

NIGHTCLUB&BAR

CONVENTION / TRADE SHOW

MARCH 27 -29, 2017
LAS VEGAS CONVENTION CENTER

FOR IMMEDIATE RELEASE

Oct. 19, 2016

NIGHTCLUB & BAR SHOW ANNOUNCES REGISTRATION IS OPEN FOR 2017 EVENT!



LAS VEGAS – Early bird registration is now open for the 2017 [Nightclub & Bar Convention and Trade Show](#) – the largest and most influential gathering of on-premise bar and nightlife professionals in the nation, taking place March 27-29, 2017 at the Las Vegas Convention Center in Las Vegas, NV.

Nightclub & Bar Show will continue to bring the latest technologies, products and strategies for hospitality professionals in the bar, restaurant and nightlife space to the forefront. The 2017 event will host more than 600 exhibitors on its innovative [expo floor](#) and bring top experts to speak and engage in the industry’s leading [conference program](#).

“By attending Nightclub & Bar Show, industry professionals have the ultimate opportunity to take their business to the next level,” remarked Thom Greco, chairman of the Nightclub & Bar Convention and Trade Show Advisory Board. “The 2017 show will offer attendees more workshops, trainings, exhibitions and networking opportunities than ever before.”

The 2017 [Conference Program](#) will feature 75 educational sessions allowing attendees to focus on topics of particular importance to their business. Each session will be grouped into one of seven tracks: *Bartending & Mixology; Marketing &*

Promotions; Operations & Profitability; Beer, Food & Wine; On-Premise 360; Management, Liability & Legalities; and Social Media. In addition, six workshops, offsite trainings, certifications, back-of-house tours, boot camps and more have been specifically designed to help professionals keep current with the fast pace of change.

New to the expo floor is the F&B Innovation Center, with The Middleby Corporation as the Official Food Equipment Sponsor. Open to all attendees, the F&B Innovation Center will feature a dedicated expo area of food, food service equipment and wine suppliers, access to expert demonstrations, pairings, Chef meet and greets and much more.

In 2017, Nightclub & Bar Show attendees will also have the opportunity to choose an experience at the show, allowing attendees to find the booths, educational offerings and other happenings during the show that are most important to them. The four new Experiences can be explored here: [Bar Experience](#), [Beer Experience](#), [Mixology Experience](#) and [Nightlife Experience](#).

From a Welcome Kickoff Party at DAYLIGHT Beach Club to Platinum Parties at Marquee Nightclub, Omnia and Surrender Nightclub, the 2017 show will reaffirm Nightclub & Bar Show's reputation for throwing some of the top parties and networking events of the year at Las Vegas' premier nightlife destinations.

Industry professionals are encouraged to register early for the 2017 event. Early Bird Pricing is available through February 6, 2017.

Early Bird Rates:

Expo Pass - \$99

Conference Pass - \$399

VIP Pass - \$549

For more information or to register, visit: 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), VIBE Conference (vibeconference.com), Nightclub & Bar Top Rated Lists (www.nightclub.com/category/ncb/scene/top-rated), Nightclub & Bar Awards, and produces daily content on www.nightclub.com.

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