



Three amazing shows under one roof, you do the math...

a definite must attend!

**EDUCATIONAL WORKSHOPS & TOURS:**

March 8, 2010

**EDUCATIONAL PROGRAM:**

March 8-10, 2010

**NETWORKING EVENTS & NIGHTLIFE:**

March 8-10, 2010

**EXHIBIT HALL:**

March 9-10, 2010

## INTERNATIONAL HOSPITALITY WEEK

**BRINGING PEOPLE TOGETHER FROM AROUND THE WORLD TO HELP YOU CONNECT WITH HUNDREDS OF QUALIFIED COMPANIES**

International Hospitality Week is ONE place where 26,000 hospitality professionals gather from all 50 states in the US and 35+ countries from Mexico, Caribbean, South & Central Americas, Canada, Europe and Asia.

INTERNATIONAL ATTENDEES GET THE FOLLOWING ITEMS FREE OF CHARGE!

**\$140 Value FREE**

**Complimentary Exhibit Hall Admission, Which Includes the Following:**

- Keynotes • Exhibit Hall Admission (Tues-Wed) to ALL Three Shows • IHW Club Pass

**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

**International Reception:**

- International Reception open to international attendees and sponsoring companies

Organized by:



## What is International Hospitality Week?

International Hospitality Week includes three shows under one roof –International Restaurant Show, Nightclub & Bar Show, and HotelWorld Food & Beverage Expo. Together these events attract 900+ exhibitors and 26,000 professionals covering the entire universe of the food and beverage industry.

## International Hospitality Week 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 International Hospitality Week. Check out <http://www.visitlasvegas.com> to learn more about what Vegas has to offer!

## Who Should Attend?

Anyone in the hospitality industry 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

900+ 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 such as a Culinary Challenge, Shake It Up – leading mixologist contest, and many more that are still in the planning phases. To see continuous updates, please visit us online at [www.ncbshow.com](http://www.ncbshow.com), [www.irestaurantshow.com](http://www.irestaurantshow.com) and [www.hotelworldexpo.com](http://www.hotelworldexpo.com).

## Exhibit Hall Hours

Tuesday, March 9, 12:00 – 6:00 pm  
Wednesday, March 10, 12:00 – 5:00 pm

## Education Program

International Hospitality Week offers dozens of education sessions specifically for the Nightclub & Bar Industry, Restaurant Industry and Hotel Food & Beverage 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 counts and frequency, increase your customer's spending while enhancing the overall guest experience.

## Be sure to attend this year's Keynote Address highlighting current industry topics—FREE to all International Attendees!!

## International Reception

Be sure to attend the IHW International Reception, a networking opportunity for international buyers and sponsoring companies. For updated information on date, time and venue, visit our websites [www.ncbshow.com](http://www.ncbshow.com), [www.irestaurantshow.com](http://www.irestaurantshow.com) and [www.hotelworldexpo.com](http://www.hotelworldexpo.com) in the coming months or stop by the International Business Center at IHW 2010 in Las Vegas.

## International Buyer Program



The 2010 International Hospitality Week 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

*\*Please note the options below show registration options and vary slightly depending on if you register for the Nightclub & Bar Show or if you register for the HotelWorld F&B or International Restaurant Show.*

*\*Registration for one show entitles you access to ALL three show floors!*

*\*All international visitors traveling with a Commercial Service delegation will receive VIP admission (open two hours early on opening day) to the show floor!*

## NIGHTCLUB & BAR REGISTRATION OPTIONS

**EXHIBITS ONLY – Free admission** to the exhibit hall on March 9-10, 2010 for all international attendees. This also includes admission to the Keynote Address and International Reception and IHW Club Pass.

### EXPO Pass Plus – Cost \$50

• Keynotes • Exhibit Hall Admission (Tues - Wed) • Admission to Opening Night Party, • Top 100 Party • Closing Night Party • IHW Club Pass (only if registered on or before Feb. 5)

### NCB House Plan – Cost \$195

• Conference sessions (Mon-Wed) • Keynotes • Exhibit Hall Admission (Tues-Wed) • IHW Club Pass (only if registered on or before Feb. 5)

### NCB Premium Plan – Cost \$295

• Conference sessions (Mon-Wed) • Keynotes • Exhibit Hall Admission (Tues-Wed) • IHW Club Pass • Opening Night Party • Top 100 Party • Closing Night Party

### NCB Premium Plus Plan – Cost \$395

• Conference sessions (Mon-Wed) • Choice of Workshop or Back of House Tour • Keynotes • Exhibit Hall Admission (Tues-Wed) • IHW Club Pass • Opening Night Party • Top 100 Party • Closing Night Party

## INTERNATIONAL RESTAURANT SHOW/HOTELWORLD FOOD & BEVERAGE REGISTRATION OPTIONS

### IRS and HW Admission Pass – EXHIBITS ONLY – FREE ADMISSION

• Keynotes • Conference Sessions (Mon-Wed) • Exhibit Hall Admission (Tues-Wed) • IHW Club Pass (only if registered on or before Feb. 5)

### IRS and HW Admission Plus Pass - Cost \$50

• Keynotes • Conference Sessions (Mon-Wed) • Exhibit Hall Admission (Tues - Wed) Admission to Opening Night Party, • Top 100 Party • Closing Night Party • IHW Club Pass (only if registered on or before Feb. 5)

### IRS and HW All Access Pass – Cost \$175

• Keynotes • Conference Sessions (Mon-Wed) • Exhibit Hall Admission (Tues-Wed) • Back of House Tour or Workshop • Opening Night Party • Top 100 Party • Closing Night Party • IHW Club Pass

Additional information on exhibitions, education sessions, special events, registration, travel and hotel accommodations can be obtained by:

Internet: [www.ncbshow.com](http://www.ncbshow.com), [www.irestaurantshow.com](http://www.irestaurantshow.com) and [www.hotelworldexpo.com](http://www.hotelworldexpo.com)

Email: [mswaim@oxpub.com](mailto:mswaim@oxpub.com)

Contact the Commercial Service Specialist at your local United States Embassy or Consulate to discuss participation in this important international hospitality trade show. Visit [www.buyusa.gov](http://www.buyusa.gov) to locate the office near you.