

FOR IMMEDIATE RELEASE:

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NIGHTCLUB&BAR

CONVENTION / TRADE SHOW

MARCH 27 -29, 2017

LAS VEGAS CONVENTION CENTER

NIGHTCLUB & BAR CONVENTION AND TRADE SHOW ANNOUNCES EXCLUSIVE 2017 NETWORKING EVENTS AND PLATINUM PARTIES

LAS VEGAS – Nightclub & Bar Convention and Trade Show gives attendees the chance to experience exclusive networking and nightlife events with a-list performances at Las Vegas' most popular nightlife destinations throughout the week of the convention. The events begin on Sunday, March 26 and go through Wednesday, March 29, complete with an industry pool party, a welcome kickoff party and various Platinum Parties that span the three-day trade show. This year's networking and nightlife lineup includes:

SUNDAY, MARCH 26

Industry Pool Party

Wet Republic Ultra Pool, MGM Grand

11 a.m. – 6 p.m.

Vegas' hottest daytime destination, WET REPUBLIC at MGM Grand will host the industry exclusive pool party just before the convention kicks off. To enter the party, attendees must show their badge or display their registration email confirmation at the door. Guests who arrive by 2 p.m. will receive complimentary cover and expedited entry.

MONDAY, MARCH 27

Networking Event

Beauty & Essex, The Cosmopolitan of Las Vegas

5 – 7 p.m.

Beauty Mondays: Drink Specials at Beauty & Essex inside The Cosmopolitan of Las Vegas. Beauty & Essex is a new addition to the Las Vegas dining and nightlife scene, providing top-shelf cocktails and elegant cuisine in an intimate, jewel-toned setting. Attendees receive two for one cocktails in Pawn or Pearl Lounges or complimentary glass of sparkling wine with purchase of dessert.

Welcome Kickoff Party

Foxtail Pool, SLS Las Vegas

7 – 10 p.m.

Nightclub & Bar Show will kick off the convention at the Foxtail Pool at SLS Las Vegas during the official Welcome Kickoff Party. Guests are treated to live entertainment by premier 80's tribute band, Knyght Ryder, and sponsor provided drinks while connecting with exhibitors, attendees, sponsors and speakers. Kickoff Party sponsors include Arclite, ADJ, Black Horn LLC, BubbleLick™, D.A.S., DIAGEO, Exotico® Tequila, Jägermeister, Jevo, LoveHandle®, Southern Glazer's Wine and Spirits, Tiki Sangria, TOSSWARE®, United States Bartenders' Guild, UPTIME ENERGY, INC., ZAMACA and more added weekly. One Welcome Kickoff Party ticket is included with each attendee, exhibitor and speaker registration. Additional tickets can be purchased for \$39 each during online registration.

Platinum Party

Marquee Nightclub, The Cosmopolitan of Las Vegas
9 p.m.

The first of three Platinum Parties begins at Marquee Nightclub inside The Cosmopolitan of Las Vegas. In addition, hip-hop star and rapper Ty Dolla \$ign will keep guests dancing all night long as he performs all of his best hits backed by Marquee's one of a kind four-story LED screens and projection walls. Sponsors include DIAGEO, CÍROC Summer Colada, Smirnoff Spiked Sparkling Seltzer, Crown Royal Vanilla and Elation Professional.

TUESDAY, MARCH 28

Networking Event

Vista Cocktail Lounge, Caesars Palace
8 – 10 p.m.

Nightclub & Bar Show presents an exclusive networking event between industry colleagues for convention attendees at Vista Cocktail Lounge inside Caesars Palace. The upscale destination offers guests an immersive cocktail experience featuring world-class mixology and state-of-the-art technology taking patrons on a visual journey across the globe. Guests who show their badge can take advantage of two for one cocktail specials.

Platinum Party

OMNIA Nightclub, Caesars Palace
9 p.m.

After the expo floor's official opening, attendees can celebrate with Tuesday's Platinum Party at OMNIA Nightclub inside Caesars Palace. Set inside this award-winning Las Vegas nightlife destination, guests are treated to complimentary beverages provided by Tuesday's Platinum Party sponsors, including Exotico® Tequila, Jägermeister and Partender. Attendees are also treated to a live performance by top dance music artist, Kaskade.

WEDNESDAY, MARCH 29

Platinum Party

Surrender Nightclub, Encore Las Vegas
9 p.m.

The finale of the Nightclub & Bar Show and last destination in the Platinum Party lineup is at Surrender Nightclub at Encore Las Vegas. Guests will receive complimentary beverages provided by Wednesday's Platinum Party Sponsors, including CÎROC Summer Colada, DIAGEO, Smirnoff Spiked Sparkling Seltzer, GoVino, Crown Royal Vanilla, and Southern Glazer's Wine and Spirits. The night ends with an exciting performance by electronic dance music star, RL Grime.

All registered guests must be 21 years and older and can visit the [Nightclub & Bar website](#) to purchase individual Welcome Kickoff Party tickets (\$39), a VIP Pass (\$599) that includes a Platinum Party ticket for each night or a Platinum Party Pass (\$69) that allows entry into all three nights of Platinum Parties. Sponsor products are of limited supply so attendees should arrive early for complimentary beverages. To access the full schedule of Nightclub & Bar Show events, visit the Nightclub & Bar Show website [here](#).

The 2017 Nightclub & Bar Convention and Trade Show brings the world's largest gathering of nightlife, food, beverage and hospitality professionals to Las Vegas March 27-29, 2017. Industry professionals have endless opportunities to connect with suppliers, network with businesses from around the world, discover new products and gain insider knowledge from experts in the dynamic nightclub and bar industry. For those interested in attending the show or for more information, please visit 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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