

# InterBev<sup>®</sup> 2010



## NEWS RELEASE

**FOR IMMEDIATE RELEASE**  
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### **INTERBEV 2010 TO FEATURE INNOVATIVE NEW FORMAT, EVENTS AND AWARDS PROGRAM**

#### **REGISTRATION OPEN; NEW WEB SITE PROVIDES ACCESS TO INTERACTIVE ONLINE TOOLS**

**WASHINGTON, D.C.**— The American Beverage Association (ABA) and International Bottled Water Association (IBWA) today announced an innovative and dynamic new format for InterBev 2010, the beverage industry's premier trade show to be held in Orlando, Fla., September 22-24. With registration now open, visitors to the InterBev Web site will find detailed information about the trade show's cutting-edge, live events, education sessions on timely and relevant issues, and inaugural awards program and dinner.

"InterBev 2010 will provide exhibitors and attendees with a whole new experience that is contemporary, dynamic and engaging," Susan K. Neely, ABA President and CEO, said. "InterBev has always been the place where our industry has come together to share and learn best practices and more. Now, we've added yet another way for our industry to collaborate and get the most out of their experiences."

IBWA President and CEO Joseph K. Doss said, "InterBev 2010 is the place for bottled water and other beverage companies to see the latest innovations in bottling equipment, coolers, packaging machinery, labeling and analytical services. In addition, there are over 30-plus educational sessions to help companies grow their businesses."

InterBev 2010 will feature a number of new features, including:

- **LIVE Events**—In addition to dynamic education sessions taking place throughout the show, InterBev 2010 will include cutting-edge, live events on the trade show floor, such as an Industry Town Hall.

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## INTERBEV/ADD ONE

- **The Warehouse and Plant of the Future**—Attendees will be able to participate in live, hands-on demonstrations of the most advanced products, technologies and processes that will shape the future of beverage operations.
- **New Fleet Zone**—The trade show floor will showcase fleet products for sales and delivery, operations and warehousing with high-visibility to top beverage industry decision-makers in fleet procurement.
- **The Inaugural Innovation Awards & Dinner**—This brand new “red carpet” social networking event will celebrate the innovation of our great industry through a presentation of awards in a number of categories. Winners will be announced and awards presented at a special gala dinner.
- **Map Your Show Floor Plan Capabilities**—Along with a brand new Web site to help inform InterBev attendees, we’ve also added new, interactive online tools so attendees can plan their visit in advance.

Along with these exciting new components, InterBev will continue to focus on providing the events and features that have successfully proven their value to the beverage industry: The “Green Aisle” will highlight environmentally sustainable solutions for the beverage industry; the “New Beverage Aisle” will introduce the latest in beverage products; and more than 30+ education sessions will focus on myriad issues, topics, trends and best practices of relevance to those in the beverage industry.

ABA and IBWA encourage attendees to visit the InterBev Web site at [www.interbev.com](http://www.interbev.com) to learn more about events and education sessions, and to register for the beverage industry’s premier event.

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*The American Beverage Association is the trade association representing the broad spectrum of companies that manufacture and distribute non-alcoholic beverages in the United States.*

*The International Bottled Water Association (IBWA) is the authoritative source of information about all types of bottled waters.*