

## Where we are . . .

Washington, DC, is the federal capital of the United States. It is home to the three branches of government, evidenced by the White House, the Capitol, and the U.S. Supreme Court. Notable federal agencies, such as the State Department, the Commerce Department and the Federal Reserve (the Fed), are based in the nation's capital. The City of Washington has numerous museums, many located along the tree-lined National Mall, and it is home to the national library of the United States, the Library of Congress.



## Sponsorships

FIVS Members: Are you interested in sponsoring an event at our Autumn Conference? If so, please contact us. FIVS accepts sponsors for dinners, evening events and other activities during its conferences. We appreciate such gestures of support.



[www.fivs.org](http://www.fivs.org)

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# FIVS 2010 Autumn Conference

October 7 - 9, 2010

Washington, DC, USA



# Responsible Marketing

in the International  
Alcohol Beverage Sector,  
Featuring Labelling



*The FIVS Conference will be presented in English*

#### Conference Details . . .

The following information is posted on the [2010 Autumn Conference Page](#).

- Registration and Associated Forms
- Hotel Venue - Phoenix Park Hotel
- Hotel Information & Booking Forms
- Schedule of Events
- Conference Programme
- Saturday Tour Programme
- Accompanying Persons Programme
- Tourist Information
- Airport Transportation Information



**Please join us for a valuable and unforgettable experience.**

# Conference Programme

## Main Discussion Topics

FIVS will focus on the timely topic of Responsible Marketing at this year's FIVS conference.

On the first day, speakers and attendees will share perspectives on activities and approaches in the area of labelling. Retailers that handle products on a global scale, government officials from some of the largest markets and influential non-government organisations (NGOs) representatives will offer their views on an array of issues. By dedicating a day to this topic, attendees will be able to understand current developments and initiatives in this rapidly evolving area, and what the alcohol beverage industry is doing to advance industry and consumer aims.

On day two, we will cover other timely international public policy matters:

- Perspectives and strategies in the area of sustainability
- Social Policy
- Individual Markets

For those arriving early, we have scheduled a tour of the Alcohol Tobacco Tax and Trade Bureau (TTB) Laboratories in Greenbelt, Maryland for the afternoon of Wednesday, October 6.



### *What's in it for you . . .*

- *FIVS conferences attract people from the alcohol beverage sector - including government officials - and from all parts of the world.*
- *Building on the success of past meetings, we will offer invaluable networking opportunities.*
- *The meeting will address significant public policy issues of the day relating to the alcohol beverage industry.*

***This conference will prove a rewarding experience for all...***

**You can't afford to miss this event!**