

NCBSHOW.COM

THE PREMIER EVENT IN THE BAR & NIGHTLIFE INDUSTRY.

NIGHTCLUB & BAR

CONVENTION / TRADE SHOW

MARCH.27-29.2017 / LAS VEGAS

EVENT SPONSORS





EXPO HALL

2-Day access to 600+ suppliers, exciting events and more.



EDUCATION

3-Day Conference Program with 75+ sessions, expert speakers & hands-on learning.



NIGHTLIFE

Network & Play — we throw down at Las Vegas' top nightlife venues.

REGISTER EARLY & SAVE!

ADVANCE PRICING ENDS MARCH 25, 2017

REGISTER AT NCBSHOW.COM

NIGHTCLUB&BAR

C O N V E N T I O N / T R A D E S H O W

WHEN

MONDAY - WEDNESDAY
MARCH 27-29, 2017

EXPO DATES

TUESDAY - WEDNESDAY
MARCH 28-29, 2017

WHERE

LAS VEGAS
CONVENTION CENTER

WHAT

THE PREMIER CONFERENCE & EXPO FOR THE
BAR & NIGHTLIFE INDUSTRY

STEP OUT FROM BEHIND THE BAR AND SPEND
3 HIGH-IMPACT DAYS

exploring what's new in the industry and return back with effective business strategies that will help you run a more profitable operation.

IF YOUR BUSINESS IS
RELATED TO THE
BAR & NIGHTCLUB INDUSTRY,
THEN THIS IS

THE ONLY SHOW FOR YOU.

36,000+
VISITORS

600+
EXHIBITS

3 DAYS
OF EDUCATION

32 YEARS
IN THE MAKING

1 CITY...
ONLY IN LAS VEGAS!

EVENT AT A GLANCE

SUN 3/26

★ / POOL PARTY - WET REPUBLIC

/ REGISTRATION OPEN

★ INCLUDED IN ALL PASSES.

☒ OFFSITE EVENT - TRANSPORTATION PROVIDED

MON 3/27

/ REGISTRATION OPEN

/ PRO & BEGINNER WORKSHOPS

/ NATIONAL HOST SECURITY CERTIFICATION PROGRAM

/ CONFERENCE SESSIONS

☒ / MIXOLOGY TRAINING - THE ACADEMY ROOM

★ / KEYNOTE WITH THOMAS MAAS - FOUNDER & MASTER BLENDER, AGAVE LOCO, LLC

★ / KEYNOTE WITH NEIL MOFFITT - CEO, HAKKASAN GROUP

☒ / WHISKEY TASTING - THE ACADEMY ROOM

★ / HAPPY HOUR - BEAUTY & ESSEX

★ / WELCOME KICKOFF PARTY - FOXTAIL POOL AT SLS LAS VEGAS

/ PLATINUM PARTY - MARQUEE, THE COSMOPOLITAN

11:00AM

2:00PM-5:00PM

8:00AM-7:00PM

9:00AM-12:00PM

9:30AM-3:00PM

10:00AM-5:30PM

11:00AM-1:30PM

12:45PM-1:30PM

2:45PM-3:30PM

3:00PM-5:30PM

5:00PM

7:00PM-10:00PM

9:00PM

TUE 3/28

/ REGISTRATION OPEN

/ CONFERENCE SESSIONS

★ / KEYNOTE WITH LEE COCKERELL - EXECUTIVE VICE PRESIDENT, WALT DISNEY WORLD RESORT

☒ / BEER & SAKE TRAINING - THE ACADEMY ROOM

★ / 2017 RIBBON CUTTING CEREMONY

★ / EXPO HALL

☒ / BACK OF HOUSE TOUR - CAESARS PALACE

☒ / NIGHTCLUB BOOTCAMP - JEWEL NIGHTCLUB, ARIA

★ / HAPPY HOUR - VISTA COCKTAIL LOUNGE, CAESARS PALACE

/ PLATINUM PARTY - OMNIA, CAESARS PALACE

8:00AM-6:30PM

10:00AM-4:00PM

11:00AM-11:45AM

11:00AM-1:30PM

12:00PM

12:00PM-6:30PM

1:00PM-4:00PM

1:00PM-5:00PM

8:00PM

9:00PM

WED 3/29

/ REGISTRATION OPEN

/ CONFERENCE SESSIONS

★ / KEYNOTE WITH KRIS JONES - CEO, PEPPERJAM

☒ / SOMMELIER 101: WINE TASTING & TRAINING - THE ACADEMY ROOM

☒ / WYNN NIGHTLIFE TOUR - WYNN LAS VEGAS & ENCORE RESORT

★ / EXPO HALL

☒ / WYNN NIGHTLIFE TOUR - WYNN LAS VEGAS & ENCORE RESORT

/ PLATINUM PARTY - SURRENDER NIGHTCLUB, WYNN

9:00AM-5:00PM

10:00AM-2:00PM

11:00AM-11:45AM

11:00AM-1:30PM

11:00AM-2:00PM

12:00PM-5:00PM

2:00PM-5:00PM

9:00PM

VISIT NCBSHOW.COM/SCHEDULE FOR MORE DETAILS. SCHEDULE SUBJECT TO CHANGE.



"I've attended the past 3 years and we always look forward to it. When I was shopping for a POS system I was able to touch and talk to reps from 10+ companies before I made my final choice."

ROB LOGIC, OWNER
BANCROFT BAR, SAN DIEGO, CA

EXPO HALL

IF IT'S INNOVATIVE AND PART OF THE BAR INDUSTRY, YOU'LL FIND IT ON THE EXPO FLOOR!

EXPO HALL
SCHEDULE

TUE 3/28
12:00PM-6:30PM

WED 3/29
12:00PM-5:00PM



2-DAY EXPO HALL
INCLUDED IN

- ✓ EXPO PASS
- ✓ CONFERENCE PASS
- ✓ VIP PASS

- Direct personal access to suppliers
- Sample new spirits and flavor extensions
- Stay current with new technology and industry trends
- Cost effective platform to build profitable business relationships
- Industry launch pad for new products
- Show only pricing and discounts



SHOP 600+ EXHIBITORS FROM 56+ PRODUCT CATEGORIES INCLUDING:

SPIRITS, BEER AND WINE

ALCOHOL-FREE
BEVERAGES

BAR SUPPLIES

GLASSWARE

FOODSERVICE EQUIPMENT

FOOD

DECOR AND FURNISHINGS

LIGHTING AND SOUND

APPAREL

TECHNOLOGY/ POS SYSTEM

CLEANING &
MAINTENANCE

MUSIC/VIDEO/ ENTERTAINMENT PROGRAMMING

FINANCIAL SERVICES

SECURITY

APPAREL

MARKETING & PROMOTIONS

MEDIA APPS

EXPO HALL FEATURES & MARKET-SPECIFIC PAVILIONS



EMERGING BRANDS PAVILION

Source innovative brands and boutique spirits.

IN PARTNERSHIP WITH



CRAFT BREW PAVILION

Enter the world of craft beer and let the profits pour in.



USBG SHAKE IT UP COMPETITION



NEW PRODUCT PAVILION

Beat your competitors to new product releases and technology.



MAIN STAGE EVENTS

Featured entertainment, demonstrations, competitions and more!



NEW F&B INNOVATION CENTER

See, taste and test the latest in food trends, foodservice equipment, wine & pairing offerings.

SPONSORED BY



VISIT NCBSHOW.COM TO VIEW THE FULL LIST OF 2017 EXHIBITORS, SPONSORS AND MAIN STAGE SCHEDULE.

“GREAT SHOW, YEAR AFTER YEAR! IT’S THE BEST INSIDE ACCESS TO THE LEADING TRENDS OF OUR INDUSTRY!”

DAN DREHER, OWNER
FLB SPORTS BAR & CASINO
WALLY’S PIZZA BAR

EXPERIENCE

THE SHOW—YOUR WAY!

With so many events, booths to visit, educational offerings and networking events happening over the course of 3 high-impact days, it can be hard to distinguish where to be and what to attend. Choose the Experience that focuses on what’s most important to you.

Find your ride at ncbshow.com/experience

4

ATTENDEE EXPERIENCES



BAR EXPERIENCE

RECOMMENDED FOR:

BARS / PUBS / TAVERNS /
SPORTS BARS

SPONSORS   
 



MIXOLOGY EXPERIENCE

RECOMMENDED FOR:

BARS / LOUNGES / RESTAURANTS /
HOTELS

SPONSORS     



NIGHTLIFE EXPERIENCE

RECOMMENDED FOR:

NIGHTCLUBS / LOUNGES / CASINOS /
GENTLEMEN'S CLUBS

SPONSORS  



BEER EXPERIENCE

RECOMMENDED FOR:

SPORTS BARS / TAVERNS / GASTROPUBS
BEER HALLS

SPONSOR 

MIXOLOGY EXPERIENCE HIGHLIGHT

Bartender at LARGE

TUESDAY, MARCH 28
4:00PM-5:00PM

WITH ERICK CASTRO, FOUNDER,
POSSESSED BY SPIRITS

Watch this documentary of the craft cocktail
scene in places that are too often overlooked
across the western USA.

OPEN TO ALL!

NIGHTLIFE EXPERIENCE HIGHLIGHT

TALENT TALK: HOW TO BOOK GUEST DJS FOR YOUR VENUE

TUESDAY, MARCH 28
1:00PM-1:50PM

MODERATOR:

KALIKA MOQUIN - Blackout Artists, Skam Artist

PANELISTS:

JENNIFER TRAMAGLINO - Little Cream Soda,
Hospitality Consultants

AARON WHITE - DJ Ikon, Skam Artist

PEARCE CLEVELAND - Clique Hospitality

PRESENTED IN COOPERATION WITH:



INCLUDED IN CONFERENCE PASS & VIP PASS



NETWORKING & NIGHTLIFE

Ignite your passion in Vegas.

