POWERING INNOVATION IN NIGHTLIFE



NIGHTCLUB&BAR

CONVENTION / TRADE SHOW

MARCH 27-29, 2017 | EXPO HALL: MARCH 28-29 LAS VEGAS CONVENTION CENTER

NCBSHOW.COM

LEGENDARY IN SCALE, EXTRAORDINARY IN SCOPE. NIGHTCLUB & BAR SHOW

DELIVERS!

If you sell to bars, nightclubs and restaurants, or the professionals that work in the nightlife industry, Nightclub & Bar Show is where you need to be to connect with high quality prospects from across the U.S. and around the world.

Every year, the Nightclub & Bar Show draws thousands of people who make the purchasing decisions for their business - and for many, it's the only trade show they attend.

2016 KEY METRICS.

36,000+ VISITORS



29,000+ SENIOR LEVEL BUYERS





17%
INCREASE IN EXPO ONLY ATTENDEES



100% ESTABLISHMENT REPRESENTATION FROMALLU.S. STATES

21.4 M MEDIA IMPRESSIONS



3.2 M SOCIAL MEDIA REACH



SAMPLE OF PAST SPONSORS.





























THEY AREN'T JUST ANY LEADS.

THEY'RE QUALITY PROSPECTS WHO ARE INTERESTED IN BUYING.

BUYING POWER

FINAL SAY	59%
RECOMMEND/INFLUENCE	35%
NONE	69/
	6%

INDUSTRY TITLE

OWNER/PRESIDENT/ CEO/PARTNER

MANAGER/DIRECTOR/ GM OF A BAR, NIGHTCLUB **OR RESTAURANT**

FULL-TIME BARTENDER/ MIXOLOGIST

OTHER (DJ, CHEF, WAITSTAFF, SECURITY, ETC)

TYPE OF BUSINESS



35.2%

BAR/PUB/TAVERN/ LOUNGE



9.3%

*WHOLESALER/ DISTRIBUTOR/ INSTRUCTIONAL



22.4%



NIGHTCLUB



15 7%

RESTAURANT/ CHAIN RESTAURANT



DESIGN, EQUIPMENT & DEVELOPMENT **SERVICES**



SPORTS BAR/ GRILLE



1.5%

MEDIA

CASINO/RESORT/ HOTEL/MOTEL

*INCLUDES AMERICA'S TOP SPIRITS, BEER, WINE AND N.A.B. DISTRIBUTORS IN ATTENDANCE



Meeting face-to-face with exhibitors is key. Our attendees value the chance to see the products firsthand, ask questions and build relationships with suppliers they

TRUST.

WHY EXHIBIT?

REACH key decision makers from the on-premise bar & hospitality industry.

SHOWCASE new and innovative products and services to a high volume of dedicated professionals seeking solutions.

CONNECT with companies that represent millions of dollars in food & beverage sales.

GAIN access to owners, operators, managers, distributors, bartenders & more.

MAKE connections with attendees (your customers and prospective customers) who view this expo as a primary source for product information.

DISCOVER valuable market research, industry trends and knowledge to give your company a competitive edge.

OPERATOR ESTABLISHMENTS

58.16[%]

SINGLE UNIT

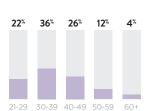
39.45[%] MULTI-UNIT

2.39%

LICENSED/PLANS TO OPEN

GENDER

AGE





EXHIBITORS AND PRODUCT DISPLAYS REPRESENT MORE THAN 65 PRODUCT **CATEGORIES SUCH AS:**

SPIRITS, BEER AND WINE

ALCOHOL-FREE **BEVERAGES**

BAR SUPPLIES

GLASSWARE

FOODSERVICE EQUIPMENT

FOOD

DECOR AND FURNISHINGS

LIGHTING AND SOUND

APPAREL

TECHNOLOGY/ **POS**

CLEANING & MAINTENANCE

MUSIC/VIDEO/ **ENTERTAINMENT PROGRAMMING**

FINANCIAL SERVICES

SECURITY

APPAREL

MARKETING & PROMOTIONS

MEDIA APPS

SAMPLING OF BUYERS





































































"NIGHTCLUB & BAR SHOW ALLOWS COMPANIES LIKE MILLERCOORS TO SHOWCASE INNOVATION AND SAMPLE NEW PRODUCTS TO THOUSANDS OF KEY DECISION-MAKERS. THE BRAND EXPOSURE AND TRIAL WE RECEIVE IS WELL WORTH THE TIME AND INVESTMENT."

SERVING THE MULTI-BILLION DOLLAR

BAR AND NIGHTLIFE INDUSTRY.



LAUNCHING 4 ATTENDEE EXPERIENCES IN 2017 WITH UNIQUE SPONSORSHIP OPPORTUNITIES TO SET YOUR COMPANY APART.

BAR / NIGHTLIFE EXPERIENCE / EXPERIENCE /

ASK US HOW!

TARGETED PAVILIONS

EXHIBIT IN INDUSTRY SPECIFIC AREAS WHERE BUYERS CAN EASILY FIND YOU.







PRODUCT



92% of exhibitors say Nightclub & Bar Show delivers the decision-makers they need to reach.

THE DETAILS. SECURE YOUR SPACE NOW!

VISIT NCBSHOW.COM/EXHIBIT FOR MORE INFO.



WHAT DO I GET AS AN EXHIBITOR?

- Access to more than 29,000 qualified on-premise buyers
- Pipe & drape with side dividers
- Complimentary sign with company name and booth number
- Show directory and website listing
- Use of onsite Press Room to showcase products and press releases
- Complimentary exhibitor badges (4 per 10'x10' booth)
- · Welcome Kickoff Party admission
- Access to keynotes and select nightly networking events

ASK US ABOUT READY TO EXPO PACKAGES

EXPO SCHEDULE:

MONDAY, MARCH 27

8:00am-5:00pm

Exhibitor Move-In

TUESDAY, MARCH 28

8:00am-12:00pm 12:00pm-6:30pm Exhibitor Move-In Expo Open

WEDNESDAY, MARCH 29

12:00pm-5:00pm 5:00pm-9:00pm Expo Open

THURSDAY, MARCH 30

8:00am-5:00pm

Exhibitor Move-Out

Exhibitor Move-Out

PROVEN RESULTS.

"EXHIBITING AT NIGHTCLUB & BAR SHOW IS A GAME-CHANGER!"

- 2016 EXHIBITOR

*SCHEDULE MAY CHANGE. THE EXHIBITOR SERVICES MANUAL WILL CONTAIN FINAL SCHEDULE.

OUR HOME IS LAS VEGAS!

WHAT CAN WE SAY? Las Vegas is nothing short of inspiring. Las Vegas has been our home for over two decades, and there's no better place to be pushing the boundaries in nightlife innovation than the entertainment capital of the world!

SPACE IS LIMITED...BOOK TODAY!

RACHEL GRAHAM

Product Categories: Bar Equipment, Wine, Non Alcoholic Beverages, Furniture, Design, Décor, Flooring, Signage, Other

617-219-8393

■rgraham@questex.com

JAMIE SCHROEDER

Product Categories: Bar Technology, Spirits, Food & Food Service Equipment

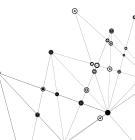
617-219-8379

MICHAEL DRISCOLL

Product Categories: Beer & Cider, Marketing & Promotions, Venue Management, Insurance, Sound, Light & Music

212-895-8411

mdriscoll@questex.com



MAKE A BOLD STATEMENT IN 2017. #NCBSHOW17

EXHIBIT NOW

WWW.NCBSHOW.COM/EXHIBIT



