**MAGGIE MAXWELL**  
Allied Beverage Group

**AMY BARRIAULT**  
Central Distributors Inc. (ME)

**LAURA DEPASQUALE**  
Southern Glazer’s Wine and Spirits

**ZULMA HERNANDEZ**  
Republic National Distributing Company

**VIRGINIA MEANS**  
United Distributors

**JESSICA PARTINGTON**  
Winebow
This uniquely designed event connects current and future women leaders in the wholesale tier by providing networking opportunities, developing advanced leadership skills and business acumen, and equipping attendees with tools to elevate and empower them in their roles in the everchanging marketplace within the beverage alcohol industry.

**HIGHLIGHTS**

- Presentations on critical topics including, but not limited to:
  - Industry trends;
  - Current legislative, regulatory and legal issues affecting the wholesale tier;
  - Future challenges and opportunities facing the beverage alcohol industry;
  - Leadership and management skills seminars.

- Networking opportunities to interact with industry leaders across the tiers.

- Providing business tools to accelerate professional skills to grow as a leader.

- Sponsor Exhibits to learn about the newest technologies and services available in the industry.

- Philanthropic Activity to allow attendees an opportunity to network and collaborate in a casual environment while giving back to the community.
ATTENDEE PROFILES

MANAGER 28.3%

PRESIDENT/CEO 7.9%

VICE PRESIDENT 33.1%

DIRECTOR 28.3%

OTHER 2.4%

OWNERSHIP 8.3%

HUMAN RESOURCES 9.9%

IT/TECHNOLOGY 4.1%

OPERATIONS 7.4%

FINANCE 8.3%

LEGAL 4.1%

SALES & MARKETING 42.1%

BUSINESS DEVELOPMENT/ANALYSIS 12.4%
"Being part of the WLC allowed me to continue to gain different perspectives from leaders who are all superior in their respective fields. The marketing and recognition is always important, but the value is, was and always will be having the opportunity to spend time with these amazing leaders who happen to be not just women, but a collective force that serves as a juggernaut in our industry. I look forward to the opportunity to keep being challenged and thinking outside of the box, by the absolute best of the best."

-Jack Berkeridge, Efficiency Enterprises
# Schedule At A Glance

**AS OF MAY 2023**

For the most up-to-date Conference Agenda, please visit: www.wswa.org/2023-womens-leadership-council-conference

## THURSDAY, SEPTEMBER 21

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:30 pm</td>
<td>Registration Opens</td>
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<tr>
<td>1:00 pm – 2:30 pm</td>
<td>Philanthropic Event</td>
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<tr>
<td>4:15 pm – 5:00 pm</td>
<td>Session 1: Welcome &amp; WSWA 101</td>
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<tr>
<td>5:00 pm – 6:30 pm</td>
<td>Networking &amp; Welcome Reception</td>
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<tr>
<td>6:30 pm – 9:00 pm</td>
<td>Networking / Small Group Dinners at The Wharf</td>
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## FRIDAY, SEPTEMBER 22

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>6:00 am – 6:45 am</td>
<td>Sunrise Yoga</td>
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<tr>
<td>7:30 am – 8:10 am</td>
<td>Registration, Networking Breakfast &amp; Sponsor Exhibit Room Open</td>
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<tr>
<td>8:10 am – 8:30 am</td>
<td>Opening Remarks</td>
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<tr>
<td>8:30 am – 9:20 am</td>
<td>Session 2: Empower Session</td>
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<tr>
<td>9:20 am – 9:45 am</td>
<td>Networking Break in Sponsor Exhibit Room</td>
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<tr>
<td>9:45 am – 10:35 am</td>
<td>Session 3: Elevate Session - Creating the Whole Package</td>
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<tr>
<td>10:35 am – 11:00 am</td>
<td>Networking Break</td>
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<tr>
<td>11:00 am – 12:00 pm</td>
<td>Session 4: Educate Session (Two Tracks)</td>
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<tr>
<td>12:00 pm – 1:30 pm</td>
<td>Networking Lunch &amp; Sponsor Exhibit Open</td>
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<tr>
<td>1:30 pm – 2:15 pm</td>
<td>Session 5: WSWA Update</td>
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<tr>
<td>2:15 pm – 2:30 pm</td>
<td>Networking Break in Sponsor Exhibit Room</td>
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<tr>
<td>2:30 pm – 3:00 pm</td>
<td>WLC Wrap-Up: Champagne Toast &amp; Closing</td>
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CONFERENCE SPONSORSHIP OPPORTUNITIES
PHILANTHROPIC EVENT SPONSORSHIP

(To benefit a local Washington, DC area charity)

