

Nightclub & Bar

Convention and Trade Show

2011 Post-Show **SUMMARY**

Dear Nightclub & Bar Exhibitors and Sponsors,

As they say, seeing is believing, and our packed exhibit floor, amazing parties and full classrooms all spoke for themselves. And it's all because of you and our other NCB supporters! Please accept our most sincere appreciation for your involvement in the 26th annual Nightclub & Bar Convention and Trade Show in Las Vegas this year.

We are excited to announce that the post-show results in this report are terrific! Many of our exhibiting companies are reporting double or more leads and business from this year's show and that is music to our ears! The comments coming in from both attendees and exhibitors is overwhelming and extremely positive, with one inventory management exhibitor telling us they wrote over \$10 million worth of business on our show floor over the two-day period!

Additionally, NCB's media exposure was the highest in our history. Our event was on "Extra," FOX TV, ABC, as well as more radio stations and newspapers than we can currently count. This huge success at our events and the growing national media interest in our show is setting the stage for an amazing event in 2012, and, believe it or not, we are already working on NCB 2012. So, mark your calendars now for **March 12-14, 2012**. The Nightclub & Bar Convention and Trade Show in Las Vegas 2012 will be bigger and better, and you do not want to miss it!

Here are the highlights from this year's show:

- **10%** increase in NCB attendance!
- **10%** increase in show floor square footage!
- **14%** increase in total number of exhibitors!
- **20%** increase in new companies exhibiting on the show floor!
- More than **100** National Chain Buyers from the VIBE Conference were on the show floor during the two days!

Please know that the entire Nightclub & Bar team is committed to serving you and delivering the best possible results for you and your organization and to fostering the growth of the on-premise industry as a whole.

Thank you for your support, participation and, above all else, for your passion for this great business. We look forward to seeing all of you again at next year's show, March 12-14, 2012 back in Las Vegas at the Las Vegas Convention Center.

Best regards,



Leo Squatrito
VP, Business Development
Nightclub & Bar Media Group
Trade Show, Magazine, Digital Media

“ Completely surpassed my expectations! More qualified buyers than I have ever seen at ANY SHOW. **Did more in sales AT THE SHOW than the last 20 or so shows.** Without hesitation I can say we are in next year! Likely a booth twice the size or maybe two booths. The return on investment was accomplished on day one this year.”
— **Bobby Barnes, Shotski's Bar Supplies & Party Mixes**

COMPARING 2011 STATISTICS TO 2010 ▶

2011 STATISTICS

Visitors	31,340
Conference Attendees	1400
Press	240
Exhibiting Companies	613
New Exhibiting Companies	230



2010 STATISTICS

Visitors	28,492
Conference Attendees	1,286
Press	230
Exhibiting Companies	541
New Exhibiting Companies	190

PRESS HIGHLIGHTS ▶

Extra
HDNet
CBS
ABC
Fox
Wine Country Radio

Tasting Room with
Tom Leykis
Highway Radio
Utah Channel 3
Hot 97.5
US Weekly

Las Vegas Sun
Las Vegas Weekly
Savor & Sip Magazine
Inside F&B
Beverage Industry News
Nightclub & Bar Magazine

Casino Billionaire Magazine
Savor & Sip Magazine
LA Splash Magazine
Las Vegas Tribune

(Full press list will be available soon
at www.ncbshow.com)



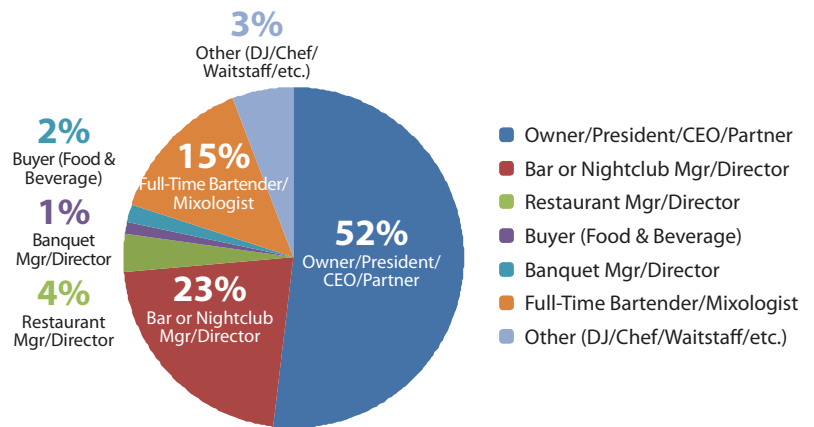
“The 2011 NCB Show was the first of many for Devotion Vodka. **We’re so excited to have a new brand launch here in a big way** and make the impact that we did at a place I’ve been coming to for the past 17 years.”
— Drew Adelman, Devotion Vodka

AUDIENCE MIX ▶

Nightclub & Bar Show provides exposure to an audience mix of qualified buyers, owners, operators, and more!

See for yourself!

