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Like a Fine Wine or a Premium Spirit The Nightclub & Bar Show Improves with Age

Newton, MA October 21, 2009 On March 8-10, 2010 the annual Nightclub & Bar Convention and Trade Show will take place in Las Vegas, NV marking 25 years as the most important beverage event of the year.

Each year The Nightclub & Bar Show brings almost 30,000 industry professionals together to meet with suppliers, network, learn and have fun, all at the same time. 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 people coming back year after year.

The show floor is quickly shaping up to be a dynamic exhibit of the industry's best suppliers showcasing their finest offerings, from spirits, wine and beer to mixers and energy drinks, as well as bar equipment, sound and lighting systems and a range of innovations and services.

The State of the Industry; Boosting Business with Better Bar Skills; Effective Beverage Promotions & Marketing Strategies; Building a Profitable Team; Staff Incentives and Training; Killer Tactics to Increase Your Guest Traffic are just some of the 50+exciting sessions planned for the 2010 conference program. Some of the top names in the industry will present current, relevant and actionable education for professionals looking to increase guest loyalty, traffic and checks and seeking cost-cutting strategies that work.

And once the workday is done, industry professionals will have several options to enjoy the fabulous nightlife in Las Vegas, NCB style. Participants can sample venues via the popular Club Pass program or restaurants via the new Dine Around Experience. Official NCB nightly parties include a special 25th Anniversary Party which will celebrate 25 years of Nightclub & Bar Shows and the *Nightclub & Bar* magazine; the Top 100 Party returns to XS, one of the hottest nightclubs in the country; and the DJ Spin Off at TAO will feature the most popular DJs on the circuit today.

About Questex Media

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If you would like high-resolution images, more information about this topic, or to schedule an interview, please contact Liza Wylie at 203-227-9875 or lwylie@questex.com