

# NIGHTCLUB & BAR SHOW

June 28-30, 2021  
RENAISSANCE HOTEL /  
LAS VEGAS

*NEW!*

# BOARDROOM

Let Nightclub & Bar Show shorten your sales cycle. Boardrooms are intimate opportunities for manufacturers and distributors to host roundtable style discussions with groups of prospective buyers and 1:1 sessions with target lists of high-end prospects.

## HOW IT WORKS?

### NC&B SHOW WILL

- ✓ Co-host a roundtable session over lunch or cocktail hour with a targeted list of 7-10 customers that your organization is trying to reach and sell to;
- ✓ Lead the process of recruitment for these people/companies, with personalized invitations to the event with a hosted buyer concierge approach;
- ✓ Work with your company to create the discussion guide for the roundtable and will help organize one/one meetings where needed;

**✓ No. 1 priority is to help move prospective buyers through your sales funnel!**

### HOSTED BUYER PERKS

- Hosted buyers receive guided tours through the Nightclub & Bar Show Expo Floor (Las Vegas Convention Center), VIP Passes to all events and potential speaking opportunities on main stage or NxT Bar of The Future environment, and high-level conference sessions covering topics such as:
- ✓ Building Infrastructure for Restaurant of the Future
  - ✓ Leveraging Tech to Power Guest Loyalty & Experience
  - ✓ Securing Credit: What Banks Are Looking for in Restaurants
  - ✓ Financial Strategies for Expanding from 2-15 Units
  - ✓ Determine Your Operation's Valuation: Five Key Metrics
  - ✓ Delivery Evolved- How to Plan and Thrive

### SPONSOR DETAILS

- ✓ Define list of 10-20 key buyers you want to meet
- ✓ Nightclub & Bar leads the invite process for confirming hosted buyers
- ✓ Private Nightclub & Bar Boardroom at the event with listing in the onsite Show Guide
- ✓ Luncheon or Cocktail reception with lunch/light appetizers and beverages of choice
- ✓ Ability to schedule other meetings in your Boardroom and meet with additional customers from the Nightclub & Bar Show Expo Floor

### INVESTMENT

\$25,000-\$50,000



*SPOTS ARE LIMITED!*

SALES DIRECTOR

**TIM MCLUCAS**

tmclucas@questex.com  
617-219-8348

NCBSHOW.COM