



BLURRED LINES IN THE AGE OF ALCOHOL INNOVATION

2022 ANNUAL CONFERENCE – OVERLAND PARK, KANSAS

JUNE 19 – 22, 2022

From the esteemed 2022 Program Planning Committee, here's a special preview of one of the sessions featured in the upcoming 2022 NCSLA Annual Conference Program:

SESSION #8: ALCOHOL MARKETING REGULATIONS IN A DIGITAL WORLD

Federal and state alcohol marketing and advertising laws and regulations were enacted and promulgated well before the world went digital, as we see today. We cannot escape that today technology and data play key roles in efficiently operating any business, no matter what size, and that a significant amount of marketing and advertising activity takes place in the digital space, whether that be on e-commerce platforms, social media or the metaverse. How do we navigate the tied house and trade practice laws and regulations which were passed and crafted from a landscape decades ago?

On Tuesday morning, June 21, this panel will address various topics, such as the Texas ABC Draft Advisory Opinion on B2C platforms, advertising in the digital space, the transition from in-person sampling events to digital events, and application of regulations to new concepts such as the metaverse and NFTs.

Moderator: **Bahaneh Hobel**, Partner and Head of Alcohol Beverage Law and Compliance, Dickenson, Peatman & Fogarty (CA)

Panelists: **Matthew Cherry**, Marketing Practices Attorney, Texas Alcoholic Beverage Commission
Courtney Swim, Associate Counsel, Distilled Spirits Council of the United States (DISCUS)
Jennifer Miller, Regulatory Product Counsel, Instacart
Amy Campbell, Executive Director, Kansas Association of Beverage Retailers

REGISTRATION IS NOW OPEN AT [2022 NCSLA ANNUAL CONFERENCE - OVERLAND PARK, KANSAS](#).

Register today and enjoy this session and the many other informative panels that are planned for the [2022 NCSLA Annual Conference Business Agenda](#).

On behalf of our dedicated team of state and associate members who have supported the program planning for this annual conference, we welcome you to register today and make plans to reconnect with our members from across the country this summer. We look forward to seeing you in Kansas in June!

THOMAS PHILPOT
NCSLA PRESIDENT, 2021-22
STATE MEMBER, FLORIDA

EMILY GANT
2022 PROGRAM PLANNING CO-CHAIR
PRINCIPAL, FOSTER GARVEY PC

MATTHEW BOTTING
2022 PROGRAM PLANNING CO-CHAIR
STATE MEMBER, CALIFORNIA

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