

**THE BACKGROUND**

The Massachusetts Licensed Beverage Association (MassLBA) is a non-profit trade association dedicated to promoting the protection and profitability of the 6,000 on-premise liquor licensees across the state of Massachusetts. Since 1993, MassLBA has provided its members with services that include ongoing government relations, legislative support, legal counsel, cost-saving member benefit programs and various educational services. Our membership is represented across all segments of the hospitality industry including bars, taverns, restaurants, golf courses, ski resorts, stadiums, hotels etc.

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**THE EVENT**

The Bay State Bar & Tavern Owners Expo, the official conference and trade show of the Massachusetts Licensed Beverage Association is now confirmed for October 15, 2007 at Lombardo's in Randolph, Massachusetts. We are thankful to these sponsor partners for their commitment and support:



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**THE THEME**

Everybody knows that the consumer calls the shots! Business owners want to know what's hot and what's profitable....

**CHOOSE FROM ANY 1 OF 5 SIMPLE WAYS TO RESERVE YOUR SPACE TODAY...**



1. Call the office at 781-229-0984



2. Fax this completed brochure to 781-425-6343



3. Email us at [Membership@MassLBA.org](mailto:Membership@MassLBA.org)



4. Pay directly on-Line at [www.MassLBA.org](http://www.MassLBA.org)



5. Mail the completed brochure and send it to:

Massachusetts Licensed Beverage Association

One Mountain Rd. 1<sup>st</sup> Floor

Burlington, MA 01803

Attn: Michele Creden

*The Massachusetts Licensed Beverage Association announces their annual Conference & Trade Show...*



**THE BAY STATE  
BAR & TAVERN OWNERS EXPO**  
A TRADE SHOW FOR OWNERS ORGANIZED BY OWNERS ...

October 15, 2007

*“Turning Trends Into Profits”*



**BOOTH RESERVATION INFO**

Company Name:

Company Product or Service Description:

Contact Name:

Contact Street Address:

City/State/Zip:

Contact Primary Phone:

Contact Primary E-Mail Address:

**THE COST TO PARTICIPATE**

**Associate Members**      **\$900** \_\_\_\_\_

**Non-Members**            **\$1,200** \_\_\_\_\_

**Package Includes:**

- Display Booth (10'x10') with unlimited ice and electricity
- 4 VIP Tickets to the Community Service Awards Celebration

Fax to 781-425-6343 or mail completed form to:

**MassLBA**

One Mountain Rd,  
Burlington, MA 01803

Please make checks payable to: **MassLBA**

**THE TRADE SHOW OPPORTUNITY**

**THE RIGHT ENVIRONMENT** The alcohol beverage industry introduced over 5,000 new products last year. In today's hectic business environment, decision makers have limited time to honor new product meetings from their salesmen. A trade show is the best opportunity to introduce a buyer to new products.

**THE RIGHT CHANNEL** Industry data confirms that alcohol beverage trends start in the on-premise channel; it's all about the sampling.

**THE RIGHT SEGMENT** 90% of growth in this industry is driven by the national chains and at the expense of the independent. Staying on top of trends is now critical to the survival of the small, independent owner operator.

**THE RIGHT BUYER** Due to the educational component of the Bar Expo, primary attendees are business owners that want to know more about value-add products & services like yours.

**THE BENEFITS OF PARTICIPATION**

**NETWORKING** Get access to key customers within the bar, tavern and restaurant industry.

**SALES CALL EFFICIENCY** Do in one evening what could take months to accomplish. Save yourself time and your company money!

**BUYER FOCUS** Buyers are uninterrupted and focused solely on the benefits of your products

**PR/GOODWILL** MassLBA members are always reminded "to support those who support us". By participating in the show, you will be seen as a supporter of the on-premise retail industry.

**SCHEDULE OF EVENTS**

**TRADE SHOW SCHEDULE**

**1-3pm** Vendors arrive for booth set-up

**3-4pm** Arrival & Attendee Registration

**4-8pm** Trade Show Floor Opens

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**SEMINAR SCHEDULE\***

**4:30-5:15pm**

**Topic:** "The New Health Care Reform and the Responsibilities of the Employer"

**Hosted by:** Scott Hokanson  
Employee Benefits Administrators

**5:30-6:30pm**

**Topic:** "Know the Laws of the Land"

**Hosted by:** Eddie J. Jenkins, Chairman of the  
Massachusetts Alcohol Beverage Control Commission

**6:45-7:45pm**

**Topic:** "Liquor Liability, It's All About You! Protect Your Family, Your Business, Your Livelihood"

**Hosted by:** Daniel J. Gibson- Co-Founder Gibson & Behman PC in Burlington, MA

**\*always subject to change**

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**COMMUNITY SERVICE AWARDS & FUNDRAISER**

**6-8pm Bar & Tavern Owner Community Service Awards & Fundraiser for Rep. Charles Murphy (D-Burlington)**

Charley has proudly served the constituents of the 21<sup>st</sup> Middlesex District in the Massachusetts House of Representatives for 6 terms. This year, he was elected to serve on the Committee for Consumer Protection and Professional Licensure which has oversight for all bills related to liquor licensing and the beverage alcohol industry. Charley is currently a candidate running for the State Senate seat in the 4<sup>th</sup> Middlesex District.