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Texas Restaurant Association Marketplace partners with Nightclub & Bar Convention and Trade Show

(Austin, TX) – As the landmark 80th TRA Marketplace approaches July 9-10 at the Kay Bailey Hutchison Convention Center in Dallas, an exciting new partnership has been forged with the renowned Nightclub & Bar Show, a division of Questex LLC. For over 30 years, Nightclub & Bar Show has been the nation’s most influential gathering of bar, nightlife, hospitality and beverage professionals (www.ncbshow.com).

The partnership is a natural fit between the complementary groups and in addition to cross promoting each other’s events, partnership highlights include booth discounts and other perks for exhibitors who participate in both shows, plus exciting events, education and networking opportunities for guests.

A new, dedicated Nightclub & Bar Show area will be created at TRA Marketplace, adjacent to the popular Craft Beverage Pavilion, showcasing the latest in industry trends and education. Nightclub & Bar Show will also provide continuing education sessions on each day of the Marketplace on the main education stage, and will sponsor an opening night event. Proceeds from a raffle will be graciously donated by Nightclub & Bar Show to the TRA Education Foundation.

“New partnerships like this are extremely exciting, as they result in the top minds from the restaurant, foodservice, bar and nightlife industries all coming together in one spot,” remarked Questex President and CEO, Kerry Gumas. “By bringing together such complementary industries, attendees and exhibitors have unlimited opportunity to take their business to the next level.”

TRA Marketplace will also have a presence at the Nightclub & Bar Show exhibit hall floor, with a ‘Taste of Texas’ pavilion at the Las Vegas Convention Center, taking place March 28-29. This is the bar professional’s one stop shop to learn about new products, technology and trends in the industry.

“We’re thrilled to be partnering with the Nightclub & Bar Show,” says Andrea Bahr, Vice President of Exposition and Trade Shows. “They are respected industry leaders and we look forward to leveraging their ideas, energy and best practices. It is a rare, invaluable opportunity for exhibitors and guests alike to learn, do business and solve problems creatively. This partnership will both inspire and motivate those in the industry to grow and succeed.”

The largest foodservice in the Southwest, TRA Marketplace was most recently announced the winner of two national awards – fastest-growing show (attendance) overall, and also within the association industry, by the Trade Show News Network (TSNN), a respected industry authority.

Part tradeshow, part conference, TRA Marketplace includes over 500 exhibiting companies participating, showcasing everything from artisan food products and craft beverages to linens, mobile technology, security, kitchen equipment, supplies and even food trucks.

The event attracts thousands of restaurateurs, chefs, educators and industry executives from schools and universities to fine dining, to fast casual, gathered to network, purchase, browse and learn during the two-day show.

About the Texas Restaurant Association

The Texas Restaurant Association was formed in 1937 to serve as the advocate in Texas and the indispensable resource for the foodservice industry. Today, as a leading business association, TRA represents the state's \$52.4 billion restaurant industry, which is comprised of 42,500 plus locations and a workforce of 1.2 million employees. Along with the Texas Restaurant Association Education Foundation, the Association represents, educates and promotes the growing industry.

www.txrestaurant.org.

About the 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