

# WELCOME!

## ALL MASSACHUSETTS BEVERAGE ALCOHOL RETAILERS! YOU WON'T WANT TO MISS THIS EVENT!

### THE MASSACHUSETTS PACKAGE STORES ASSOCIATION'S 2011 TRADE SHOW

WILL BE HELD WEDNESDAY, OCTOBER 12, 2011 FROM 12:00 'TIL 5:00 PM. AT THE BEST WESTERN/ROYAL PLAZA  
TRADE CENTER, EXIT 24B OFF OF RTE 495, MARLBORO, MASSACHUSETTS.

**TRADE SHOW ADMISSION AND PARKING ARE FREE!**

THE TRADE SHOW MAKES IT EASY FOR YOU TO MEET ONE-ON-ONE WITH SUPPLIERS, WHOLESALERS, INDUSTRY-RELATED COMPANIES, AND FELLOW RETAILERS ALL UNDER ONE ROOF. YOU WILL BE ABLE TO SHOP, SAMPLE, COMPARE AND ORDER ALL OF YOUR HOLIDAY ITEMS IN ONE DAY! ABCC PERMISSION HAS BEEN GRANTED TO SUPPLIERS AND WHOLESALERS TO OFFER SPECIAL TRADE SHOW PRICING THAT DAY, AND MANY OF THEM ARE PLANNING TO DO SO. DON'T MISS THIS OPPORTUNITY TO TAKE ADVANTAGE OF SPECIAL REDUCED PRICING FOR HOLIDAY PRODUCTS.

COMPLIMENTARY CHEESE AND CRACKERS WILL BE PROVIDED AND CONCESSIONS WILL BE OPEN DURING SHOW HOURS. ALSO, BEGINNING AT 10:00 AM, A RETAILERS' MEETING/BRUNCH WILL BE HELD IN THE BEST WESTERN HOTEL. EXPECTED TO PARTICIPATE AT THIS MEETING ARE COMMISSIONERS AND INVESTIGATORS FROM THE MA ABCC AND MASSPACK LOBBYISTS ROGER DONOGHUE AND /TARA O'DONNELL. IMPORTANT LEGISLATIVE TOPICS WILL BE DISCUSSED AT THIS TIME, INCLUDING THE LICENSE OWNERSHIP SITUATION AND A 2012 BALLOT QUESTION POSSIBLY BEING FILED BY THE MA FOOD ASSOCIATION. WE WILL ALSO PRESENT THE 3RD ANNUAL MA BEVERAGE BUSINESS RETAILER OF THE YEAR AWARD AT THIS EVENT. ATTENDANCE AT THIS EVENT IS BY RESERVATION, ONLY. PLEASE REVIEW THE ENCLOSED INFORMATION AND MAKE YOUR RESERVATIONS EARLY.

AS ALWAYS WE ARE VERY GRATEFUL TO OUR MANY SPONSORS.....AS WE GO TO PRINT EARLY, WE WOULD AT THIS TIME LIKE TO ACKNOWLEDGE THIS YEARS' FIRST SPONSOR FOR OUR BRUNCH, THE MARTIGNETTI COMPANIES, AND INVITE ALL RETAILERS AND VENDORS TO REGISTER TO ATTEND. IN ADDITION, INCLUDED AT THIS EVENT WILL BE THE PRESENTATION OF THE BEVERAGE BUSINESS RETAILER OF THE YEAR AWARD, FOLLOWED BY A Q&A WITH THE ABCC AND OUR MASSPACK LOBBYIST, ROGER DONOGHUE.

(THERE IS A FEE OF \$20 PER PERSON FOR THE BRUNCH EVENT,  
PRE-PAID RESERVATIONS ARE A MUST AND A RESERVATION FORM IS INCLUDED.)

### THIS YEARS' SHOW WILL FEATURE:

- SPECIAL SHOW PRICING
  - FREE SOUVENIR GLASS
- FREE YEAR 2012 MASSPACK WALL CALENDAR
- NEW PRODUCT BOOTH
  - BEER TASTING EVENT
- BEFORE- SHOW BRUNCH, RETAILER OF THE YEAR AWARD CEREMONY, Q&A WITH THE ABCC AND OUR MASSPACK LOBBYIST ROGER DONOGHUE (PRE-PAID REGISTRATION IS A MUST FOR THIS BRUNCH EVENT)

ONCE AGAIN, WE HAVE AN OPPORTUNITY TO UNITE, GATHER, LEARN, SAMPLE AND SHARE.  
LET'S ALL PLAN TO BE TOGETHER ON WEDNESDAY, OCTOBER 12.