Connect with your industry.
Network with colleagues, speakers and exhibitors
— while living it up at the nation's hottest
and most innovative nightlife concepts!

WELCOME KICKOFF PARTY

MON 3/27
7:00PM-10:00PM
FOXTAIL POOL AT SLS LAS VEGAS



The ultimate outdoor destination under the stars of Las Vegas! Connect with attendees, exhibitors, speakers and sponsors at this first-of-its-kind revolutionary open-air entertainment and nightlife destination. Enjoy live entertainment and complimentary spirits and beer from our sponsors!

/ INCLUDED IN ALL PASSES.

SPONSORS



PLATINUM PARTIES

Las Vegas is known for exquisite nightlife venues that take the nightclub experience to the next level. Each year we curate three of the hottest nightclubs in Vegas to host our Platinum Parties. Enjoy complimentary drinks from our sponsors and sounds from world-renowned DJs.

MARQUEE
NIGHTCLUB & DAYCLUB

MONDAY
3/27
9:00 PM
COSMOPOLITAN



OMNIA
NIGHTCLUB

TUESDAY
3/28
9:00 PM
CAESARS PALACE



Surrender

WEDNESDAY
3/29
9:00 PM
WYNN



PLATINUM PARTY PASS - \$69 (IN ADVANCE)
OR FREE WHEN YOU PURCHASE VIP PASS



#NCBSHOW17
POOL PARTY & HAPPY HOURS



SHOW
YOUR
BADGE!

3/26
@11AM



3/27
@5PM



3/28
@8PM





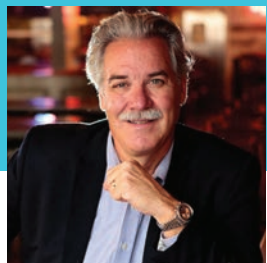
4 KEYNOTES

INCLUDED IN

- ✓ EXPO PASS
- ✓ CONFERENCE PASS
- ✓ VIP PASS

KEYNOTES & INSPIRATION

Each year we deliver inspiring stories of industry icons. These visionary keynotes speak to the aspirations and needs of thousands of independent bar, nightclub and restaurant professionals across the country.



MON3/27

12:45PM-1:30PM

Keynote: RumChata Diaries: The Making of an American Success Story

THOMAS MAAS

/ Founder & Master Blender,
Agave Loco, LLC



MON3/27

2:45PM-3:30PM

Keynote: Building an International Hospitality Empire

NEIL MOFFITT

/ CEO, Hakkasan Group



TUE3/28

11:00AM-11:45AM

Keynote: You Can Create Disney Magic Too, and the Customer Rules

LEE COCKERELL

/ Former Executive VP of
Operations, Walt Disney
World Resort



WED3/29

11:00AM-11:45AM

Keynote: Six Tips to Grow Your Business, Maximize Profits, and Find Your Passion

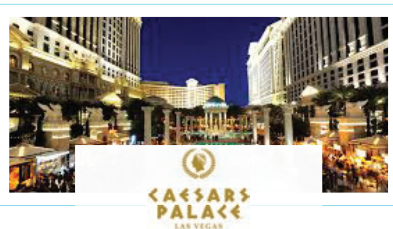
KRIS JONES

/ President and CEO,
Pepperjam

KEYNOTE SPONSOR

REVENTION®

UNIQUE OFFSITE EDUCATION



BACK OF HOUSE TOUR

TUE 3/28

1:00PM-4:00PM

SOLD
OUT!

CAESARS PALACE

Lead by Cory Johnson, VP of Food & Beverage, Caesars Entertainment Corporation, attendees will get an exclusive tour of this massive operations unit! Everything from the Employee Entrance, Warehouse, Pool Operations, Restaurants, Montecristo Cigar Bar, Race & Sports Book and more!



WYNN NIGHTLIFE TOURS

WED 3/29

11:00AM-2:00PM OR
2:00PM-5:00PM

WYNN LAS VEGAS & ENCORE RESORT

Don't miss this exclusive opportunity to get behind the scenes at Wynn Las Vegas & Encore Resort, one of the country's most successful venues! Tour the facilities with an executive team member and get expert insight into all facets of running a high-volume venue.

SELLING OUT FAST!
LIMITED SEATS REMAIN



NIGHTCLUB BOOTCAMP

TUE 3/28

1:00PM-5:00PM

EXCLUSIVE
OPPORTUNITY!

JEWEL NIGHTCLUB

Get trained from the executive team behind JEWEL Nightclub - the latest nightlife venture from global hospitality empire Hakkasan Group. This half-day intensive bootcamp will take you step by step through the operations and service style that has made JEWEL a monumental success. You'll receive expert training in: SOS & Floor Operations, Beverage & Bar Operations, live Lighting & Sound Demonstrations, Service Style & Bottle Presentation and so much more!

