

Nightclub&Bar

convention & trade show

For Immediate Release

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NIGHTCLUB & BAR CONVENTION AND TRADE SHOW PLANS BUSINESS CHANGING EXPERIENCES FOR 2017

*The only industry event for bar and nightlife professionals will return to Las Vegas
March 27-29, 2017*

Tweet It: Largest annual industry event @NightclubBar returns to @Vegas 3/27-29 w/ most experiences in show history! <http://bit.ly/280SKqK>

Las Vegas – The 2017 **Nightclub & Bar Convention and Trade Show** will feature the largest expansion in show history when it returns to Las Vegas March 27 – 29, offering bar and nightlife professionals invaluable, hands-on experience-oriented programming spanning all areas, from mixology competitions and beer talks to culinary workshops and training sessions with music and lighting experts.

“The marketplace is explosive and expanding like never before,” remarked Thom Greco, chairman of the Nightclub & Bar Convention and Trade Show Advisory Board. “With our dedication, relationships and ability to see the big picture, new experiences created during the 2017 event will provide bar, nightlife, food and beverage owners and professionals the opportunity to stay ahead of the curve.”

The only event servicing the entire bar and nightlife industry, several new business changing experiences added to the 2017 convention and trade show include:

- **The Bar Experience** – The ultimate convention for bar and nightlife professionals to gain the insight, tools and relationships needed to make the right business decisions today and in the future. Immerse yourself in a years’ worth of education including new trainings, pairings, certifications, awards, nightlife, workshops and networking events.
- **The Mixology Experience** –Discover exciting innovations in spirits that will keep your craft ahead of the curve and customers coming back. Featuring mixology and flair competitions, tastings and education. Discover hundreds of new brands and bar tools on the market, learn from experts and partake in hands-on learning.
- **The Beer Experience** – Creating the on-premise beer experience. Tap into your craft and create profitable relationships with beer distributors, makers and suppliers. Discover and expand your beer-knowledge in new conference tracks while taking part in beer tastings, pairings and more.
- **The Nightlife Experience** – A nightlife entertainment conference, demos and awards highlighting the DJ, the sound artist and the pulse of the night. Meet with sound and music

suppliers and participate in hands-on trainings with experts from Las Vegas' largest clubs to make the music and lighting in your establishment the ultimate backdrop to the perfect night.

"As the Nightclub & Bar Convention and Trade Show continues to expand, I am extremely excited and passionate about bringing up-and-coming chefs to the show for demonstrations and to share ways to cook with craft beer, spirits, wine and more," said Chef Brian Duffy. "Our goal is to assist bar, nightclub and restaurant owners in preparing the best menus with food and drink pairings for their customers."

"If you have a mixology program or are thinking about starting one, The Mixology Experience is a can't miss," remarked Dave Elger, host of Hotmixology. "From bartenders and mixologists to owners and managers, these new experiences will grant you access to the latest trends, tools and insights to step up your game and keep your customers coming back."

"Our core strategy continues to keep collaboration with industry professionals at the forefront of the planning process," remarked Barry Gutin, vice chairman of the Nightclub & Bar Convention and Trade Show Advisory Board. "We are building upon the success of the 2016 show by bringing together the industry's top minds to take the 2017 show to unforeseen levels."

Industry experts interested in participating as a speaker at the 2017 show are invited to submit a proposal by visiting www.ncbshow.com/call-speakers-2017. The Nightclub & Bar Show Education Committee will consider all submissions and make the final selections.

Thanks to expert behind-the-scenes leadership, (view advisory board list [HERE](#)) [attendees](#) and [exhibitors](#) were adamant about voicing their enthusiasm following the 2016 show. To read their comments, visit www.ncbshow.com/media.

The Nightclub & Bar Convention and Trade Show events are attended annually by over 30,000 owners, operators and industry professionals. The show returns to the Las Vegas Convention Center March 27-29, 2017. For updates throughout the year, visit www.ncbshow.com.

About Nightclub & Bar Media Group

Nightclub & Bar Media Group, a division of Boston, MA based Questex LLC, is the go-to resource for the on-premise professional. Mirroring the fast-paced, trend-setting nature of the beverage industry, Nightclub & Bar has been providing the specific tools bar professionals, owners and managers need to grow their businesses, compete, and succeed in this hyper-competitive and dynamic industry for over 30 years. Nightclub & Bar Media Group produces the Nightclub & Bar Show (www.ncbshow.com), VIBE Conference (vibeconference.com/), Nightclub & Bar Top Rated Lists (www.nightclub.com/category/ncb/scene/top-rated), Nightclub & Bar Awards, and produces daily content on www.nightclub.com.

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