AUDIENCE MIX: ATTENDEE PRIMARY JOB TITLES

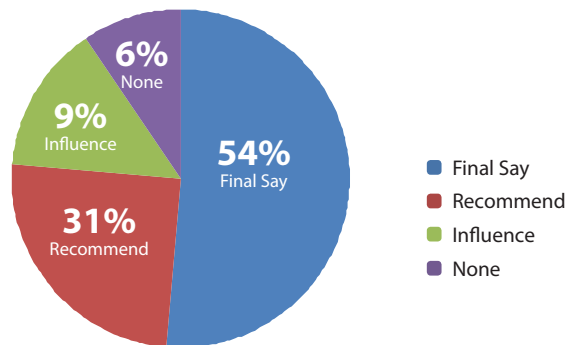


PURCHASING POWER ▶

54% of our attendees make the **final purchasing decision** for their establishment.

54% Final Say
31% Recommend
9% Influence
6% None

PURCHASING POWER: ATTENDEE LEVEL OF INVOLVEMENT IN PURCHASING DECISIONS



31,340 industry professionals attended!



“ Last year, the show introduced us to some great industry professionals we still work with today. **This year, we gave out over 4000 samples** and time will tell, but we were optimistic the return will be even better this year.”

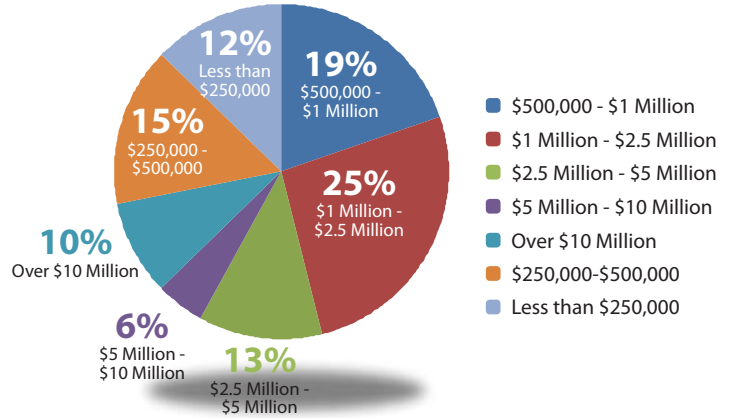
— Jeff Hodson, Western Regional VP Sales,
Tito's Handmade Vodka

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ANNUAL BEVERAGE SALES VOLUME ▶

Attendees were responsible for **billions of dollars** in annual beverage sales!

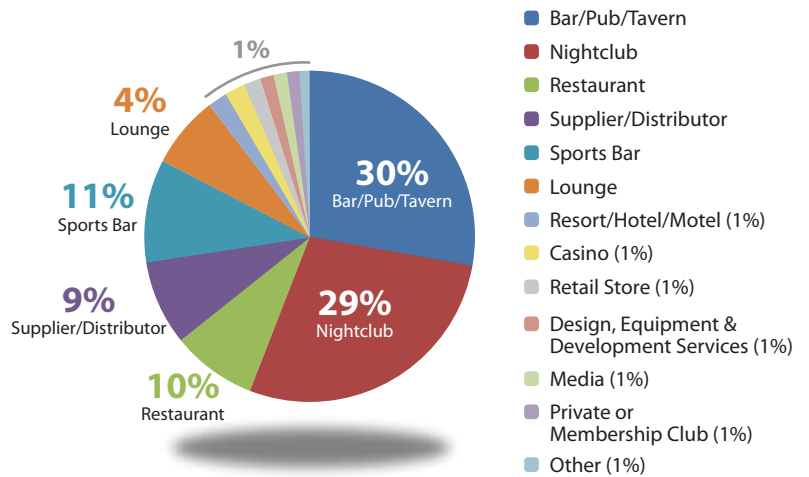
ANNUAL BEVERAGE SALES VOLUME



BUSINESS TYPE ▶

Generate **strong operator leads** from attendees who are eagerly looking for ideas, solutions and products for a variety of business types.

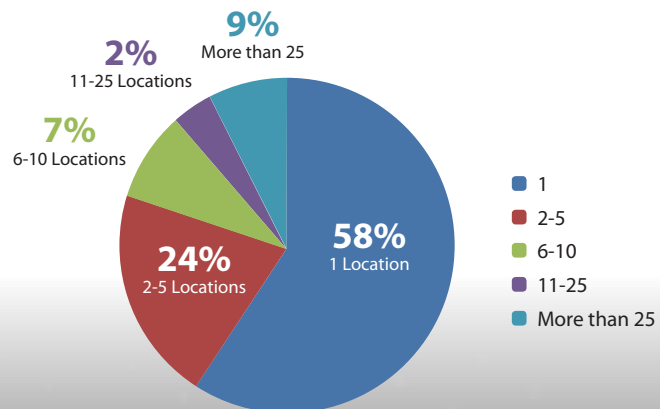
BUSINESS TYPE



NUMBER OF LOCATIONS ▶

Reach America's top management and the national and regional beverage purchasers who can change your product's future.

