

SPONSORSHIP AND EVENT OPPORTUNITIES



Nightclub&Bar

CONVENTION AND TRADE SHOW

MARCH 8-10, 2010 • LAS VEGAS CONVENTION CENTER

EXHIBITION DATES: MARCH 9-10, 2010



PRODUCED BY

The Best in Bar Management

Nightclub&Bar

NIGHTCLUB & BAR SHOW SPONSORSHIPS DELIVER RESULTS!

As an exhibitor, you've taken the first step towards reaching your buyers at the largest beverage event in North America. One of the best ways to maximize that return on investment is by utilizing a combination of the different visibility and sponsorship opportunities available to you at the NCB Show. By utilizing these different opportunities, you can give your brand exposure prior to, during and after the show.

EVENT SPONSORSHIP OVERVIEW

Below are descriptions for all of the sponsorship opportunities which we make available to exhibitors to help them stand out from their competitors while exhibiting at the NCB Show! These opportunities can be purchased either individually or we can create a custom package based on your company's goals and objectives for the event. Please contact your sales representative for more information on customizing a sponsorship package.

PRE-SHOW SPONSORSHIPS

- PRE-REGISTRATION EMAIL CONFIRMATION
 - EMAIL PROMOTION SPONSORSHIP
- CUSTOMIZED PROMOTIONAL EMAILS
- SHOW PREVIEW WEB BANNER ADS - NEW!
 - WEB BANNER ADS
 - BADGE MAILING INSERT

WEB/DIGITAL SPONSORSHIPS

- WEBSITE ADVERTISING ON BOTH WWW.NIGHTCLUB.COM AND WWW.NCBSHOW.COM
- FIRST ROUND E-NEWSLETTER ADVERTISING
 - CUSTOM E-BLASTS
 - CUSTOM WHITE PAPER
 - E-SURVEYS/RESEARCH

ON-SITE BRANDING SPONSORSHIPS

- ON-SITE REGISTRATION
- SHOW GUIDE ADVERTISING
- SHOW BAG SPONSOR
 - PRESS ROOM
 - BADGE LANYARD
 - BADGE INSERT
 - ON-SITE BANNERS
 - FREE STANDING SIGNS
- ENHANCED LISTING PACKAGE
- CORPORATE GREETERS
- INTERNET STATION
- MEETING ROOMS
- KEYNOTE CHAIR DROP
 - AISLE SIGN(S)
- PRODUCT DISPLAY CASE
- CROSS-OVER SPONSORSHIP PACKAGE

SPECIAL EVENTS SPONSORSHIPS

- AWARDS DINNER
- VINO LAS VEGAS
 - SHAKE IT UP
- NIGHTCLUB & BAR MAGAZINE TOP 100 PARTY
- CLUB PASS EVENTS
- OPENING NIGHT PARTY

POST SHOW SPONSORSHIPS

- POST SHOW LIST RENTALS
- DIRECT MAIL OR EMAIL

***PREMIER SPONSORSHIP AND
CROSS-OVER PACKAGES ALSO AVAILABLE**

**FOR MORE INFORMATION ON PROMOTIONAL OPPORTUNITIES
PLEASE CONTACT THE EVENT REPRESENTATIVE 1.800.247.3881 :**

SHERRY COX: X8658, EMAIL: SCOX@OXPUB.COM (COMPANIES A-F)
FRIEDA MCDONALD: X8655, EMAIL: FMCDONALD@OXPUB.COM (COMPANIES I-R)
JASON BYRD: X8651, EMAIL: JBYRD@OXPUB.COM (COMPANIES G, H, S-Z)

OVERALL EVENT SPONSORSHIP PACKAGES

The individual sponsorship opportunities presented throughout this piece can be combined to create a **Customized Sponsorship Package** to ensure you achieve your goals and objectives for the event and provide you with the maximum exposure for your company.

EXCLUSIVE TO OVERALL EVENT SPONSORS:

Overall Sponsors are acknowledged in the overall marketing campaign for the event as well as onsite.

