

# NIGHTCLUB & BAR SHOW

MARCH  
30-APRIL 1,  
2020

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, South Hall), 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