OFFSITE EDUCATION
SEPARATE FEES APPLY. PRICES VARY
✓ ADD A TOUR, TRAINING
OR BOOTCAMP
TO ANY PASS.



STATE-OF-ART
ACADEMY ROOM
AT SOUTHERN
GLAZER'S WINE
& SPIRITS

TRAININGS & TASTING

MON-WED 3/27-29

NEW in 2017! "The more you know, the more you sell." Get trained with the experts in the world's most advanced beverage training facility - the Academy Room at Southern Glazer's Wine & Spirits. Select a training at this custom-built, state-of-the-art space.

TRAININGS / 11AM-1:30PM
Mon 3/27 / MIXOLOGY TRAINING
Tue 3/28 / BEER & SAKE TRAINING
Wed 3/29 / SOMMELIER 101: WINE TASTING
& TRAINING

WHISKEY TASTING / Mon 3/27 3PM-5:30PM

TRANSPORTATION IS PROVIDED FOR ALL OFF-SITE TRAININGS AND TOURS! SPACE IS LIMITED AND SEPARATE REGISTRATION IS REQUIRED.

WORKSHOPS

PROFIT POTENTIAL THROUGH EDUCATION



1 WORKSHOP
INCLUDED IN
✓ VIP PASS

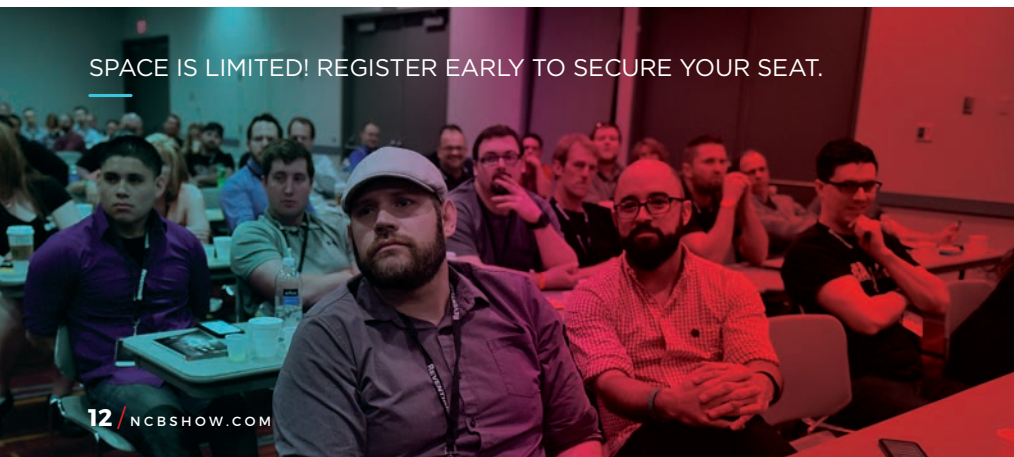
OR PURCHASE
SEPARATELY
FOR \$125.

MON 3/27
9:00AM-12:00PM



Workshops offer in-depth, skill-building tools and focus on the topics important to you and your professional development in the bar and hospitality industry.

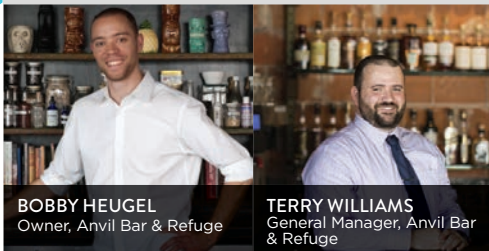
SPACE IS LIMITED! REGISTER EARLY TO SECURE YOUR SEAT.



PRO WORKSHOP

1

COST OF A COCKTAIL:
PERFECTING PRICING STRATEGIES
TO DRIVE REVENUE



BOBBY HEUGEL
Owner, Anvil Bar & Refuge

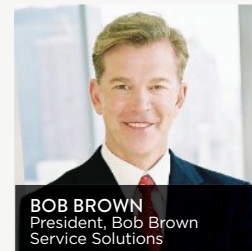
TERRY WILLIAMS
General Manager, Anvil Bar & Refuge

Determining pricing for cocktails, a seemingly basic process in the bar business, can be far more difficult than anyone would imagine. What if citrus prices skyrocket? What if you work in a market where the ceiling doesn't allow for double-digit cocktail prices? Learn the basics of cocktail cost calculations, factors that contribute to cost fluctuation, and strategic perspectives for pricing.

PRO WORKSHOP

2

TURN YOUR STAFF INTO
CUSTOMER SERVICE &
SALES SUPERSTARS



BOB BROWN
President, Bob Brown
Service Solutions

Is your staff underselling and missing their goals? Take your sales team to the next level and learn how to build your hospitality A-Team from the ground up. Gain insight on engaging and softly upselling with "by the way" techniques and the "don't ask; suggest" method. Build hospitality superstars from the start by hiring and training for success!

