

FOR IMMEDIATE RELEASE:

Dec. 17, 2019



THE 2020 NIGHTCLUB & BAR SHOW ANNOUNCES SPONSORS AND SHOW FLOOR ACTIVATIONS

Tweet It: Dive into all things F&B and explore sponsors and new activations on the show floor at the 35th edition of [@NightclubBar](#) (March 30 - April 1); including White Claw Hard Seltzer, Heineken, Truly Hard Seltzer (known for their Truly brand) and more! View the full list of sponsors [here](#).

Las Vegas— The 2020 Nightclub & Bar Show announces the highly anticipated list of show floor sponsors and activations, on the heels of Jenny McCarthy’s announcement to cut the ribbon and open the show (March 30 - April 1). During the 35th edition of the largest and most influential gathering of bar, restaurant and beverage professionals, over 500 of the industry’s most critically acclaimed brands will be present and on display throughout the three-day show. Attendees will experience sponsorship activations that show-off the newest creative offerings in the food and beverage industry.

The 2020 Nightclub & Bar Show will feature an all new-expo floor zone – NxT– where guests will experience the next phase of the food and beverage industry showcasing the coolest creations, trends and developments in a non-traditional environment. This area will serve as the ultimate destination for any owner or operator seeking to grow their business in a whole new way. The sponsorships of the NxT area will include **Heineken, Truly Hard Seltzer (with their Truly brand), American Nightlife Association** in partnership with **Intel**, who will be bringing 40 cutting-edge hospitality startups as part of an “Innovation Pavilion,” and more.

The Food & Beverage Innovation Center, known as the go-to spot for the restaurant industry’s latest collection of innovative ingredients, technology, equipment, and beverage trends, will be sponsored by **Hormel Foodservice**. In addition, the Wine Café, serving as the must-see picnic themed spot for the latest wine products, will be sponsored by **Wineemotion**. Guests can sample the latest and coolest wine products - red, white or champagne in a glass or can and learn how these trending products can expand sales for any bar or restaurant.

White Claw Hard Seltzer, an alcoholic seltzer water beverage owned by Mark Anthony Brands, which also owns Mike's Hard Lemonade, will also be a sponsor of the 2020 Nightclub & Bar Show.

Additional Nightclub & Bar Show sponsors include:

Dominance Sponsors:

- White Claw Hard Seltzer
- American Nightlife Association

- Heineken
- Intel
- LA Fund
- Truly Hard Seltzer

Experience Sponsors:

- The Middleby Corporation

Presence Sponsors:

- Blondies
- In The Mix Magazine
- Tequila Exotico
- Open Water
- Sammy's Beach Bar & Grill

For a full list of sponsors and additional information about the 2020 Nightclub & Bar Show, follow the link [here](#).

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About Nightclub & Bar Show

Nightclub & Bar Show is owned by Questex and is the go-to resource for the bar and restaurant industry. Mirroring the fast-paced, trend-setting nature of the hospitality industry, Nightclub & Bar has been providing the specific tools bar and restaurant owners, operators and managers need to grow their businesses, compete, and succeed in this hyper-competitive and dynamic industry. Nightclub & Bar Show is part of the Bar & Restaurant Group, a division of the Questex Hospitality Group which also produces VIBE Conference, Nightclub & Bar Awards, and daily content on www.nightclub.com.

About Questex

At Questex, we are passionate about driving business outcomes. We connect buyers and sellers and help both achieve their goals. We are online, on devices and live with experiential engagements. We understand the buyer's behavior and evolving needs and connect them with the seller through continual touchpoints. From discovery through purchase and purchase through advocacy, we supply unmatched access, insight, engagement and turnkey solutions all in one place.