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FOR IMMEDIATE RELEASE

LAST CALL UNTIL NEXT YEAR FOR THE NIGHTCLUB & BAR CONVENTION AND TRADE SHOW

LAS VEGAS, NV (March 12, 2010) – The Nightclub & Bar Convention and Trade Show, the most important beverage event of the year, saw attendance rise 21% from last year's 26,000 attendees. Taking place March 8-10 at the Las Vegas Convention Center, the Nightclub & Bar Convention is part of International Hospitality Week, which includes the, International Restaurant Show and HotelWorld Food & Beverage, where hospitality industry professionals conduct business and network at all three shows.

"The amazing and impressive turnout this year only reinforces our belief that even in these difficult economic times, the nightclub and bar business continues to sustain and grow," said Jon Taffer, President, Nightclub & Bar Media Group. "Our exhibitors saw increased sales, and our attendees all experienced an exhilarating event."

Several on-site vendors provided the following comments on this year's Nightclub & Bar Convention and Trade Show:

"The show is a great way to interact with thousands of the leading people in our industry under one roof, as opposed to going to thousands of different locations to educate them about our brand," said Bobby "G" Gleason, master mixologist, Beam Global Spirits and Wine, Inc.

"The quality of the attendees, especially on a national account buyer level, was really impressive. I've been coming to the show for six years, and I was very happy with this year's turnout," said Jeff Hodson, Western Regional VP Sales, Tito's Handmade Vodka.

"The Nightclub & Bar Show was an ideal place to showcase 901 Silver Tequila to key accounts and leading cocktail experts. As we launch the brand in 20 additional states over the next few months, I cannot think of a more opportune or efficient networking platform for our team," said Kevin Ruder, President of 901 Silver Tequila.

"This is a great event for an experiential brand like ours, and NCB provided a terrific platform to stand out and make a statement," said Sean Hackney, Operating Member Roaring Lion energy drink.

"Wow! The show was great and the sponsored events were really good. I'm very pleased with the high level of conversations we were able to have with so many retail partners regarding our core brands and package innovations," said Dan Par, On-Premise Regional Chain Manager, MillerCoors.

Vibrant nightlife events, a rocking exhibit hall, and interactive education both in the classroom and on the show floor are all part of what keeps the hospitality industry professionals coming back year after year. Highlights from the show included:

- **901 Silver Tequila** CEO and founder, **Justin Timberlake**, and President, Kevin Ruder, were seen at their booth which featured live performances by **The Dan Band**.
- Actor **Dan Aykroyd** presented the keynote session titled “From Busting Ghosts to Building Brands: An Interview with Dan Aykroyd” on Wednesday, March 10, hosted by **Kevin Brauch**, The Thirsty Traveler. Aykroyd was also seen at the Crystal Head Vodka booth, his new vodka company.
- The DJ Spin-off Party ended the show with **Crystal Method** and **Kid Capri with Keys n Krates** performing at the Venetian’s Tao Nightclub.
- **Madison Hildabrand** from Bravo’s *Million Dollar Listing* hosted the Official GLBT Nightclub & Bar Event at Tabu Ultra Lounge on Tuesday, March 9.
- Food Network’s *Iron Chef* star **Dominique Crenn** presented an educational session titled “Creating Synergy Between In-House Restaurant & In-Room Dining” for HotelWorld Food & Beverage.
- Other guests that attended the show included **Angelica Bridges** and **The Fantasy girls**, **Miss Nevada**, **Thunder From Down Under** and **The Rat Pack**.

About Nightclub & Bar Convention and Trade Show

[Nightclub & Bar Convention and Trade Show](#) is part of International Hospitality Week produced by Questex Media Group, Inc. International Hospitality Week was created in 2007 and encompasses three specialized events: Nightclub & Bar Convention and Trade Show, the country’s pre-eminent beverage event, attracting owners, operators and managers from nightclubs, bars, lounges, pubs, sports bars and more; International Restaurant Show and HotelWorld Food & Beverage Conference which all stage under one roof. This mega hospitality event provides a platform for 26,000 buyers and sellers to meet, connect and discover new business as it relates to food and beverage segment of the vibrant hospitality industry.

For registration information, [click here](#).

For press registration, <http://www.ncbshow.com/press-registration/#content>

For exhibitor information, [click here](#).

About Questex Media Group LLC.

Questex Media Group LLC, producer of Nightclub & Bar Convention & Trade Show and publisher of Nightclub & Bar magazine, is a global, diversified business-to-business media organization serving multiple industries including hotel and hospitality, travel, technology, beauty, spa, among numerous other specialty industries with its well-established, market-leading publications, events, interactive media, research, and other marketing and media related services.

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