

# Beer Marketer's Insights Presents

## 2010 BEER INSIGHTS SPRING CONFERENCE

May 16-17, 2010 in Chicago

Beer Marketer's INSIGHTS Spring Conference will bring you in-depth discussions and fresh perspectives on today's hot button topics as changes continue to rock the beer biz. Join us for a jam-packed day with presentations/panels by industry thought-leaders on issues currently driving industry discussions. Topics include:

- **brewer/distrib relations**
- **recent decline of megabrands**
- **consolidation**
- **integrating alternative bevs**

Get an up-to-the-minute view of the most pressing issues at this key event at the centrally located Ritz-Carlton in Chicago.

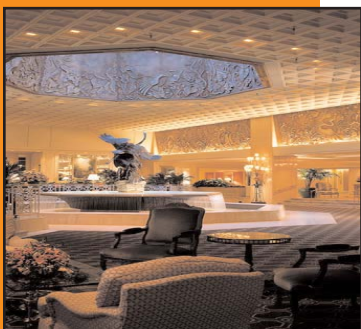
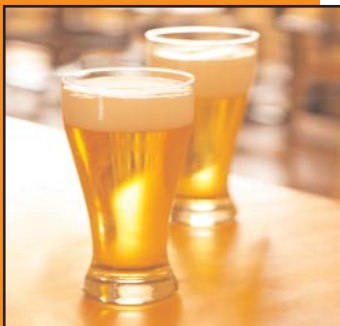
### Speakers include:

<b>Evan Athanas</b>	VP Sales, Anheuser-Busch, Inc.
<b>Douglas Cone, Jr.</b>	President, Cone Distributing, Inc.
<b>Steve Hindy</b>	President, Brooklyn Brewery
<b>Nehl Horton</b>	Chief Comm Government Affairs Officer, MillerCoors
<b>Michael D. Madigan</b>	Managing Partner, Madigan, Dahl & Harlan P.A.
<b>Mike Mazzoni</b>	Consultant
<b>Marc E. Sorini</b>	Partner, McDermott, Will & Emery LLP
<b>Benj Steinman</b>	President, Beer Marketer's INSIGHTS
<b>Joe Thompson</b>	President, Independent Beverage Group

*More speakers to be announced*

INSIGHTS' Spring conference will provide provocative talk and analysis plus plenty of time for networking. We've got two panels to discuss brewer/distrib relations. One will include AB Sales veep Evan Athanas, Brooklyn Beer founder Steve Hindy, Fla distrib Doug Cone and more. Another will address the legal landscape, including supplier atty Marc Sorini and wholesaler advocate/atty Mike Madigan. Consultant Mike Mazzoni will discuss the strategic implications of the recent decline of megabrands. We'll also feature a wide-ranging, frank interview with consultant Joe Thompson. Beverage Business Insights' editor Gerry Khermouch will lead a discussion on the promise and pitfalls of integrating non-alcs into a beer distributor's operation. INSIGHTS prexy Benj Steinman will also give an up-to-date overview, including key numbers, trends, insights and analysis. More speakers will be announced.

The **2010 Beer INSIGHTS Spring Conference** is just \$950 per person and the Ritz-Carlton has provided us with a very special room rate. So join us May 16-17, 2010 for what's sure to be an exciting, jampacked day. Seating is very limited. Sign up today!



# Registration Form

## 2010 BEER INSIGHTS SPRING CONFERENCE

**May 16-17, 2010**

YES! Register me for the 2010 Beer INSIGHTS Spring Conference. The conference will be held May 16-17 at the Ritz-Carlton Hotel, Chicago, IL. The conference includes a cocktail reception the evening before (May 16<sup>th</sup>), a full day of presentations with question-and-answer sessions on May 17<sup>th</sup>, plus a continental breakfast, and lunch. BMI will also host a post-conference reception on Monday afternoon.

Seminar registration guaranteed only on receipt of payment.

Call the Ritz-Carlton Hotel to get the special conference rate of \$250/deluxe room or \$299/exec suite. Phone: (312) 266-1000.

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Company Total @ \$950 per person \$\_\_\_\_\_

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City State Zip Code

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Phone : Fax:

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Email:

Please make checks payable to Beer Marketer's INSIGHTS, Inc. 49 East Maple Avenue, Suffern, NY 10901. You can also fax in your registration to (845)507-0041. If you have any questions, please call (845) 507-0040.