THIS INCLUDES:

- Prominent Logo Placement on OVER 1,000,000 Pieces of Direct Mail
- Sponsor Acknowledgement on Event Website
- Logo Placement on Show Directory Floorplan and Onsite Show Floor Maps
- Acknowledgement Onsite on Sponsor Thank You Signs

Added Value of the Above Promotional Items \$15,000

LEVELS OF PARTICIPATION INCLUDE: VALUE OF CUSTOMIZED SPONSORSHIP PACKAGES

PREMIER - One AvailableInvestment \$100,000 or Over

PLATINUM LEVEL - Two AvailableInvestment \$75,000

GOLD LEVEL - Three AvailableInvestment \$50,000

SILVER LEVEL - Eight Available Investment \$25,000



PRE-SHOW SPONSORSHIPS

Utilize these proven and effective vehicles to communicate your message to attendees pre-show

PRE-REGISTRATION EMAIL CONFIRMATION SPONSORSHIP \$3,500

Exclusive rights can be purchased for \$5,000 or as part of the Registration Area Sponsorship.

Reach over 10,000 pre-registered attendees before they even get to the show! Your logo with website link will be included in the registration confirmation emails going to every pre-registered attendee. Limited Availability for 2 sponsors.

EMAIL PROMOTION SPONSORSHIP - ATTENDEE PROSPECTS \$1,500

Company's 50-word description and logo with link will appear on one (1) event email blast to the NCB attendee prospects reaching over 30,000 qualified prospects. This will be placed at the bottom of the promotional email and can include up to 3 companies. Limited Availability.

CUSTOMIZED PROMOTIONAL EMAIL CAMPAIGN - NEW! \$3,000

Sponsor to create a customized, event-related pre-show email to be sent to our pre-registered list of attendees. This email will include content regarding the event as well as information on registering for the show.

PLEASE NOTE: all lists will include only opt-in attendees, as we are required by law to remove opt-out attendees prior to releasing our lists to any 3rd party vendors. **Only 3 Customized Emails Available**

SHOW PREVIEW WEB BANNER ADS - NEW! \$3,500

Event pre-registered attendees will receive an electronic show preview of what's to come at the NCB Show and it's delivered right to their email. Make sure your company's web banner isn't left out of this informative promotional piece. Sponsor to provide banner ad and link to your website. Sizes 120x240 and 468x60 available.

LIMITED QUANTITY AVAILABLE

WEB BANNER ADS \$1,500/MONTH (FULL) \$750/MONTH (1/2) \$500/MONTH (1/3)

Increase your visibility and enhance your corporate image before, during, and after the event. Event prospects and registered attendees visit the NCB website regularly to check out event highlights, which companies are exhibiting, and pre-plan their trip. This banner can link to a specific page within your company website. The earlier you sign up, the more promotion you receive!

BADGE MAILING INSERTS - (LIMITED TO 3 SPONSORS) \$5,000

Take advantage of this valuable exposure opportunity by adding your company's information or show offer into our pre-event badge mailing. We will be sending out over 10,000 show badges prior to the event to pre-registered attendees. They say first impressions are the most important, here's your opportunity to have it in front our audience. (Size to be determined by show management, insert provided by sponsor)

*PLEASE NOTE: All lists will include only opt-in attendees, as we are required by law to remove opt-out attendees prior to releasing our lists to any 3rd party vendors

ON-SITE BRANDING SPONSORSHIPS

Branding opportunities to be sure your company name is seen!

ON-SITE REGISTRATION SPONSORSHIP - EXCLUSIVE! \$15,000

The onsite Registration sponsorship allows your company the highest-level of visibility for all attendees attending the event. Claim this exclusive sponsorship and reach potential customers before and during the show as they enter the exposition hall.

SPONSORSHIP INCLUDES:

- Logo to appear on registration page on website
- Logo to appear on screen saver at self registration terminals.
- Logo to appear on every other Registration Kick-Panel
- Logo to appear on Pre-Registration Email Confirmation
- Opportunity to hang one banner in the registration area on-site, size and location to be determined by show management.
- Exhibitor is responsible for supplying other promotional items such as T-shirts, mouse pads, etc.

SHOW BAG SPONSOR (LIMITED TO 1) \$5,000

Custom printed show bags turn every show participant into your own personal billboard. These bags are distributed at registration to every attendee and press. Your company message will be seen throughout the entire event. (Production cost is the responsibility of the sponsor. Artwork must be approved by Show Management. Exhibitor is responsible for providing bags, shipping and drayage).

PRESS ROOM SPONSORSHIP \$3,000

Get noticed by the press! Sponsorship includes on-site signage, special mention in the show directory and website. Opportunity to provide promotional give-away to the press.

