

Providing Samples for an Industry Trade Show

Guide for retailers, alcohol manufacturers, beer wholesalers/table wine distributors, and liquor stores.

What is an industry trade show?

An industry trade show is an event sponsored by a nonprofit association representing an alcoholic beverage industry, and where alcoholic beverages are provided to attendees for promotional purposes.

- Not open to the public. Only attendees admitted by the event sponsor (see ARM [42.12.150](#) for a list of acceptable attendees).
- A nonprofit association may only sponsor up to two trade show events per year.
- Held at a licensed premises or catered by a licensee.
- Licensee hosting the industry trade show is ultimately responsible for ensuring compliance with all alcoholic beverage laws and regulations.

Providing Samples

Distilleries/Liquor Vendors

- Must have a current vendor permit.
- Request a trade show case from the Department of Revenue for use at an industry trade show.
- Fill out the Trade Show Case Request (TSCR) form supplied by the Distribution Bureau and submit it directly to the Distribution Bureau.
- New products must be approved by the Distribution Bureau 30 days prior to the event (see [Required Product Approvals/Labels Fact Sheet](#)).
- “Product” means a liquor item identified by a unique identification number or stock-keeping unit.

Getting your liquor product to the trade show:

- Ship the trade show case to the state liquor warehouse.
- Submit the request electronically, using a form provided by the Distribution Bureau, a minimum of 30 days prior to the event.
- Purchase trade show case from the agency liquor store at a cost of \$12.00.
- May only provide a maximum of nine thousand milliliters of each product per industry trade show.

Breweries and Wineries

- Must purchase the beer or wine from the licensee hosting the trade show for no more than the ordinary retail price.

Getting your beer or wine product to the trade show:

- Domestic breweries and wineries may deliver to the licensee or catered event premises.
- Other breweries and wineries must use a beer wholesaler or table wine distributor to deliver to the licensee or catered event premises.

After the Tradeshow

Any remaining alcoholic beverages may be:

- Kept by the alcoholic beverage manufacturer or vendor, the alcoholic beverage manufacturer or vendor's employees, or registered vendor representatives for a future industry trade show;
- Used for sampling purposes; or
- Given to attendees of the industry trade show at the discretion of the alcoholic beverage manufacturer or vendor, the alcoholic beverage manufacturer or vendor's employees, or registered vendor representatives.

All licensees must comply with all Federal and Montana alcoholic beverage laws and rules.

[CFR Title 27 § 6.95](#), [§ 6.100](#) and [16-4-411](#), MCA and ARM [42.11.105](#), [42.11.211](#), [42.11.213](#), [42.12.128](#), [42.12.150](#)

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