PRO WORKSHOP 3

TAKE BACK YOUR BUDGET:
THE KEY TO YOUR
PROFITABILITY



Does the mere thought of writing a budget make your head spin and your heart beat with anxiety? You're not alone. Most independent restaurant/bar owners use their "gut" to budget their restaurants/bars instead of the real numbers. Learn how to build a budget the right way and how to put systems in place to not only control numbers, but make money.

**BAR OWNER
RECOMMENDED!**

PRO WORKSHOP 4

BAR DESIGN LAB:
TRANSFORM, UPDATE
& REVIVE YOUR BAR



Join owners of VANROOY Creative Group, an international firm specializing in bar, nightclub and restaurant design, to learn how to create a winning concept that will not only help you succeed, but save you money along the way. Recommended for existing bar owners looking to increase revenue, open additional locations, or if you're considering opening a new bar.

PRO WORKSHOP 5

MARKETING ON A DIME!
LOW COST MARKETING STRATEGIES
FOR BARS & RESTAURANTS



Uncover low cost and no cost online marketing tools that are simple and effective to create a successful strategy for your bar. Advanced marketers will learn new tricks, but absolute beginners will never feel lost. Topics include: email marketing, social media, websites, search engine optimization (getting found on the web), maximizing review sites and much more!

BEGINNER WORKSHOP 6

OPEN YOUR
OWN BAR & HIT THE
GROUND RUNNING



Get the basics from bar design conception to full staff training, how to create a well-balanced bar program with liquor and back bar recommendations, how to create a signature cocktail menu with classic cocktails and get expert recommendations on beer and wine, barware, bar equipment and much more.

CONFERENCE SESSIONS

TRACKS/

BARTENDING & MIXOLOGY

MARKETING & PROMOTIONS

OPERATIONS & PROFITABILITY

BEER, FOOD & WINE

ON-PREMISE 360

MANAGEMENT, LIABILITY & LEGALITIES

SOCIAL MEDIA



ALL 75+ CONFERENCE SESSIONS

INCLUDED IN

✓ CONFERENCE PASS

✓ VIP PASS

MON 3/27

10:00AM-10:50AM

/ THE PERFECT COCKTAIL PAIRING
Jair Bustillos - Southern Wine & Spirits

/ ROADMAP FOR REVENUE: A
DETAILED GUIDE TO CREATING AN
EFFECTIVE MARKETING PLAN

/ LEVELING THE PLAYING FIELD:
EFFECTIVELY NEGOTIATING YOUR
FOODSERVICE PURCHASES
Russ Cipolla - Team 4

/ WINE & MILLENNIALS
Colleen McClellan - Datassential

/ THE IMPORTANCE OF A GUEST
Ryan Ruiz - Tilted Kilt

/ HELP WITH YELP!
Emma Vaughn - Main Street Hub

/ NEW TRENDS IN SOCIAL MEDIA
Moderator:
Jason Mitchell - RMD Group

11:00AM-11:50AM

/ NON-ALCOHOLIC COCKTAILS
Charlotte Voissey-William Grant & Sons

/ HOW TO MAKE A WORLD FAMOUS
PROMOTION & KEEP IT SIMPLE
John McInnis & Dan Stone - FloraBama

/ "DON'T SMOKE IN BED FACE DOWN"
- IS THAT THE LAST TIP YOU'LL EVER
GET?
Brian Warrener - Johnson & Wales
University

/ BUILDING A CRAFT BEER PROGRAM
Wally Rande - Northern Arizona
University

/ HOW TO DESIGN THE PERFECT
VENUE
Tyler Duncan - Duncan Design Group

/ WOMEN IN BARS
Moderator:
Nancy Shenker - theONswitch

/ TABLE TOP DINING TECHNOLOGY IS
REVOLUTIONIZING THE INDUSTRY
Ram Krishnan - Buzztime
Andre Nataf - Heartland

1:40PM-2:30PM

/ HIGH VOLUME COCKTAILS: SHORTCUTS
WITHOUT THE SHORTCUTS
Mike Ryan - Kimpton

/ GUARANTEE YOUR NIGHTCLUB OR
BAR IS FOUND (AND LOVED!) ONLINE
Ron Cates - www.roncates.com
Eric Olsen - Fasturtle

/ THE STRENGTH OF MULTI-CONCEPT
OPERATORS
Moderator:
Andrew Corbett - Bull & Barrel

/ ADDING CULINARY APPLICATIONS TO
YOUR BAR PROGRAM
James Moore - GRAYZE

/ THE KEY TO CREATING HAPPINESS FOR
YOUR GUESTS
Richard Welcovitz - Walt Disney World
Resort