BADGE LANYARD SPONSORSHIP - EXCLUSIVE! \$10,000

Captivate the minds of thousands as attendees wear your name around their necks and are seen throughout the entire event. This invaluable marketing item will be offered to each and every attendee as they pick up their badge (exhibitor is responsible for providing lanyard, shipping and drayage).

BADGE INSERT SPONSORSHIP - EXCLUSIVE! \$7,500

Badge inserts are the perfect way to launch a new product, maximize brand exposure, or have a unique drawing or activity at your booth! (Exhibitor is responsible for providing inserts, shipping and drayage).

ON-SITE BANNERS \$3,000 - \$10,000

Make a powerful impact as you brand and reinforce your corporate image with a highly visible on-site banner. Sure to be seen and remembered by thousands of buying industry professionals. Secure a premium position now! Space is limited. (Exhibitor is responsible for producing banner, shipping and drayage. (Show management is responsible for hanging of banner). Check with your Event Representative for On-site Banner Locations and Pricing.

TURN PAGE FOR MORE ON-SITE BRANDING SPONSORSHIP OPPORTUNITIES

ON-SITE BRANDING SPONSORSHIPS

Branding opportunities to be sure your company name is seen!

FREE STANDING SIGNS (ADD \$300 FOR DOUBLE SIDED SIGNS)

\$1,500/EACH OR \$2,700 FOR TWO

Free standing signs can be located throughout the Convention Center. Market your company to our audience with these 8' tall x 3' wide displays. Be sure that when the buyers are looking around, it's your company they see first. (camera ready art work provided by exhibitor, signs created by Show Management). Add \$300 for a double-sided sign.

ENHANCED LISTING PACKAGE

\$300

The Enhanced Listing Package is a very economical and effective way to extend your message online. Contact your sales representative for more details. Includes Corporate Logo on website and in show directory, company description expanded to 750 Characters, 1 image for Product (size 125 x125 pixels)

CORPORATE GREETERS

\$2,000

GREETER (INCLUDES BOTH EXHIBIT HALL DAYS)

Greet thousands of attendees when they arrive at the Convention Center each day of the event: dispense information, give directions, and distribute literature. It's your chance to make a lasting first impression! Also available at a discounted rate for 1 day. (Exhibitor provides Greeter. Please check with your Event Representative for available locations)

INTERNET STATION SPONSORSHIP - EXCLUSIVE!

\$15,000

Open every day during the event to all exhibitors and attendees, these special areas provide internet access for web surfing and check email while on the road. Put your company logo on the screen savers and mouse pads. Exhibitor to produce mouse pads. Location to be determined 30 days prior to show.

MEETING ROOMS – CALL YOUR EVENT REPRESENTATIVE FOR PRICING AND AVAILABILITY

Provide your prospective and current clients the quality one-on-one time they deserve with your own meeting room at the Convention Center. These furnished rooms make a great tool for your VIPs to hold their meetings, and close valuable business during the event. Meeting rooms come furnished three ways: theater, classroom, and banquet style.

KEYNOTE CHAIR DROP (MAX 3 PER KEYNOTE)

\$3,000

Receive maximum exposure to all those attending Keynotes at the event by providing an item to be distributed, could include literature or a promotional item. Seat drop provided by show management.

Limited Opportunities Available.

SHOW GUIDE ADVERTISING

FULL PAGE AD (5" X 8")- \$3,000

1/2 PAGE AD (5" X 4")- \$1,500

Reach every attendee that comes to all 3 shows. The show guide will be made available for all attendees and is used by them as a resource guide during and after the show.

TURN PAGE FOR MORE ON-SITE BRANDING SPONSORSHIP OPPORTUNITIES

ON-SITE BRANDING SPONSORSHIPS

Branding opportunities to be sure your company name is seen!

AISLE SIGN(S) SPONSORSHIP - PRICING BELOW

Want your corporate logo and booth number seen from anywhere on the show floor? The aisle signs hang above every aisle letting our attendees know where they are at a glance. Why not use this as an opportunity direct them to your booth. You can sponsor just the aisle sign that corresponds to your booth number or all of the aisle signs.

PACKAGE INCLUDES THE FOLLOWING:

Inclusion of your corporate logo and booth number on aisle sign(s).

