

FOR IMMEDIATE RELEASE:

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**HOSPITALITY MAVERICK, CELEBRITY AND ENTREPRENEUR,
JON TAFFER NAMED CHAIRMAN FOR
NIGHTCLUB & BAR CONVENTION AND TRADE SHOW**



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Tweet it: Don't shut it down, open it up! @JonTaffer returns to lead the @NightclubBar Show in Las Vegas as Chairman of the show! #NCBShow2019 Get your tix here: <https://bit.ly/2DWnbEV>

Las Vegas—Questex's Nightclub & Bar Media Group welcomes **Jon Taffer**, CEO of Taffer Dynamics, host of Paramount Network's hit television show "Bar Rescue," and entrepreneur as the chairman of the Nightclub & Bar Show. At the helm of command as the Chairman for one of the largest bar and nightlife shows in the industry, Taffer brings more than 30 years of industry expertise to the event.

"For more than 30 years the Nightclub & Bar Show has revolutionized the nightlife and hospitality industry across the world. We are seeing the business of the industry rapidly change, and I am excited to come on board leading up to the NCB Show's 35th anniversary in 2020," said Nightclub & Bar Show Chairman, Jon Taffer. "This year's event will kick off the 35th anniversary campaign, which is bringing a new theme to the show – focusing on Promotions and Innovation. The opportunity to be part of an event that has such an impact in the industry has never been greater, and I look forward to working with the team and bringing elevated experiences to the show and attendees."

Taffer has been involved with the NCB Show for more than three decades after being one of the founding board members and President. During the 2019 Nightclub & Bar Show, Taffer will be on the exhibit floor shaking hands, presenting a 45 minute "Ask Jon" session on the Main Stage, and hosting interviews with vendors, offering listeners exclusive and behind the scenes content to the show.

The Nightclub & Bar Show returns to Las Vegas March 25 - 27, offering the world's largest gathering for bar, nightlife and beverage professionals in the industry. The event offers an extensive and comprehensive educational series alongside masterful speakers for industry professionals to gain insight on new trends and products, attend speaker sessions and network amongst the top professionals in the dynamic bar and nightclub industry. For those interested in attending the show or for more information, please visit www.ncbshow.com.

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About Jon Taffer

As an international celebrity, *New York Times* Best Selling Author, business owner and a highly sought-after hospitality and general business consultant, Jon Taffer has cemented himself as a leading industry expert. For more than four decades, Taffer's success stems from consulting hundreds of thousands of properties and Fortune 500 companies to creating what industry experts call "the greatest nightclub in the world," to changing the game of football for its fans, forever with the creation of football's "Sunday Ticket." As the creator, host and Executive Producer of "Bar Rescue" on the new *Paramount Network*, currently in its sixth season, Taffer has led the show to account for nearly 25 percent of the network's programming and over 90 million viewers.

Concurrently, Jon runs Taffer Dynamics, his business advisory firm where he has consulted for a range of well-known establishments and brands, including Anheuser-Busch, The Home Depot, Ritz-Carlton, Hyatt, Marriott, Holiday Inn, Sheraton, Intercontinental, Fridays, Buffalo Wild Wings, Famous Dave's Barbecue, Wolfgang Puck Express and currently a strategic advisor to the National Restaurant Association.

Throughout his more than 35-year career, Taffer has received a variety of awards and accolades, including the Nightclub & Bar's Operator of the Year Award, Visionary Leader Award, and Property of the Year award (twice). In addition, he received the first-ever Dom Perignon Award of Excellence from the William F. Harrah College of Hotel Administration at the University of Nevada, Las Vegas.

To stay up to date with the latest news surrounding Jon Taffer and his various business ventures, visit JonTaffer.com and follow him on [Facebook](#), [Twitter](#) and [Instagram](#).

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.

About Questex LLC

Questex LLC is a leading global business information and events company serving corporate clients and industries that are driving economic growth and business innovation around the world. The company

drives business investment, innovation and demand creation in the markets it serves by bringing together investors, buyers, sellers and professionals through its over 125 trade shows, conferences and hosted buyer events. Questex complementary digital media and data assets enable the company to engage with key decision-makers in its core markets year-round. For additional information, visit company's website, www.questex.com.

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