/ THE DOL'S NEW OVERTIME
REGULATIONS: DON'T IGNORE THEM!
Reynaldo Valezquez - FordHarrison

/ BRAND YOUR BAR LIKE A ROCKSTAR
Apple Elgatha-Wells - Fork, Knife & Spoon

3:40PM-4:30PM

/ COCKTAILS: THINK OUTSIDE THE
BOTTLE
Derek Gamlin & Dustin Parres - Gamlin
Restaurant Group

/ DRIVING SALES WITH SIMPLE
PROGRAMMING
Scott Ward - Tap House Grill

/ TRAINING FOR PROFIT: OPENING
DOORS BETWEEN FOH & BOH
Chef Brian Duffy - Duffified Experience
Group

/ GASTRO PUBS: TAPPING INTO YOUR
MENU
Keith Wittrock - Hard Rock Hotel &
Casino

/ BUILDING LOYAL CLIENTS IN A
MILLENNIAL'S WORLD
Moderator:
Jason Mitchell - RMD Group

/ HIGH-VOLUME HOSPITALITY
Tobin Ellis - BarMagic

/ CRUSHING SNAPCHAT IN YOUR BAR
OR NIGHTCLUB
Louie La Vella - La Vella Nightlife

4:40PM-5:30PM

/ BARTIPPS FROM TIPPS
Michael Tipps - BarTipps

/ SPORTS-GEARED MARKETING &
PROMOTIONS FOR YOUR BAR
Moderator:
Thom Greco - Greco Holdings, Inc.

/ 2017 CONSUMER INSIGHTS
David Henkes - Technomic, Inc.

/ UPDATING YOUR OUTDATED BAR
MENU
Chef Brian Duffy - Duffified Experience
Group

/ MUSIC DESIGN 101
Wyatt Magnum - Magnum Music Group

/ MINIMIZING THE RISK OF LIQUOR
LICENSE SUSPENSION
Rene Guzman - ABC Consultants

/ EVERYONE'S YOUR BILLBOARD
Paul Ramondo - RamondoMedia





TUE 3/28

10:00AM-10:50AM

/ EXOTIC INTERNATIONAL BEVERAGES
Jeff Cioletti - The Drinkable Globe

/ BIGGEST BANG FOR YOUR BUCK:
WORKING WITH SMALL MARKETING
BUDGETS
Whitney Larson - Vemos

/ ANALYZING POS DATA TO DRIVE
PROFITS
Sandy Rivas - Microsoft
Barbara Raney - Slalom Consulting

/ PAIRED: MASTERING THE ART OF
BEER & FOOD
JR Wheeler - Odell Brewing Co.

/ GROW YOUR BUSINESS WITH
BAR-TAINMENT
Randy White - White Hutchinson
Leisure & Learning Group

/ FAKING 21: HOW TO CATCH FAKE IDs
Robert Smith, Manny Marquez, Rob
Davis - Nightclub Security Consultants

EXPO HALL OPEN | 12:00PM-6:30PM

1:00PM-1:50PM

/ CUTTING EDGE BAR DESIGN
Tobin Ellis - Bar Magic

/ BUTTS IN BARSTOOLS
Andrew Corbett - Bull & Barrel

/ ARE DONKEYS NOW UNICORNS? - A
JWU PANEL DISCUSSION ON THE
RESTAURANT LABOR SHORTAGE
Moderator:
Brian Warrenner - Johnson & Wales
University

/ HOW TO BUILD A SUCCESSFUL WINE
PROGRAM
Arie Gurevitch - Palm Bay International

/ AUDIO, VIDEO & LIGHTING MADE
SIMPLE
Ali Tabatabaie - Platinum AVL
Dan Lenzen - Venture Hospitality
& Real Estate

/ THE WAR ON WOMEN (WHO DRINK)
Sarah Longwell - American Beverage
Institute

TALENT TALK: HOW TO BOOK GUEST
DJS FOR YOUR VENUE
Presented in cooperation with



2:00PM-2:50PM

/ CREATING INSTAGRAM-WORTHY
CONCOCTIONS
Moderator:
Erick Castro - Polite Provisions

/ PROMOTIONS THAT DRIVE
MILLENNIALS
Whitney Larson - Vemos

/ BAR HACKS 2017
Doug Radkey - Key Restaurant Group

/ STATE OF THE INDUSTRY
Colleen McClellan - Datassential

/ FROM THE FOUR SEASONS TO THE
DIVE BAR: DESIGN MATTERS
Andrew Chun - Sidecar Hospitality

/ THE VALUE OF ALCOHOL SERVER
TRAINING
Trevor Estelle - TIPS

NIGHTCLUB & BAR SHARK TANK
2:00PM-4:00PM
OPEN TO ALL!



