BEVERAGE ALCOHOL RETAILERS CONFERENCE

JUNE 10-12, 2019

Join us in Louisville

NOW IN ITS THIRD YEAR, the Beverage Alcohol Retailers Conference is the only national event that provides off-premise retailers the opportunity to gather together, network with colleagues and share best practices to improve their businesses.

Join us in Louisville on June 10-12 for another education-first BARC, where you'll meet our contributors, editors and our most avid readers. Our track sessions, panel discussions and keynote presentations will all provide valuable educational material, which will make leaving your store for a few days worthwhile. Over the past two years, the event has grown by 20% in attendance. If you have attended in past years, we hope to see you in Kentucky next year, as we have some unique opportunities you will only find at BARC. If you're new to BARC, please consider joining us in 2019!

Taking the time to meet with retailers from other markets, share business ideas and learn about new technologies and trends will improve your sales and help you provide a better customer experience. That's what BARC is all about.

Jeremy Nedelka
Beverage Group Content Director

Connect. Develop. Innovate.

EDUCATION PARTNERS:

WSET
WINE & SPIRIT EDUCATION TRUST

Beverage Information & INSIGHTS GROUP

Registration

REGISTER BY FEBRUARY 8TH AND SAVE $300!

Full Conference Pass	Early Bird (until 2/8/19)	Full Conference Rate (2/9/19 to 5/19/19)	Late Rate (5/20/19 to 6/7/19)	On Site Registration (6/8/19 to 6/12/19)
Retailer Attendee	$295	$395	$495	$595
Sponsor Attendee	$395	$395	$395	$395
Non-Sponsoring, Non-Retailer Attendee*	$995	$995	$995	$1295

**Includes suppliers, wholesalers, importers and other industry vendors.*

Beverage Alcohol Retailers

Conference Agenda

MONDAY, JUNE 10 — Pre-Conference Day

11am-5pm	WSET Training, Prep Sessions & Exams (Separate Registration and fee)
5:30pm-9pm	Exhibitor Cocktail Hour and Welcome Reception

TUESDAY, JUNE 11 — BARC Day 1

7:30am	Networking Breakfast
8:30am	**Opening Keynote**
9:45am-12:30pm	**Education Track Sessions**
12:30pm-2pm	Networking Lunch & Exhibits
2pm-3pm	**General Session**
3:15pm-4:30pm	Distributor Panel Discussion
5pm-8:30pm	Exhibitor Cocktail Hour and Day 1 Reception

WEDNESDAY, JUNE 12 — BARC Day 2

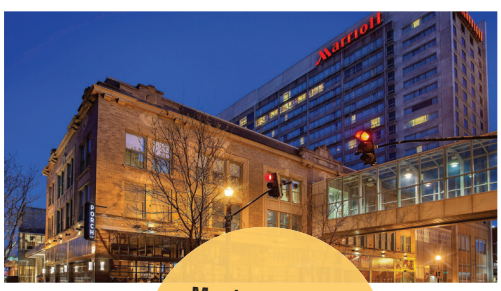
7:30am	Networking Breakfast
8:30am	**Day 2 Keynote**
10am	Retailer Panel Discussion
11am-12:30pm	Networking Lunch & Exhibits
12:30pm-2:30pm	**Education Track Sessions**
2:45pm	**Closing Keynote**
6:00pm	Top 100 Awards – Cocktail Reception & Banquet *(By Invitation Only)*

**Agenda subject to change without notice*

Host Hotel

The Marriott Louisville Downtown is situated in the heart of Louisville, offering amenities like Bourbon Bar, Porch Kitchen and Bar and Starbucks. It is the only 4 Diamond hotel connected to the KY International Convention Center. The hotel is only 15 minutes from Louisville International Airport and walking distance to downtown attractions like the KFC Yum! Center, Whiskey Row, Louisville Slugger Museum and Historic Main Street.

Book your room before May 19 through BevRetailersConference.com to secure the discounted rate of $189/night.



Marriott Louisville Downtown
280 West Jefferson Street
Louisville, KY 40202
(502) 627-5045