- **INDIVIDUAL AISLE SIGN:** Total Investment: **\$3,000** for aisle sign that corresponds to your booth number (Limit of 3 per Aisle)
- **ALL AISLE SIGNS:** Total Investment: **\$7,500** for logo on all of the show floor aisle signs per event.

PRODUCT DISPLAY CASE OPPORTUNITY

\$995

Take the opportunity to display your company to our audience! Be front and center of the exhibit hall where all attendees walk in. These product display cases are positioned near the entrance to the show floor and will showcase your products to our attendees. Your logo also included in our Show Directory promoting your display case and company logo located on banner on-site.

CROSS-OVER SPONSORSHIP PACKAGE - NEW!

\$5,000

This package is intended for those companies who want to reach both the Nightclub & Bar, the International Restaurant Show and HotelWorld Food & Beverage audiences at the show. As a "Cross Over" sponsor, a company will have the opportunity to market to both audiences.

PACKAGE INCLUDES:

- Electronic Guest Pass Program - Show Management will provide you with a ready-to-go guest pass with your company name and booth number in pdf format to send to your customers and prospects to provide complimentary access to the show with your own identification code for tracking pre and post event
- Include your logo on Onsite Floor Plans for all 3 shows
- Sponsor on a Pre-show attendee email to other event show attendees
- Web banners on all 3 show sites, sizes to be determined
- Enhanced Company Listing in the on-site Show Guide for all 3 shows

TURN PAGE FOR MORE ON-SITE SPONSORSHIP OPPORTUNITIES

SPECIAL EVENTS SPONSORSHIPS

Special events sponsorships offer a company unique exposure in front of a captive audience!

NIGHTCLUB & BAR AWARDS SPONSOR

\$2,500 PER CATEGORY

Help the Nightclub & Bar industry celebrate the very best in the industry. Past awards have been presented for: "Operator of the Year", "Best On-Premise Promotion", "Best Casual Dining Beverage Program", "Beverage Retailer of the Year", "Mixologist of the Year" and the "Lifetime Achievement Award".



SPONSOR PACKAGE INCLUDES THE FOLLOWING ITEMS:

- Table for 4 at the awards dinner for sponsor's staff & guests
- Sponsor recognition on all printed material about event
- Sponsor recognition on the Nightclub & Bar Event Website next to awards information
- Sponsor recognition on event signage at event site
- Logo included on banner at the event site

VINO LAS VEGAS SPONSORSHIP OPPORTUNITY

\$2,500

Sponsored by Nightclub & Bar Show in conjunction with Southern Wine and Spirits of America, VINO Las Vegas is a wine tasting event benefiting the Sky Ranch Organization. The event offers the sponsor access to some of the Beverage, Restaurant and Hotel industry leading executives. The event will be branded and marketed on all event literature as well as on the website. (Sponsor is responsible for corkage/supply costs if applicable)



PACKAGE INCLUDES THE FOLLOWING:

- Inclusion as sponsor on pre-event materials
- Inclusion as sponsor on event signage
- Inclusion as event sponsor on web page
- Inclusion as sponsor on event banner
- Includes one table sponsorship at the event

Speak to your staff representative about possible inclusion of your products during the event. (All products must be cleared for brand conflicts before they can be included)

SHAKE IT UP

\$2,500

Sponsored by Nightclub & Bar Show in conjunction with Southern Wine and Spirits of America, this competition will feature some of the country's up and coming mixologists demonstrating skill, flair and creative concoctions! Each contestant will create and present original recipes that will be judged by a panel of some of the nations leading mixologists. (Sponsor is responsible for corkage/supply costs if applicable)



PACKAGE INCLUDES THE FOLLOWING:

- Inclusion as event sponsor on pre-event materials
- Inclusion as sponsor on event signage
- Inclusion as event sponsor on web page
- Inclusion as sponsor on event banner

Speak to your staff representative about possible inclusion of your products during the event. (All products must be cleared for brand conflicts before they can be included)

TURN PAGE FOR MORE SPECIAL EVENTS SPONSORSHIP OPPORTUNITIES

SPECIAL EVENTS SPONSORSHIPS

Special events sponsorships offer a company unique exposure in front of a captive audience!