3:00PM-3:50PM

/ PROGRESSIVE BAR BUSINESS
MODELS
Trevor Frye - Marble Alley

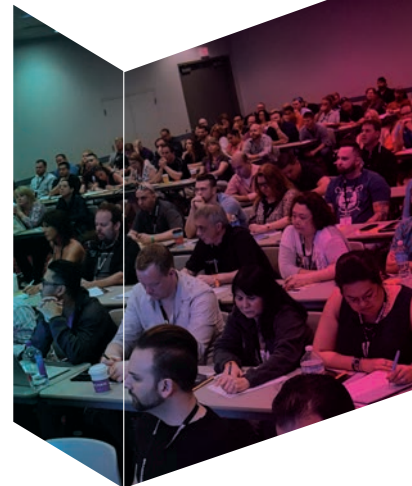
/ TRANSFORMING HISPANICS INTO
REPEAT GUESTS
Mauricio Reyes - Constellation Brands

/ NATIONALLY RANKED CONCEPTS
SHARE TRADE SECRETS OF SUCCESS
Moderator:
Ray Villaman - Tahoe Restaurant Group

/ MANAGING YOUR CRAFT BEER
OFFERINGS
Moderator:
Larry McGinn - IMI

/ MOTIVATING EMPLOYEES TO BE YOUR
BRAND AMBASSADORS
Ken Canion - Ken Canion Group

/ STOP MICROMANAGING & START
EMPOWERING
Kenneth Knief - Pelican Restaurants



TAKE AWAY INFORMATIVE, ENGAGING & PRACTICAL INFORMATION

covering the most important and
timely issues relevant to today's bar
and nightlife business environment.

CONFERENCE SESSIONS

TRACKS/

BARTENDING & MIXOLOGY

MARKETING & PROMOTIONS

OPERATIONS & PROFITABILITY

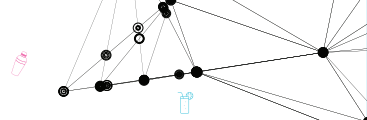
BEER, FOOD & WINE

ON-PREMISE 360

MANAGEMENT, LIABILITY & LEGALITIES

REGISTER TODAY & SAVE

AT NCBSHOW.COM/REGISTER



WED 3/29

10:00AM-10:50AM

/ CULINARY MIXOLOGY
Jeremy Parsons - Cocktails the Fluid Experience

/ JUST WHAT I NEED: NEW IDEAS TO RE-INVIGORATE EVERYDAY OPERATIONS
Ginger Johnson - Women Enjoying Beer and Ginger Johnson Marketing

/ THE PERFECT SHIFT
Tom Frank - Roundworld Management

/ ROTATION NATION: MAXIMIZING YOUR CRAFT BEER SELECTION
Jacob Halls - Convergence Consulting

/ ON-PREMISE BEVERAGE CONSUMER TRENDS
Mike Ginley - Next Level Marketing

/ BUILD A WINNING SECURITY TEAM THAT GROWS YOUR BUSINESS
Manny Marquez - Nightclub Security Consultants

EXPO HALL OPEN | 12:00PM-5:00PM

12:00PM-12:50PM

/ MAKING BARTENDING A CAREER
Kevin Moran - Acturus

/ DRIVING SALES & EXPLODING PROFITS THROUGH GRASS ROOTS MARKETING
Darren Denington - Service with Style Hospitality Group

/ MAKE MORE MONEY IN YOUR BAR
Ryan Esko - Smokey Bones

/ UTILIZE PREDICTIVE COSTING METHODS TO ENHANCE YOUR MENU ENGINEERING
Mark Keinhofer - Return On Ingredients

/ PROP UP YOUR BAR SALES
Jeff Kahler - Service That Sells

/ DO, DONE, DID: AN INNOVATIVE LOOK AT TIME MANAGEMENT

1:00PM-1:50PM

/ KNOWLEDGE IS POWER: TRAINING YOUR BAR STAFF
Amin Benny - The Bar Host

/ PR & SOCIAL MEDIA: MAKE YOUR BAR AN INSTA STAR
Meredith Vachon - Bread & Butter PR
Samantha Luthra - Bread & Butter Bytes

/ THE GUEST COMES SECOND
Sonny Mayugba - The Red Rabbit Kitchen & Bar

/ MILLENNIALS & SPIRITS
JP Schuerman - MWWRP

/ LGBTQ NIGHTLIFE & HOW IT'S CHANGING
Anthony DeCicco & Stacy Lentz - The Stonewall Inn

/ THE ART OF TURNAROUND MANAGEMENT
Izzy Kharasch - Hospitality Works, Inc.



NATIONAL HOST SECURITY CERTIFICATION



MON 3/27
9:30AM-3:00PM

TRAINER:
Robert Smith, CEO, Nightclub Security Consultants
Manny Marquez, Vice President, Nightclub Security Consultants

Nightlife security hosts national training certification program (mandated program for all California security guards and bouncers), is a comprehensive 2-part training covering everything from conflict resolution and legal limits to criminal liabilities and alcohol regulations.

