

# NIGHTCLUB&BAR

CONVENTION / TRADE SHOW

MARCH 27 -29, 2017  
LAS VEGAS CONVENTION CENTER



**FOR IMMEDIATE RELEASE:**

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## 2017 NIGHTCLUB & BAR SHOW PARTNERS WITH NONPROFIT ART BEYOND THE GLASS

*Showcases the artistic talents of bartenders outside the bar*

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**Las Vegas – Nightclub & Bar Convention and Trade Show** has partnered with nonprofit **Art Beyond the Glass (ABTG)** to showcase the artistic talents of bartenders outside the bar at next year’s convention, taking place March 27-29, 2017 in Las Vegas.

The 2017 show will feature a dedicated Art Beyond the Glass space on the show floor where skilled bartenders from across the country will display their paintings, photos, music and more. Leading bartenders will also be on hand serving specialty cocktails and illustrating the art of drink making.

“We’re so excited to showcase the artistic creativity of the bar industry at the 2017 Nightclub & Bar Show,” remarked Daniel Djang, who co-founded Art Beyond the Glass with Zahra Bates in 2011. “Art Beyond the Glass just celebrated its five-year anniversary and expanded to cities outside L.A. for the first time. Our partnership with Nightclub & Bar Show and high profile presence at the convention will help us continue to grow and bring ABTG to vital bar communities across the country.”

Every Art Beyond the Glass event raises awareness and funds for arts-based nonprofit organizations by highlighting the creative endeavors of bartenders when they’re not mixing drinks. Since its inception, Art Beyond the Glass has donated over \$98,000 to various cultural nonprofits. These projects include arts education, saving a nonprofit from closing, and restoring *Struggles of the World*, one of the landmark freeway murals created during the 1984 Summer Olympics in Los Angeles.

“We are honored to raise awareness of the amazing talents and inspiring work set forth by the creative minds behind Art Beyond the Glass,” remarked Thom Greco, chairman of the Nightclub & Bar Convention and Trade Show Advisory Board. “We hope the bartender-created artwork on display will inspire more people in the industry to pursue their passions outside the bar.”

In its 32<sup>nd</sup> year, the Nightclub & Bar Show is the world's largest gathering of bar, nightlife and beverage professionals. The show offers industry professionals the opportunity to connect with suppliers, network with new businesses, discover new products and gain critical skills to ensure their success in the dynamic bar and nightclub industry. For those interested in attending the show or for more information, please visit [www.ncbshow.com](http://www.ncbshow.com).

#### **About Nightclub & Bar Media Group**

Nightclub & Bar Media Group, a division of Boston, MA based Questex LLC, is the go-to resource for the on-premise professional. Mirroring the fast-paced, trend-setting nature of the beverage industry, Nightclub & Bar has been providing the specific tools bar professionals, owners and managers need to grow their businesses, compete, and succeed in this hyper-competitive and dynamic industry for over 30 years. Nightclub & Bar Media Group produces the Nightclub & Bar Show ([www.ncbshow.com](http://www.ncbshow.com)), VIBE Conference ([vibeconference.com](http://vibeconference.com)), Nightclub & Bar Top Rated Lists ([www.nightclub.com/category/ncb/scene/top-rated](http://www.nightclub.com/category/ncb/scene/top-rated)), Nightclub & Bar Awards, and produces daily content on [www.nightclub.com](http://www.nightclub.com).

#### **About Art Beyond the Glass**

Art Beyond the Glass ([www.artbeyondtheglass.com](http://www.artbeyondtheglass.com)) is the brainchild of Zahra Bates (Courvoisier National Brand Ambassador) and Daniel Djang, founder and editor of the award-winning cocktail and spirits blog, Thirsty in LA. Bates and Djang created Art Beyond the Glass as an opportunity for top bartenders to express and showcase their creative pursuits, while also giving back to the community in a powerful way and supporting the arts overall.

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