

NIGHTCLUB & BAR

CONVENTION / TRADE SHOW

LAS VEGAS CONVENTION CENTER
MARCH 25-27, 2019
NCBSHOW.COM



2019 PAVILION PACKAGE:

CRAFT BEER PARK

The Nightclub & Bar Convention and Trade Show annually brings together thousands of industry professionals from the on-premise and beverage community to Las Vegas to discover new products & trends in the industry.

The Craft Beer Park will provide Craft Brewers & Cider Companies the opportunity to gain easy, cost-effective exposure in front of this powerful audience of on-premise owners and operators.

Located on the Expo Hall of the Nightclub & Bar Show, this package provides the opportunity to gain easy, cost-effective visibility and exposure in front of the Nightclub & Bar Show audience of on-premise owners and operators.

This complete package offers you the following benefits:

- No hassle, ready to go area with display table, carpet, ice and plenty of promotion
- Pre-Show and Onsite Marketing to Help Drive Attendees to this Dedicated Area
- Saves you Time, Saves you Money – Let's You Focus on Selling Your Brand!



AUDIENCE SNAPSHOT

- 84% Senior Level Buyers
- 91% Purchasing Power
- 53 Countries Represented
- 46% Bar/Pub/Tavern/Lounge/Sports Bar
- 52% Owner/President/CEO/Partner
- 58% Single-Unit Operator Establishments



INVESTMENT:
\$1,395

PAVILION PACKAGE INCLUDES THE FOLLOWING

- Prominent show floor location in the Craft Beer Park area
- Opportunity to bring bottles or your own jockey box coolers for kegs
- One (1) 6' Draped Table
- Standard Pavilion Carpet
- Company and Product Listing in the Show Directory*
- Company and Product Listing on the Event Website
- Dedicated page in Show Directory promoting the pavilion, listing all participants & booth number*
- Dedicated page on Event Website promoting the Craft Beer Park, listing all participants & booth number
- Pavilion Area promotion included in (1) dedicated pre-show email to attendees*
- One Plastic Lexan tub included
- (1) Hand Washing/Sanitation Station Kit**
- Up to 40 lbs per day of ice included
- Up to 400 lbs of Material Handling for your product
- A Craft Beer Park Sign will be flown over pavilion location as well as additional signage within the convention center promoting this area

* Must be signed up by February 1, 2019 to be included on pavilion sign
**As required by LVCC and Centerplate for beverage sales.

85%
OF ATTENDEES
PURCHASED/PLAN TO
PURCHASE A PRODUCT*

CRAFT BEER + CIDER
ARE AMONG THE TOP 3
PRODUCTS ATTENDEES
PLAN TO PURCHASE*

"Our first Nightclub & Bar Show and we were impressed with the amount of traffic by the booth as well as the engagement from owners and buyers regarding craft beer, looking forward to next year!"
- JR Wheeler, National Accounts, Odell Brewing Company

*Data from the 2018 Post Show Summary Report & Survey.