

FOR IMMEDIATE RELEASE:

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2018 NIGHTCLUB & BAR CONVENTION AND TRADE SHOW BRINGS EXPANSIVE EXPO FLOOR, HIGH-ENERGY COMPETITIONS, A RED CARPET AND MORE TO LAS VEGAS

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LAS VEGAS – The 2018 Nightclub & Bar Show, the most influential gathering of hospitality, bar, nightlife and beverage professionals, offers the most elite expo floor exhibit with hundreds of vendors, bartender and DJ competitions, ribbon cuttings and product launches when it returns to the Las Vegas Convention Center **Monday, March 26 through Wednesday, March 28.**

The expo hall will officially kick into action on Tuesday, March 27 at 11:45 a.m. with a red-carpet event filled with industry and local celebrities followed by NFL Analyst and CEO Quarterback, **Ron Jaworski**, cutting the ribbon to officially open the Expo Floor to attendees at Noon. The red carpet and ribbon cutting ceremony are sponsored by **American DJ** and **Lytepost**.

Expo Floor:

The 2018 expo floor will host hundreds of exhibitors showcasing top-of-the-line products, concepts and brands to assist and improve a variety of businesses. Guests will have the opportunity to build relationships with suppliers, ask questions and experience how products work first-hand as they roam the expo floor, including market specific areas: **Craft Brewers Pavilion, Emerging Brands Pavilion, New Product Pavilion, e-Sports & Gaming** and **THC2 The Hospitality of Cannabis**.

Products on the show floor include:

- Spirits, Beer and Wine
- Bar Supplies
- Alcohol-free Beverages
- Glassware
- Food
- Foodservice Equipment
- Décor and Furnishings
- Lighting and Sound
- Technology/POS
- Music/Video/Entertainment Programming
- Security and Insurance
- Cleaning and Maintenance
- Financial Services
- Apparel
- Marketing and Promotions
- Media Apps
- Cannabis-Infused Products

In addition, the **F&B Innovation Center**, with The Middleby Corporation as the Official Food Equipment Sponsor and Chefs Warehouse as the Exclusive Ingredient Sponsor, returns with some of the best chefs in the industry Tuesday, March 27 and Wednesday, March 28. Attendees will be welcomed by Chef

Brian Duffy, Duffified Experience Group, followed by a series of food demonstrations from Chefs across the country.

Competitions:

Attendees are invited to the **Main Stage** on the Expo Floor on Tuesday, March 27 from 1 to 5 p.m. to see the **United States Bartenders Guild's SHAKE IT UP!** competition as world class mixologists and bartenders compete in front of a panel of judges to represent the United States at the World Cocktail competition, sponsored by **ADJ, TrueCubes, Finest Call and Real.**

On Wednesday, March 28, attendees are encouraged to witness the **"Art of the DJ"** showcase in the Expo Hall from 4 to 5 p.m., featuring DJ Exodus and local Las Vegas DJs Cyberkid, CIA and Josh Bliss. Guests will have the opportunity to take an inside look at new DJ trend as the artists exhibit a variety of skills and styles of DJing. The DJ Showcase is sponsored by **Limelite Proaudio** and **Magnum Music Group.**

The Nightclub & Bar Show, March 26-28, 2018 is the world's largest gathering of bar, nightlife and beverage professionals, offering attendees the opportunity to network with innovative and accomplished speakers, new businesses, connect with suppliers, discover new products and gain critical perspective and skills to ensure success in the dynamic bar and nightclub industry. For those interested in attending the show or would like more information, please visit registration, sponsored by **Partender**, at www.ncbshow.com/register

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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 Awards, and produces daily content on www.nightclub.com.

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