NIGHTCLUB &BAR

CONVENTION / TRADE SHOW

2020 SPONSORSHIP OPPORTUNITIES

BRANDING / SPECIAL EVENTS & SHOW FEATURES / DIGITAL MEDIA

NIGHTCLUB &BAR

CONVENTION / TRADE SHOW

LOCATION:
Las Vegas Convention Center,
Las Vegas, NV

SHOW DATES:
OCTOBER 19-21, 2020

EXPO DATES & HOURS:
Tuesday, October 20
12:00pm-6:00pm

Wednesday, October 21
12:00pm-5:00pm

WAYS TO ENGAGE WITH THE WORLD'S LEADING BAR EVENT.

WE'LL GET ATTENDEES TO THE EVENT, BUT HOW WILL YOU GET IN FRONT OF THEM?

Nightclub & Bar Show offers numerous sponsorship opportunities to expand your presence in the ever-growing bar and nightlife industry marketplace.

We encourage all companies, regardless of size, to consider a sponsorship as a way to expand your presence in the ever-growing industry marketplace. Sponsorships are available at many investment levels.

Don't see a sponsorship opportunity that you're interested in? Please contact Nightclub & Bar Show to create a custom sponsorship opportunity or package that fits your needs.

NEW FEATURES & CONFERENCE SPONSORSHIPS

CONFERENCE TRACK SPONSORSHIP

$14,995 for Dominance Sponsorship (Exclusive) – includes: 3 speaking sessions (one per day), lead scans of all attendees on 3 days (14 sessions), branding as Dominance Sponsor of track

$7,950 for Experience Sponsorship (Exclusive) – includes 1 speaking session and leads scans of all attendees on one day (5 sessions)

Position your company as an industry leader by leading education sessions within your choice of conference track at Nightclub & Bar Show. Showcase your expertise by co-presenting case studies with customers and share solutions for leading bar and restaurant challenges.

Includes:

- 40 to 50-minute sponsored education presentation in track of your choice (Operations, Marketing, People & Staffing, Guest Experience, Food & Beverage)
- Contact details of all scanned session attendees in track
- Sponsor recognition as Track Sponsor on pre-event email promotions, NCB Show website, on-site signage
- Sponsor recognition in printed show directory
- 1x post on Facebook and Twitter featured on @nightclubbar channels (combined total reach of 27,500+ followers). Sponsor to provide image, copy and links

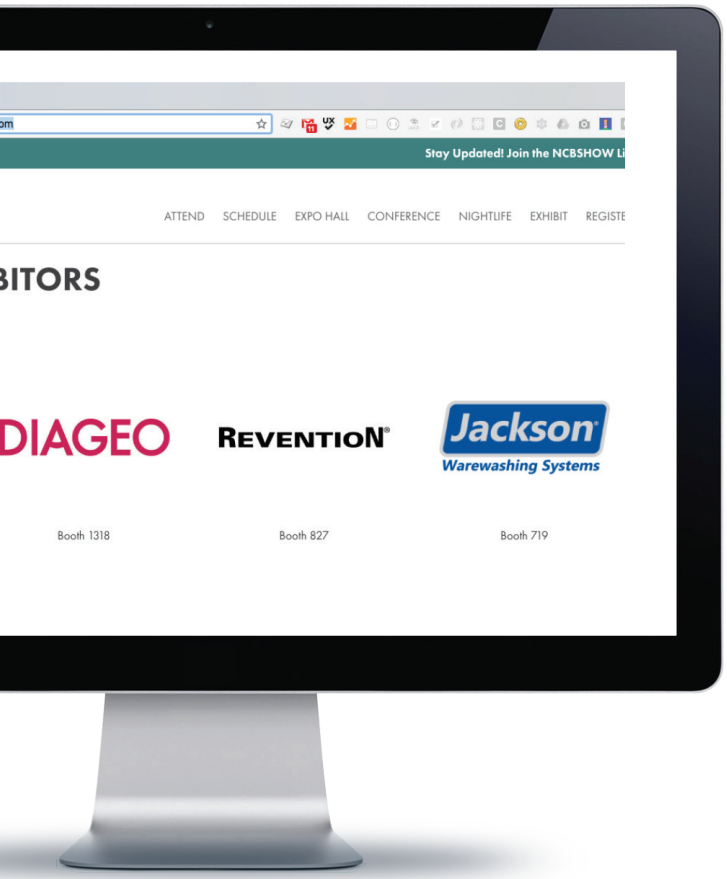
KEYNOTE SPONSORSHIP

$25,000

Each year, Nightclub and Bar Show's annual Keynote, brings together the most influential operators in the bar and hospitality industry, attracting a key audience of 800-1,000 attendees. Exclusive Keynote Sponsorship provides a custom opportunity to position your brand in front of the largest bar and hospitality industry audience in the United States, eager to understand the latest trends, best practice and opportunities to help them grow their business.

