



## Fact Sheet

**Background:** In 2014 the Colorado Liquor Enforcement Division created the Liquor Industry Compliance Workgroup to enhance the working relationship between the Division and key stakeholders. One of the initial requests from the stakeholders was for the Division to better educate all licensees, in all three tiers, about the rules and regulations that govern the alcohol beverage industry in Colorado.

As a result of the initial stakeholder's request, LED Director Patrick Maroney organized a subcommittee to address the idea of an education seminar. Based on the work of the subcommittee, the Colorado Alcohol Beverage Symposium (CABS) was created.

**Details:** CABS will be an annual two-day seminar organized jointly by the Colorado Liquor Enforcement Division and Industry members. The inaugural symposium will be held at Metro State University/Springhill Suites in downtown Denver on Tuesday October 6<sup>th</sup> and Wednesday, October 7<sup>th</sup>. In order to make the conference accessible to all licensees and businesses, fees will be \$75 per person, and registration will be capped at 125 participants. Conference sponsorships will be available to help offset the costs.

**Education:** The format of the Symposium will be a combination of keynote addresses focusing on areas of interest for all participants, and various breakout sessions from which participants may choose. Topics of the breakout session include trade practice compliance (by all tiers), licensing issues, special events, sweepstakes and giveaway regulations, working with LED and local authorities, social media, interaction among tiers and more.

**Logistics:** The Symposium will begin with an opening Keynote Session and lunch on the first day, followed by several breakout session in the afternoon. As part of the registration, participants are invited to attend a hosted evening reception on site. The program will commence the following morning with a breakfast, morning and afternoon breakout session, and a working lunch.

Since this is a two-day event, a group rate at the Springhill Suites of \$169 will be available for participants. Registration and hotel information will be sent shortly.