

Nightclub&Bar

Convention and Trade Show

MARCH 12-14, 2012 • LAS VEGAS CONVENTION CENTER
EXHIBITION DATES: MARCH 13-14, 2012

Exhibit & **IGNITE** Sales



ncbshow
.com

EXHIBITOR PROSPECTUS

IGNITE YOUR BUSINESS!

► 2012 Highlights

High Energy Show Floor \ Rock-Solid Education \ Legendary Parties

- Highly popular **Welcome Kick-Off Party** returns — a great chance for exhibitors to mingle with attendees!
- Specialty show floor areas including the Craft Brewers Pavilion and Boutique Brands Pavilion.
- Tons of media & celebrities on the show floor.
- **Parties every night** at the hottest clubs in Vegas.
- High-volume national chain buyers attend the NCB Show and the VIBE Conference!
- Main Stage featuring **Shake It Up!** bartender competition and noted entertainment acts.



“The 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



IGNITE YOUR SALES!

► **Connect with 31,340 attendees representing more than 400,000 establishments who spend \$19.8 billion annually on beverages alone!**

Exhibit and get your share of their spending!

Powerful audience:

- **52%** Owner/president/CEO/partner
- **23%** Bar or nightclub manager or director
- **18%** Bartender/mixologist/other bar staff
- **7%** Restaurant or banquet manager/director; F&B buyer



Thousands of **multi-unit operators** & national and regional **chain buyers!**



96% of the NCB Show audience has purchasing power!

27 Years in the Making & Still Growing!

- **10% increase** in NCB attendance over last year!!
- **14% increase** in total number of exhibitors over last year!

► **Nightclub & Bar Integrated Reach**



The Nightclub & Bar Media Group **connects you with a multi-billion dollar industry**. Whether it is in print, online via e-newsletters and our websites or in person, we reach over 109,000 industry professionals. Visit www.nightclub.com to subscribe to our informational resources.

What Do I Get As An Exhibitor?

- Access to more than 30,000 qualified buyers
- Pipe and Drape with Side Dividers and basic booth cleaning. Complimentary sign with Company Name
- Website Listing
- Use of onsite Press Room to showcase products and press releases
- Complimentary Exhibitor Badge Registration (4 per 10'x10' booth)
- Access to Keynote Addresses and Select Nightly Networking Events including passes for free admission to some of the hottest clubs in Vegas!
- Access to the U.S. Department of Commerce International Buyer Program



Standard Inline Booth Costs: 10'x10' = \$2,950*

Premium (Corner) Booth: 10'x10' = \$3,350

*\$400 for each additional corner

► Ready-to-Expo Booth Packages

Your best, no Hassle option! Plus Pre-Show and On-Site Marketing to Help Drive Attendees to Your Booth.

10 x 10 Booth Package

- 100 sq. ft. of carpet
- 500 watt basic electric
- 6' draped table
- 2 standard side chairs
- Wastepaper basket
- Corner fees waived
- Up to 400 lbs. of material handling included
- Included on the Feature Exhibitor page on ncbshow.com
- Enhanced exhibitor listing in the show guide and on ncbshow.com

Investment: \$3,995

10 x 20 Booth Package

- 200 sq. ft. of carpet
- 500 watt Basic electric
- Two 6' draped table
- 2 standard side chairs
- Wastepaper basket
- Corner fees waived
- Up to 600 lbs. of material handling included
- Included on the Feature Exhibitor page on ncbshow.com
- Enhanced exhibitor listing in the show guide and on ncbshow.com

Investment: \$6,995

Don't delay! Reserve your space today and take advantage of early bird incentives!

Contact your rep for details or go to www.ncbshow.com

TESTIMONIALS



“ 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; it’s 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**

“ 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 Spirits & Wine**



“ The show was awesome! I plan to make it an ongoing part of my company’s marketing plan every year. I met several distributors and retailers that want to take on my vodka.” — **Robert Reagan, Vlixir Beverage Company**



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**Exhibit space is going fast!
Reserve your booth today!**

**ACT FAST!
CONTACT US TODAY**

Companies A-D:

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**CONNECT WITH US
SOCIALLY!**



NightclubandBar



@NightclubBar

ncbshow
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**SCAN FOR
MORE INFO!**