

Nightclub&Bar

Convention and Trade Show

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

Nightclub & Bar Convention and Trade Show — Connecting Buyers Around the World to Qualified Companies Serving the Hospitality Industry.

The Nightclub & Bar Convention and Trade Show is the ONE place where more than 31,000 hospitality professionals gather from all 50 states in the US and 37+ countries from Mexico, Caribbean, South & Central Americas, Canada, Europe and Asia.

INTERNATIONAL ATTENDEES GET THE FOLLOWING ITEMS FREE OF CHARGE!

Complimentary Exhibit Hall Admission, which Includes the Following:

- Keynotes
- Exhibit Hall Admission (Tues-Wed)
- Club Pass (special offers to featured Las Vegas clubs)

Access to the International Business Center:

- Complimentary for international attendees
- Staffed with U.S. Department of Commerce trade and industry specialists who can provide matchmaking services
- Complimentary internet access so you can keep up with work while at the show

\$145
Value Free!

INTERNATIONAL BUYER PROGRAM

What is Nightclub & Bar Show?

The Nightclub & Bar Show is America's biggest and most important bar, nightclub and beverage event that helps attendees network and gain valuable industry knowledge. We're committed to providing networking opportunities, rock-solid educational experiences, a high-energy show floor so that you walk away empowered and ready to hit the ground running!

Benefits to having the Nightclub & Bar Show in Las Vegas, NV

A city that has so many great clubs, restaurants and attractions to offer rarely ever sleeps! With affordable flights and hotels it's a great city to come visit anytime so why not combine it with a visit to Nightclub & Bar Show? Check out <http://www.visitlasvegas.com> to learn more about what Vegas has to offer!

Who Should Attend?

Anyone in the nightclub, bar and restaurant industries who wants to get in front of hundreds of exhibiting companies and mingle with decision makers from around the globe should not miss this show! Past attendees include owners/ operators, food and beverage managers, mixologists / bartenders, promotions and marketing, DJs, lighting/sound & video directors and culinary professionals from thousands of bars, restaurants, nightclubs and hotels.

What You'll See

500+ Exhibitors showcasing the latest beverages, beverage services, ATM, apparel, lighting, sound, foodservice, promotions, mixes and many more. We don't just stop there! We also provide additional FREE happenings on the exhibit floor including Shake It Up – one of the industry's largest bartender competitions, among other entertainment acts on the show floor's Main Stage. To see continual updates, please visit us online at www.ncbshow.com.

Exhibit Hall Hours

*Early buying hours begin at 10:30 am for IBP delegates and other VIPs.
Tuesday, March 13 • 12:00 – 6:00 pm
Wednesday, March 14 • 12:00 – 5:00 pm

Education Program

Nightclub & Bar Show offers dozens of education sessions specifically for the nightclub and bar industry. The conference program brings together top-notch educators and experts to share their knowledge on how to help your business grow.

The Conference Program will focus on:

Sessions designed to teach the attendee creative new ways to build sales and generate new revenue sources. Learn how to streamline your operations, reduce costs, improve marketing, increase guest count and frequency, increase your customer's spending while enhancing the overall guest experience.

Be sure to attend the Keynote Addresses highlighting current industry topics—FREE to all International Attendees!



International Buyer Program

The 2012 Nightclub & Bar Show is a proud participant in the International Buyer Program, sponsored by the U.S. Department of Commerce, International Trade Administration. International Trade Specialists from the U.S. Department of Commerce are available in the International Business Center to provide matchmaking assistance and export trade counseling to international attendees and exhibitors.

Registration Options

EXHIBIT ONLY – Free admission to the exhibit hall on March 13-14, 2012 for all international attendees. This also includes admission to the Keynote Addresses and a Club Pass.

Expo Plus Pass – Cost \$50

- Keynotes
- Exhibit Hall Admission (Tues - Wed)
- Welcome Kick-Off Party
- Monday Night Party
- Tuesday Night Party
- Wednesday Night Party
- Club Pass

Workshop – Cost \$125

- Keynotes
- Exhibit Hall Admission (Tues - Wed)
- Welcome Kick-Off Party
- Club Pass
- **Choice of:** Workshop 101, Workshop 102, Workshop 103, Workshop 104 or Workshop 105

Back of House Tour – Cost \$125

- Keynotes
- Exhibit Hall Admission (Tues - Wed)
- Welcome Kick-Off Party
- Club Pass
- **Choice of:** Back of House Tour 1, Back of House Tour 2 or Back of House Tour 3

House Pass – Cost \$195

- Conference sessions (Mon-Wed)
- Keynotes
- Exhibit Hall Admission (Tues-Wed)
- Welcome Kick-Off Party
- Club Pass

Premium Pass – Cost \$295

- Conference sessions (Mon-Wed)
- Keynotes
- Exhibit Hall Admission (Tues-Wed)
- Club Pass
- Welcome Kick-Off Party
- Monday Night Party
- Tuesday Night Party
- Wednesday Night Party

Super Premium Pass – Cost \$395

- Conference sessions (Mon-Wed)
- Keynotes
- Exhibit Hall Admission (Tues-Wed)
- Club Pass
- Welcome Kick-Off Party
- Monday Night Party
- Tuesday Night Party
- Wednesday Night Party
- **Choice of:** Workshop 101, Workshop 102, Workshop 103, Workshop 104 or Workshop 105 and Back of House Tour 1, Back of House Tour 2, or Back of House Tour 3

Additional information on exhibitions, education sessions, special events, registration, travel and hotel accommodations can be obtained by visiting www.ncbshow.com or by contacting Jill Hoivik via email at jhoivik@questex.com.

Contact the Commercial Service Specialist at your local United States Embassy or Consulate to discuss participation in this important trade show. Visit www.buyusa.gov to locate the office near you.

The Nightclub & Bar Show
is also known as:

