

# BEVERAGE ALCOHOL **RETAILERS** CONFERENCE

**JUNE 3-5, 2018**  
HYATT REGENCY DENVER TECH CENTER / DENVER, CO

**16 SESSIONS,**  
*Including*  
**3 KEYNOTES,**  
**8 TRACK SESSIONS,**  
**RETAILER PANEL**  
**DISCUSSION** *and*  
**RETAILERS OF THE**  
**YEAR AWARDS**

CONNECT. DEVELOP. INNOVATE.

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# BEVERAGE ALCOHOL RETAILERS CONFERENCE



## JUNE 3-5, 2018

HYATT REGENCY DENVER TECH CENTER  
DENVER, COLORADO

### JOIN US AT BARC

I'm proud to announce the second Beverage Alcohol Retailers Conference, an educational event designed specifically for independent, off-premise retailers. I hope you'll join us in Denver at the only event devoted to helping beverage alcohol retailers improve their businesses.

As you know, *Beverage Dynamics* has an 80-year history of providing industry news, analysis and information. Our event in Denver will be an in-person version of what you experience reading the magazine. Many of our contributors, editors and most avid readers will be in attendance, providing valuable educational sessions and presentations.

I know how difficult it is for retailers to leave their stores, so to make it worth your while, BARC will be providing only the best in industry education.. Last year, more than 150 people gathered in Minneapolis for a successful inaugural event, which featured three days of trainings, panel discussions and networking receptions.

#### HIGHLIGHTS FROM THE 2018 AGENDA INCLUDE:

- \* **2 Networking Receptions**, where you can connect with retailers like you.
- \* **3 Keynotes**, featuring beverage retailers and experts on running a successful retail business.
- \* **2 Panel Discussions**, focusing on beverage retailing best practices and applying the latest information and data to your business.
- \* **8 Educational Sessions**, with topics ranging from POS systems to staff training to category management.

I hope you'll join us on June 3-5 at the Hyatt Regency Denver Tech Center. Taking the time to meet retailers from other markets, share business ideas and learn about new technologies and trends will improve your sales and help you provide a better experience to customers. That's what BARC is all about.



Jeremy Nedelka  
Editor

CONNECT. DEVELOP.  
INNOVATE.

#### EDUCATION PARTNERS:



## WHY YOU SHOULD ATTEND

Beverage alcohol retailing is getting more and more competitive, and retailers looking to improve their businesses need to get more innovative. We all know that you may not be able to control the circumstances or competitors in your marketplace, but you can control how you respond to them.

Beverage Alcohol Retailers Conference (BARC), a two-and-a-half-day conference, delivers best ideas from top industry experts, best practices from retailers like you, the latest trend information from those who track beer, wine and spirits from all around the U.S. and tools that you can use to transform your business.

*Beverage Dynamics* also recognizes retailers each year from throughout the country who demonstrate innovation, excel-

lent customer services and superior beverage alcohol industry knowledge. We will be honoring our Retailers of the Year at the Beverage Alcohol Retailers Conference. Join us and learn how they have transformed their businesses to succeed.

BeverageDynamics  
**RETAILERS**  
 OF THE YEAR

Nominate your company today at [beveragedynamics.com/RetaileroftheYear](http://beveragedynamics.com/RetaileroftheYear)

## REGISTRATION

**REGISTER BY FEBRUARY 9TH AND SAVE \$205!**

Full Conference Pass	Early Bird (until 2/9/18)	Full Conference Rate (2/10/18 to 5/11/18)	Late Rate (5/12/18 to 5/31/18)	On Site Registration (6/1/18 to 6/5/18)
Retailer Attendee	\$340	\$395	\$495	\$545
Sponsor Attendee	\$395	\$395	\$395	\$395
Non-Sponsoring Supplier Attendee	\$995	\$995	\$995	\$995

## HOST HOTEL

**HYATT REGENCY DENVER TECH CENTER** is a premium one-stop travel experience, conveniently situated minutes from downtown and the airport, and only steps from the Belleview light rail station. Take advantage of a trendy food and beverage scene and exceptional on-site activities like a full-service fitness center and indoor lap pool.

Amenities include Root25 Taphouse & Kitchen, featuring regional beer and locally sourced ingredients, a full-service business center, 24-hour fitness center and a large outdoor garden oasis with a fire pit.

### Hyatt Regency Denver Tech Center

Address: 7800 East Tufts Avenue, Denver, CO 80237

Phone: 303-779-1234

[BevRetailersConference.com/location](http://BevRetailersConference.com/location)



Beverage Alcohol Retailers Conference has secured a room rate of \$199 per night.