FEATURED SPEAKERS

2017 brings another incredible line-up of speakers for you from new kids on the block to industry legends. Here are just some of the 100+ speakers awaiting you in Las Vegas.



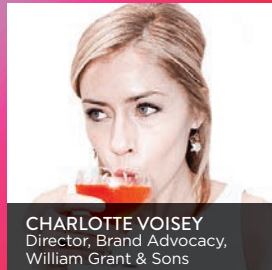
CHELDIN RUMER
CEO, i-g creative Group



TOBIN ELLIS
Principal, Bar Magic



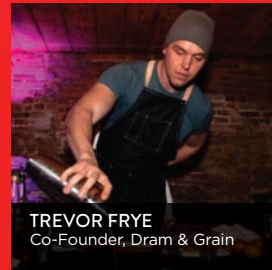
CHEF BRIAN DUFFY
Founder, Duffified Experience Group



CHARLOTTE VOISEY
Director, Brand Advocacy,
William Grant & Sons



PAUL RAMONDO
CEO, Ramondo Media



TREVOR FRYE
Co-Founder, Dram & Grain



TECH IT OUT!

SPONSORED BY



OPEN TO ALL!

TUE 3/28

10:00AM-11:00AM AND 3:00PM-4:00PM

Giving Inventory the Finger: How to Focus on Creativity & Do What You Want for Success

Nik Kundra, Founder & CEO, Partender
Julian Miller, Business Development, Partender

1:00PM-2:00PM

The Cocktail Hacker: How to Unleash Your Inner Entrepreneur (No Tech Startup Required)
Anjali Kundra, Co-Founder & VP of Operations, Partender



MONETIZING CANNABIS

TUE 3/28

10:00AM-11:00AM

Owner/Operator Recommended. How will new laws affect your business and how can you profit.

OPEN TO ALL!

WITH ENDLESS ATTRACTIONS AND ENTERTAINMENT, LAS VEGAS IS THE TOP TRADE SHOW DESTINATION! MAKE YOUR PLANS NOW TO EXPERIENCE ALL THAT NIGHTCLUB & BAR SHOW HAS TO OFFER.

VISIT [NCBSHOW.COM/HOTEL-TRAVEL](https://ncbshow.com/hotel-travel)
FOR THE LOWEST HOTEL RATES AT TOP HOTELS!

IT PAYS TO
**REGISTER
EARLY!**

Save up to \$50 off when you register by March 25.

REGISTRATION
SPONSOR




2017 PACKAGES & PRICING

TAKE ADVANTAGE OF ADVANCE PRICING
WHEN YOU REGISTER BY MARCH 25, 2017.

WAYS TO REGISTER

 NCBSHOW.COM/REGISTER

 888-966-2727

VIP PASS

- ✓ 3-Hour Pro Workshop of choice
- ✓ Platinum Party Pass - includes 3 Platinum Party Tickets
- ✓ VIP Perks
- ✓ 3-Day Full Conference Program Access
- ✓ 2-Day Expo Hall Access
- ✓ Welcome Kickoff Party Ticket
- ✓ All Keynote Presentations

ADVANCE RATE:

\$599

ENDS MAR 25

ONSITE: \$649

CONFERENCE PASS

- ✓ 3-Day Full Conference Program Access
- ✓ 2-Day Expo Hall Access
- ✓ Welcome Kickoff Party Ticket
- ✓ All Keynote Presentations
- ✗ 3-Hour Pro Workshop of choice
- ✗ Platinum Party Pass - includes 3 Platinum Party Tickets
- ✗ VIP Perks

ADVANCE RATE:

\$449

ENDS MAR 25

ONSITE: \$499

EXPO PASS

- ✓ 2-Day Expo Hall Access
- ✓ Welcome Kickoff Party Ticket
- ✓ All Keynote Presentations
- ✗ 3-Day Full Conference Program Access
- ✗ 3-Hour Pro Workshop of choice
- ✗ Platinum Party Pass - includes 3 Platinum Party Tickets
- ✗ VIP Perks

ADVANCE RATE:

\$129

ENDS MAR 25

ONSITE: \$149

À LA CARTE OPTIONS

Workshop:	\$125
Bootcamp:	\$299
Back of House Tour:	\$149
Trainings & Tastings:	\$149
Certification:	\$125
Platinum Party Pass: Individual Party Tickets \$39	\$69

**BEST
VALUE!**

REGISTRATION QUESTIONS? CALL US AT (877) 398-6942 OR EMAIL US AT NIGHTCLUBBARSHOW@XPRESSREG.NET

VISIT NCBSHOW.COM/REGISTER



NIGHTCLUB &BAR

CONVENTION / TRADE SHOW

MARCH 27-29
2017
LAS VEGAS
CONVENTION
CENTER

REGISTER TODAY & SAVE
AT NCBSHOW.COM/REGISTER



FIND US @NIGHTCLUBBAR AND TAG US #NCBSHOW17