

BEVERAGE ALCOHOL SAMPLING INFORMATION AND PERMIT REGULATIONS

Trade Show Guidelines

1. For purposes of definition a "Trade Show" is considered to be a show that is closed to the general public, and where beverage alcohol samples are **not sold**.
2. Trade Show Guidelines are reviewed on an ongoing basis, and will be subject to change from time to time as required. The NSLC will endeavor to notify interested parties as far in advance as possible of intended changes.
3. Exhibitors at trade shows will abide by the general rules and regulations currently enforced by the NSLC and the ethics of the trade.
4. All beverage alcohol exhibitors must obtain a permit from the NSLC. Contact Carol Andrews for an application form (carol.andrews@thenslc.com). Her contact number is 450-5914. The permit must be displayed in the booth.
5. Any type of beverage alcohol product may be served provided the product has been examined and approved by the NSLC.
6. Where the Exhibitor wishes to demonstrate alcoholic beverage mixes, or similar products, the alcoholic portion of the sample must be obtained through the NSLC and must conform in sample size and content to these regulations. **Exhibitors should also be aware that only registered representatives are allowed to offer samples at these events.** Further, exhibitors of this type of product should check with the NSLC for advertising restrictions that may relate to their exhibit space.
7. Exhibitors may show up to six (6) products per ten feet of contracted booth frontage. The mix of products per 10-foot section is at the exhibitor's discretion.
8. Sampling and consumption of the sample will be confined to the Exhibitor's space location.
9. Sampling may be conducted by an employee of a company or agent providing a senior executive or registered representative is in attendance.
10. Products poured for the trade must adhere to the following maximums, and tasting glasses provided for show patrons must be clearly marked to aid pouring and inspection. Maximum servings are based on alcohol content (by volume) of the product.

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| 23% or greater | maximum serving 30ml |
| 1% to 23% | maximum serving 60ml |
| Less than 7% | maximum serving 115ml |
11. Exhibitors at trade show should be aware that all products shown at the trade show must be purchased through the NSLC.
12. Samples are limited to a maximum of six bottles of each product requested. The NSLC reserves the right to limit the number of products per exhibitor.
13. Samples will be provided at NSLC landed cost.

14. Samples must be requested through the NSLC by a registered representative for the product.
15. To request samples or if you have any questions, representatives should contact Jillian Major (jillian.major@thenslc.com). Her contact number is 450-7551. Jillian will coordinate this process and advise when they are ready for pick up.
16. Receipts from the NSLC may be inspected on-site during the show, please ensure these receipts are accessible in the event an inspector requests them.
17. Show management strongly recommends responsible serving when sampling beverage alcohol to show attendees. Sampling to persons under the legal drinking age (19) or persons which are under the influence of alcohol is illegal. If you have a situation arise at your booth, please contact the show office or security immediately.