

Providing Samples at a Department-Approved Industry Trade Show

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

What is a department-approved industry trade show?

A department-approved 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.

- The Department of Revenue Cannabis & Alcohol Regulation Division (CARD), another state agency of Montana, or a nonprofit association may sponsor an Industry Trade Show; up to two trade show events per year by each entity listed.
 - Prior approval from CARD is required
 - At least 30 days before the event
 - Contact CARD for the Industry Trade Show Application
 - Submit electronically
 - Attach liquor liability coverage (if applicable)
- Not open to the public.
- Only attendees admitted by the event sponsor (see ARM [42.12.150](#) for a list of acceptable attendees).
- Industry Trade shows may be held at:
 - A licensed premises
 - An event catered by a licensee OR
 - A location not otherwise licensed if the sponsor has a commercial general liability policy with liquor liability coverage or event liability insurance with liquor liability coverage (**NOTE:** beer wholesalers and table wine distributors are **NOT** allowed to sell and deliver beer and table wine to anyone but a Montana licensed retailer or beer wholesaler and table wine distributor)
- The licensee whose premises the event is at or who caters for the industry trade show is ultimately responsible for ensuring compliance with all alcoholic beverage laws and regulations.

Providing Samples

Distilleries/Liquor Vendors (Vendor Rep)

- Must have a current vendor rep permit.
- A vendor rep from a Montana-licensed distillery may bring sample bottles from the Montana distillery directly to the licensed retail establishment where the Industry Trade Show is taking place.
- Other vendor reps must ship the trade show case to the state liquor warehouse at no charge to the department and may bring trade show cases purchased from an agency liquor store to the licensed retail establishment where the Industry Trade Show is taking place.

- See instructions below on how to get trade show cases to the Industry Trade Show.
- New products must be approved by the Distribution Bureau 30 days before the event (see [Required Product Approvals/Labels Fact Sheet](#)).
- "Product" means a liquor item identified by a unique identification number or stock-keeping unit.
- May only provide a maximum of nine thousand milliliters of each product per industry trade show.
- After an industry trade show, any remaining liquor must be retained by the licensee or manufacturer, its employees, or vendor rep.
- Opened bottles may not be returned to the Distillery.

How to get trade show cases to the industry trade show:

- Submit the request electronically to CARD, using a form provided by the Distribution Bureau, a minimum of 7 days before the requested ship date to the agency liquor store.
- Ship the trade show case(s) to the state liquor warehouse.
- Purchase trade show case(s) from the agency liquor store for \$12.00.

Breweries and Wineries - Getting your beer or wine product to the industry trade show:

- Domestic breweries and wineries may bring beer or wine from their brewery or winery.
- Domestic breweries and wineries may deliver to the Industry Trade Show premises.
- Other breweries and wineries must use a beer wholesaler or table wine distributor to deliver to the Industry Trade Show premises.

Servers serving products to the industry trade show:

Anyone serving samples must be current on their responsible alcohol sales and service training at the time of the event. [16-4-1005, MCA](#)

After the Industry Trade Show

Any remaining alcoholic beverages must be kept by the alcoholic beverage manufacturer or vendor, the alcoholic beverage manufacturer or vendor's employees, or registered vendor representatives.

The unused product may be used for other sample events.

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

[CFR Title 27 § 6.95, § 6.100](#) and [16-1-307, 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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