NIGHTCLUB & BAR MAGAZINE OFFICIAL TOP 100 PARTY



Produced by *Nightclub & Bar Magazine* the OFFICIAL Top 100 Party recognizes the top 100 Nightclub & Bars in the world or country. Sit down with club owners and event managers and learn about their business on a night designed to recognize their efforts in our industry.

CONTACT YOUR EVENT REPRESENTATIVE FOR SPONSORSHIP INFORMATION AND PRICING.

CLUB PASS EVENTS



Each night our attendees and exhibitors are out on the town. Sponsor one of our Club Pass events and let them know your company is involved. With multiple club offerings over 4 nights this is a great opportunity for your company to share in the good times. Have your product or specialty drink served at the bar, meet and mingle with attendees and exhibitors. They are all there; the only question is when will they be at your event?

CONTACT YOUR EVENT REPRESENTATIVE FOR SPONSORSHIP INFORMATION AND PRICING.

OPENING NIGHT PARTY



Each year attendees and exhibitors alike look forward to the Opening Night party as a way to reconnect with old friends, meet new friends and enjoy some music and beverages.

CONTACT YOUR EVENT REPRESENTATIVE FOR SPONSORSHIP INFORMATION AND PRICING.

WEB/DIGITAL SPONSORSHIPS

GET IN FRONT OF A BIGGER AUDIENCE! The Magazine in conjunction with Nightclub & Bar Convention and Trade Show, First Round E-newsletter and Nightclub Confidential E-newsletter have joined **FORCES TO REACH A TOTAL OF 68,378 BEVERAGE DECISION MAKERS** and influencers in the industry. Don't miss this opportunity to capitalize on this huge audience!

BANNER ADVERTISING ON NCB EXPO WEBSITE NCBSHOW.COM -NEW!

The complete relaunch of the Nightclub & Bar Show website brings an entire slew of new web exposure opportunities!

LEADERBOARD (710 X 100)
\$1,000/MONTH



SKYSCRAPER (184 X 711)
\$1,000/MONTH

1/2 SKYSCRAPER (184 X 352)
\$750/MONTH

1/3 SKYSCRAPER (184 X 233)
\$500/MONTH



BANNER ADVERTISING ON THE NCB MAGAZINE WEBSITE NIGHTCLUB.COM

As our numbers and interest in our web site has grown over the past year, we have created an array of products to fulfill your needs as an advertiser to help target your market and strengthen your message in the marketplace. With an average of 28,000+ visits and over 83,000 pages views per month, a digital presence on Nightclub.com is a sure way to be recognized before, during and after the show.

NIGHTCLUB.COM WEBSITE ADVERTISING:

Leaderboard (728x90) \$60/cpm

Banners (468x60) \$50/cpm

Skyscrapers (160x600) \$55/cpm

Buttons (126x60) \$40/cpm

Expandable versions also available for an additional \$5 / thousand.

All digital ads also have monthly flat rates available. Call for details.

FIRST ROUND E-NEWSLETTER ADVERTISING

Banners (468x60) **\$1,495/month** (4 issues)

2 Skyscrapers (160x600) **\$2,995/month** (4 issues)

Advertorial Link **\$1000/issue**

*Artwork and link provided by advertiser.

NIGHTCLUB CONFIDENTIAL E-NEWSLETTER

4 Banners (468x60) **\$400/issue**

2 Skyscrapers (160x600) **\$850/issue**

Advertorial Link **\$1000/issue**

Artwork and link provided by advertiser.

ADDITIONAL DIGITAL PRODUCTS AVAILABLE:

Custom E-blasts **\$2800/blast**

White Paper **\$700/month**

E-Surveys/Research Starting at **\$2000**

**POST SHOW
SPONSORSHIPS**

Your marketing efforts don't have to end with the show! We have great list resources and contacts your company can benefit from!

**POST-SHOW LIST RENTALS: DIRECT MAIL OR EMAIL
CALL FOR DETAILS**

Reach event attendees after the event is over. The attendee direct mail and email lists are available for use approximately 30 days post-show. Reach your specific target audience by choosing your list based on selects. (Lists will be sent to our company's bonded mail house.) Please note: all lists will include only opt-in attendees, as we are required by law to remove opt-out attendees prior to releasing our lists to any 3rd party vendors.)

**FOR MORE INFORMATION ON PROMOTIONAL OPPORTUNITIES
PLEASE CONTACT THE EVENT REPRESENTATIVE 1.800.247.3881 :**

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