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NIGHTCLUB&BAR

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

MARCH 27 -29, 2017
LAS VEGAS CONVENTION CENTER

PLAN THE ULTIMATE NIGHTCLUB & BAR SHOW EXPERIENCE

Tweet it: Business changing experiences launch at 2017 @NightclubBar Show 3/27-29 2017 in Las Vegas! #FindYourExperience ncbshow.com/experience

LAS VEGAS — Leading industry experts have come together to curate the top Bar, Nightlife, Mixology and Beer related educational offerings, networking events, workshops and Expo Hall highlights at the [2017 Nightclub & Bar Convention and Trade Show](#), taking place March 27 – 29, 2017 at the Las Vegas Convention Center in Las Vegas, NV.

In an effort to help industry professionals plan ahead and tailor their time at the show to the needs of their business, Nightclub & Bar Show has rounded up the top events and happenings at the 2017 show and divided them into four unique attendee experiences:

- **Bar Experience:** Featuring a collection of offerings that all bar owners, operators and professionals are highly encouraged to check out to create the ultimate show experience. Educational and offsite highlights include seven conference tracks, National HOST Security Certification, a beginner workshop and five professional workshops covering topics such as staff coaching and growth, bar design and marketing. Exhibit Hall recommendations include the new F&B Innovation Center, Emerging Brands and New Products Pavilion. Sponsors of the Bar Experience include Food & Beverage Innovations, Gratuity Solutions, Partender and Revention.
- **Nightlife Experience:** The essential guide to growing a profitable entertainment venue and making music and lighting the ultimate backdrop. In addition to various nightlife events such as three Platinum Parties taking place at Marquee Nightclub & Dayclub, OMNIA Nightclub and Surrender Nightclub, recommendations for the ultimate Nightlife Experience include a Nightclub Bootcamp at JEWEL Nightclub and Back of House Tours at Caesars Palace and Wynn Las Vegas & Encore Resort. The Nightlife Experience is sponsored by Sparktacular Distribution.
- **Mixology Experience:** Created for those looking to keep their craft ahead of the curve. The USBG Shake It Up Classic & Flair Competitions as well as a pro workshop, presented by Bobby Heugel from the Clumsy Butcher and Terry Williams of Anvil Bar & Refuge, focus on cocktail costs and creating pricing strategies to drive revenue are highly recommended for this experience. Sponsors include Diageo, Jägermeister and Tequila Exotico.

- **Beer Experience:** Tap into your craft and create profitable relationships with beer distributors, makers and suppliers at the Beer Experience. The Craft Brewers Pavilion and the Beer, Food and Wine conference track are highly recommended for those interested in the world of beer.

For a complete look at all four experiences, visit [Nightclub & Bar Show Experience](#). Early bird registration for the 2017 show is open now at www.ncbshow.com.

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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](#), [VIBE Conference](#), [Nightclub & Bar Top Rated Lists](#), Nightclub & Bar Awards, and produces daily content on www.nightclub.com.

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