$5,000 Thursday, September 21 from 1:00 - 2:30 pm

SPONSOR BENEFITS:

- Brief speaking opportunity in front of WLC attendees during philanthropic event
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
- Option of including collateral material/giveaways in the registration packet
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference
- Sponsor may bring three (3) representatives to the philanthropic activity to network with attendees
- Option to have a table top exhibit during set hours in the pre-function space

WELCOME RECEPTION (WLC & FORUM ATTENDEES)

$7,500 Thursday, September 21 at 5:00 pm

SPONSOR BENEFITS:

- Brief speaking opportunity in front of WLC attendees
- Sponsor may bring two (2) representatives to the reception to network with attendees
- Option of including collateral material/giveaways in the registration packet
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference
- If sponsor represents an alcoholic or non alcoholic brand it will be poured during the reception and dinner(s)
- Option to have a table top exhibit during set hours in the pre-function space

SMALL NETWORKING DINNERS AT THE WHARF

$4,000 EACH (three available) Thursday, September 21 at 6:30 pm

SPONSOR BENEFITS:

- Attendees will be broken up into 3 groups for a more intimate dining experience. Sponsor may bring two (2) representatives to each networking dinner sponsored. Representatives will have a brief speaking opportunity at dinner
- If interested, company may sponsor more than one dinner
- Groups are divided up in advance to give a diverse group of wholesalers at each small group dinner
- If sponsor represents an alcoholic or non alcoholic brand it will be poured during the reception and dinner(s)
- Option to have a table top exhibit during set hours in the pre-function space
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference
**BREAKFAST SPONSORSHIP**

**$6,500**
Friday, September 22 from 7:30 – 8:15 am

**SPONSOR BENEFITS:**
- 15 minute speaking opportunity in front of WLC attendees
- Collateral materials may be distributed during breakfast or be included in the registration packets
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference
- Option to have a table top exhibit during set hours in the pre-function space

**LUNCH SPONSORSHIP**

**$7,500**
Friday, September 22 at 12:05 pm

**SPONSOR BENEFITS:**
- 15 minute speaking opportunity in front of WLC attendees
- Collateral materials may be distributed during lunch or be included in the registration packet
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference
- Option to have a table top exhibit during set hours in the pre-function space

**SPEAKER SPONSORSHIPS**

**$5,000 EACH**
“EDUCATE” SESSION (2 available) | “ELEVATE” SESSION
“EMPOWER” SESSION (1 available)

**SPONSOR BENEFITS:**
- 10 minute speaking opportunity in front of WLC attendees and opportunity to introduce session speaker
- Option to have a table top exhibit during set hours in the pre-function space
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
- Option of including collateral material/giveaways in the registration packet
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference
BREAK SPONSOR

$2,500 EACH  (two available)

SPONSOR BENEFITS:

• No speaking opportunity
• Option to have a tabletop exhibit during set hours in the pre-function space
• Collateral materials may be distributed during the sponsored event or be included in the registration packet
• Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
• Sponsor will receive an attendee list in advance of the conference and then a final list following the conference

WLC CONFERENCE ATTENDEE WELCOME BAG

$3,500

SPONSOR BENEFITS:

• Logo printed on Welcome Bags
• Option of including collateral material or product in the registration packet
• Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
• Sponsor will receive an attendee list in advance of the conference and then a final list following the conference

HEADSHOT CAFE SPONSORSHIP

$5,000

SPONSOR BENEFITS:

• Customized email sent to attendees when receiving their headshots
• Opportunity for the photography staff and make-up artists to wear sponsor company branded t-shirts in the Headshot Cafe (sponsor company must provide the t-shirts).
• Logo on easel/signage will be provided outside of headshot café
• Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
• Option of including collateral material/giveaways in the registration packet
• Sponsor will receive an attendee list in advance of the conference and then a final list following the conference
SPONSOR BENEFITS:

- Sponsor will be listed as the official internet sponsor for the full WLC Conference
- Sponsor company name will be listed as the wi-fi access code
- Sponsorship recognition on all WSWA digital and printed materials referencing WLC sponsors
- Option of including collateral material/giveaways in the registration packet
- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference

INTERNET SPONSORSHIP $3,000

CONFERENCE NOTEBOOK AND PENS SPONSORSHIP $3,000

SPONSOR BENEFITS:

- Sponsor company logo on notebook that is handed out to each attendee
- No speaking opportunity
- An attendee list is provided in advance of the conference, and then a final list following the conference
- Collateral materials may be included in the registration packet

WLC CONFERENCE LANYARDS $1,000

- All attendees will wear their badge lanyards throughout the conference, making this one of the most visible opportunities. Your company logo will be imprinted on the lanyard alongside WSWA’s logo.
SPONSOR BENEFITS:

- Sponsor logo on small easel back signs placed at each hydration station
- Opportunity to provide branded, reusable water bottles in the welcome tote for attendees (provided by sponsor)
- No speaking opportunity
- An attendee list is provided in advance of the summit, and then a final list following the summit
- Collateral materials may be included in the registration packet
- Sponsorship recognition on printed and digital event materials

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**HYDRATION STATION SPONSORSHIP**

$2,000

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**SPONSOR BENEFITS:**

- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference
- Sponsorship recognition on printed and digital event materials
- Collateral materials may be included in the registration packet

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**HOTEL WELCOME ROOM DROP**

$1,750

(plus cost of product, if not provided)

Leave a treat, trinket, or branded item with your company logo or custom message for attendees to find in their rooms after they return from dinner. Limited to one item which must be provided by the sponsor. Size and weight restrictions may apply.

**SPONSOR BENEFITS:**

- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference
- Sponsorship recognition on printed and digital event materials
- Collateral materials may be included in the registration packet

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**WLC CONFERENCE YOGA SPONSOR**

$2,000

Friday, September 22 at 6:00am

We will kick off Friday morning with a Yoga session! Your logo can be imprinted on the swag that all attendees will receive for this activity.

**SPONSOR BENEFITS:**

- Sponsor will receive an attendee list in advance of the conference and then a final list following the conference
- Sponsorship recognition on printed and digital event materials
- Collateral materials may be included in the registration packet
QUESTIONS?

CONTACT:

● Kari Langerman
  Senior Vice President, Meetings & Events
  Kari.Langerman@wswa.org
  202-415-1428
SPEAKER AND SPONSOR REGISTRATION FORM

SPEAKER/SPONSOR CONTACT INFORMATION
Please type/clearly print all information requested. This information should be for the main contact.

FIRST/LAST NAME
ADDRESS
PHONE NUMBER
ON SITE MOBILE NUMBER

COMPANY
CITY/STATE/ZIP
EMAIL ADDRESS

If a sponsor, what are you sponsoring?

REGISTRATION FORM
Please complete this page for each person coming to the WLC Conference.

NAME
COMPANY
MAILING ADDRESS
CITY, STATE ZIP

TITLE
CELL PHONE
EMAIL

DIETARY RESTRICTION(S)

HOUSING
ROOM RESERVATIONS MUST BE MADE THROUGH WSWA BY WEDNESDAY, AUGUST 30, 2023.

ROOM RATE:
STANDARD GUEST ROOM: $369 per night (plus taxes)

BED PREFERENCE
☐ KING* ☐ DOUBLE/Doubles*

*Room rates are the same for a single or double occupancy. All rooms are non-smoking.

REGISTRATION PAYMENT & HOTEL ROOM DEPOSIT
☐ Please charge my credit card for both the Registration and Hotel Room Deposit. I acknowledge there is a 3% process fee on all credit card charges for the Registration fee only.

☐ Please charge my credit card only for the Hotel Room Deposit. I will pay for my registration by check within 2 weeks of submitting this form.

PLEASE CHARGE $ __________________ TO MY

☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS

CREDIT CARD # ________________________ EXP ____________

CARDHOLDERS NAME _______________________

SIGNATURE _______________________

NOTE: A charge of one night’s room rate, plus tax will be charted to your credit card at the time of your hotel booking.

REQUESTED ITEMS

Please make sure to email the following to Kari Langerman, Kari.Langerman@wswa.org

☐ Company Logo and Description
☐ Hyperlink to website
☐ Contact name, title and email address (for published collateral)
☐ Headshot and Speaker/Sponsor Biography (if applicable)
☐ Exhibit Table Requested YES ☐ NO
☐ Screen
☐ Podium Microphone
☐ Lavaliere Microphone
☐ Laptop and Projector for Presentation
Please select one:
☐ : I will bring my own laptop
☐ : I will use the WSWA provided laptop
☐ Internet Access
☐ Other: _______________________

RETURN THIS COMPLETED FORM BY EMAIL TO:
Kari Langerman, SVP, Meetings & Events
kari.langerman@wswa.org

PAYMENT FOR SPONSORSHIP & REGISTRATION MAY BE MAILED TO:
WSWA
ATTN: WLC Conference
805 15th Street, NW, Suite 1120
Washington, D.C. 20005

CREDIT CARD # ____________
EXP ____________

CARDHOLDERS NAME ____________
SIGNATURE ____________

NOTE: A charge of one night’s room rate, plus tax will be charted to your credit card at the time of your hotel booking.