NUMBER OF LOCATIONS



More from our exhibitors...

"It was an amazing show! I mean, this is the pinnacle of the entire industry. Everybody who is anybody always comes to the Nightclub & bar Convention. There are a lot of other conventions out there, but this is the one that sets home."

**Paul Smula II, CEO ,
Clear-View Technologies, Inc.**

"This is one of the Biggest shows in the country right now and with the past participation of 29,000, you really get to hit consumers and show them what you have to offer."

George Kish, Coca-Cola Company

"I am thrilled to see the great attendance and quality products this year, especially in the craft beer section."

Arlan Arnstein, Vice President of Sales, Stone Brewing Co.

"The show was amazing and we will be signing up for next year's show. We received over 280 leads and are so grateful... The owner of the company was there and he was very pleased with the turnout and complimented on how well organized the entire show was."

Susan Montoya, Frozen Chillers

"This was the first time we attended the show and we loved the responses, energy and vibe of the show."

**Kevin Kim,
Touch Media Enterprises**

"NCB is the single greatest event to get industry professionals to try our products. To get such a targeted audience of tens of thousands of people all in one room is amazing."

**Bobby Gleason,
Master Mixologist, Beam Global**

"We came here with a brand new product and this was a great experience. Way better than we possibly thought and ready to do it next year."

Jeremy Newman, Pur3x

"The caliber of guests was impressive. We received some great feedback from attendees and honestly think products like GTOX are proving the hangover cure/detox market is on the rise."

**Jackson Zapp, VP of Marketing,
GTOX Hangover Blocker**

"The Nightclub & Bar show has been a great platform of promotion for Rebootizer. This is a first-hand place to promote a natural wellness product that helps people recover from Vegas nights and more...it was a great experience for our company."

**Catherine Brandt,
CEO, Rebootizer**

"For a food company looking to break into the bar and nightclub space, NCB is a great resource and platform to showcase and display our products, and find new customers."

Bob McClure, McClure's Pickles

"It was an incredible show, never could have asked for more! I will come back here every single year. This is where the whole industry comes, its where business is done. This show makes your whole year. You can come here and this show will line everything up for your whole year and there's not another show in America that can do that, besides this show."

Michael Manion, TurboTap USA

"Approximately four years ago, we came to the trade show and we had absolutely the most wonderful response. From that point, we just keep developing and bringing more product."

**Vladimir Spivak,
Managing Partner,
Modern Line Furniture**

"The show was awesome! I plan to make it an on-going part of my company's marketing plan to exhibit at your show every year going forward. The show was a tremendous experience and it was very gratifying and successful on many levels for me and my dawning company. I met several distributors and retailers that want to take on my vodka."

Robert Reagan, Vlixir Beverage Company

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What our attendees think...



"We enjoyed all the conference sessions and we are very excited to start implementing the great ideas we took away from them."

Johanna Duterte, Sales Manager, Bubba Gump Shrimp Co.

"Great show this year. The conferences rocked! They really helped me. Can't wait for next year. I'll make sure to come for more than one day next year."

Marci Norkin, Partner/Engineer, EcoPAS, LLC



"I am a repeat visitor of the NCB Show and this year's show was much more interesting than previous years, much bigger. Taffer's class is amazing and I found great value in the Back of the House tours."

Sherry Cooper, General Manager, Deja Vu



"We return every year to learn about new products, reconnect with our favorite vendors, and have a great time! The amount and variety of products and services on the trade show floor is overwhelming - in a good way."

Michael Roussin, Owner, Sommelier Bacchus Bartending (Salt Lake City)



"I find fantastic new products & ideas every year and can not imagine a bar owner not taking advantage of the opportunity to go to this event every year!"

Clark B. Lingbeek, Owner, Phat Pheasant Pub (Winnetonka Minnesota)



"I never miss the show. It is a one-stop resource for finding out what's new, finding out how-to, and meeting the people who can help you. Between the vendors, the networking opportunities, and the ideas you'll glean from being in the entertainment capital of the world, The Show is a must for everyone in the Nightclub & Bar industry."

Chrismo, Director of Special Projects, Club Allure (Sandy, UT)





SHAKEN,
NOT STIRRED...

Nightclub&Bar

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2012

MARCH 12-14 // VEGAS // EXHIBITION DATES 13 & 14

We're already busy working on concocting the perfect program mix with you in mind...one generous part learning, one heaping part exhibit hall, and two parts networking with special events and parties, and a splash of our top secret new to 2012 ingredients. Mark your calendar, and see how we're shaking things up for 2012! Updates coming soon to:

www.ncbshow.com.

INFORMATION SOURCES ►

The information contained in this summary was gathered from 2010 and 2011 Nightclub & Bar registration data, and post-show attendee and exhibitor surveys.

QUESTIONS/COMMENTS

For questions and comments regarding this summary, contact Leo Squatrito, Vice President, Business Development, at: lsquatrito@questex.com