# WELCOME ALL MASSACHUSETTS BEVERAGE ALCOHOL RETAILERS!

*You won't want to miss this event!*

The Massachusetts Package Stores Association's 2011 Trade Show will be held **Wednesday, October 12, 2011 from 12:00 'til 5:00 PM.** at **The Best Western/Royal Plaza Trade Center, exit 24B off of Rte 495, Marlboro, Massachusetts. Trade Show admission and parking are FREE!**

The Trade Show makes it easy for you to meet one-on-one with suppliers, wholesalers, industry-related companies, and fellow retailers all under one roof. You will be able to shop, sample, compare and order all of your holiday items in one day! **ABCC permission has been granted to suppliers and wholesalers to offer SPECIAL TRADE SHOW PRICING that day, and many of them are planning to do so.** Don't miss this opportunity to take advantage of special reduced pricing for holiday products.

Complimentary cheese and crackers will be provided and concessions will be open during show hours. Also, beginning at 10:00 AM, a retailers' meeting/brunch will be held in the Best Western Hotel. Expected to participate at this meeting are commissioners and investigators from the MA ABCC and MassPack lobbyists Roger Donoghue and /Tara O'Donnell. Important legislative topics will be discussed at this time, **including the license ownership situation and a 2012 ballot question possibly being filed by the MA Food Association. We will also present the 3<sup>rd</sup> Annual MA Beverage Business Retailer of the Year Award at this event.** Attendance at this event is by reservation, only. Please review the enclosed information and make your reservations early.

As always we are very grateful to our many sponsors.....as we go to print early, we would at this time like to acknowledge this years' first sponsor for our Brunch, the Martignetti Companies, and invite all retailers and vendors to register to attend. In addition, included at this event will be the presentation of the **Beverage Business Retailer of the Year Award, followed by a Q&A with the ABCC and our MassPack Lobbyist, Roger Donoghue.** (There is a fee of \$20 per person for the brunch event, pre-paid reservations are a must and a reservation form is included.)

This years' show will feature:

- **SPECIAL SHOW PRICING**
- **FREE Souvenir glass**
- **FREE Year 2012 MassPack wall calendar**
- **NEW PRODUCT BOOTH**
- **BEER TASTING EVENT**
- **Before- Show Brunch, Retailer of the Year Award Ceremony, Q&A with the ABCC and our MassPack lobbyist Roger Donoghue (Pre-paid registration is a must for this Brunch event)**

Once again, we have an opportunity to unite, gather, learn, sample and share. Let's all plan to be together on Wednesday, October 12.

## MAKE YOUR RESERVATION

### MASSPACK

*Presents a:*

BRUNCH,

Retailer of the Year Award Presentation

And

Q&A with the ABCC &

MassPack Lobbyist Roger Donoghue

Wednesday, October 12, 2011

10:00- 12:00 Brunch/Retailer of Year/Q&A with  
ABCC & MassPack lobbyist Roger Donoghue  
Best Western/Royal Plaza Hotel  
\$20 per person\*

Please join us at this Post-Show Dinner

- \$20 includes: Brunch, Retailer of the Year Ceremony & Q&A
- net proceeds from this event will help MassPack finance its ongoing retailer support programs and any other challenges to our industry.

## RESERVATION FORM

BRUNCH

AND

Ben Stone, Beverage Business 'Retailer of the Year' Award presentation

AND

Q&A with the ABCC & MassPack lobbyist Roger Donoghue

Wednesday, October 12, 2011

10:00 – 12:00 .....

Best Western/Royal Plaza Hotel  
Marlboro, MA

Name(s) of attendees: \_\_\_\_\_

Store name: \_\_\_\_\_ Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Amount enclosed @ \$20/person \* \_\_\_\_\_ email \_\_\_\_\_

\*reservations and payment **MUST** be made to MassPack prior to September 10<sup>th</sup>, 2011.....and sent to:  
MassPack, 181 Park Ave., W Springfield, MA 01089. ...A RESERVATION IS A MUST!