The program includes full pre-event, on-site and post show promotion, presenting your sponsorship message to the industry and connecting with operators across the US through a mix of promotional channels. Includes scanned contact details of attendees.

BRANDING



FEATURED EXHIBITOR
$315 each

For the budget conscious exhibitor looking to get added visibility before the show! Featured Exhibitors are listed on a dedicated page on the official event website, with a dedicated link under the menu bar, and link on the home page. Registered and prospective attendees all visit this page to see what companies will be exhibiting at the show! Make sure they see your company logo.

EMAIL PROMOTION SPONSORSHIP
Limited Availability/$1,750 each

Company's logo with link will appear on one (1) event email blast to the Nightclub & Bar attendee prospects reaching over 115,000 qualified prospects. Logo will be placed at the bottom of the promotional email and can include up to 3 companies.

REGISTRATION EMAIL CONFIRMATION SPONSORSHIP
2 sponsorships available/$3,650 each

Reach thousands of pre-registered attendees before they even get to the show! Your logo with website link will be included in the registration confirmation emails going to every pre-registered attendee.

PRE-SHOW CUSTOMIZED EMAIL
5 sponsorships available/$2,850 each

Dedicated pre-show email will put your brand in the spotlight! Sponsor to create a customized, event-related pre-show email to our pre-registered list of attendees.

***Please note: All lists will include only opt-in attendees, as we are required by law to remove opt-out attendees prior to releasing our lists to any 3rd party vendors. Sponsor will receive open and click-through rates!**

POST-SHOW CUSTOMIZED EMAIL
5 sponsorships available/$2,850 each

Reach event attendees after the event is over! Sponsor to create a customized, event-related post-show email. Only available up to 30 days after the show

***Please note: All lists will include only opt-in attendees, as we are required by law to remove opt-out attendees prior to releasing our lists to any 3rd party vendors. Sponsor will receive open and click-through rates!**

SOCIAL MEDIA PARTNER POST
Limited availability/$750 each

Reach our followers on Instagram, Facebook & Twitter. Create a custom post to share on our channel to reach your audience on the device our attendees can't live without...their phones! Content to be approved by show management.

BRANDING

REGISTRATION SPONSORSHIP

$10,500 Exclusive

Welcome each attendee as soon as they walk in the door. Your company will receive the highest-level of visibility to all individuals attending the event and ensure attendees are surrounded by your brand.

Sponsorship Includes ALL of the following:

- Logo to appear on registration page on website
- Logo to appear on screen saver at self registration terminals.
- Logo to appear on select registration kick-panels
- Opportunity to hang one banner in the registration area on-site, size and location to be determined by show management.
- Opportunity to place one piece of literature or other promotion items at registration (for example t-shirts, mouse pads etc)

SPONSOR IS RESPONSIBLE FOR SUPPLYING ANY PROMOTIONAL ITEM OR LITERATURE, SHIPPING AND DRAYAGE.

SHOW BAGS

3 sponsorships available/$2,600 each

Custom printed show bags turn every show participant into your own personal billboard. These bags are distributed at registration to every attendee and press member. Catch your audience's attention and ensure you stay with them throughout the show and afterwards.

SPONSOR IS RESPONSIBLE FOR PROVIDING BAG, SHIPPING AND DRAYAGE.

LANYARD SPONSOR

3 sponsorships available/$2,600 each
or $7,800 Exclusive

Brand every attendee with a custom lanyard. Your logo will be worn and seen throughout the entire show and your company name goes everywhere badge-wearing attendees go!

SPONSOR IS RESPONSIBLE FOR PROVIDING LANYARD, SHIPPING AND DRAYAGE.

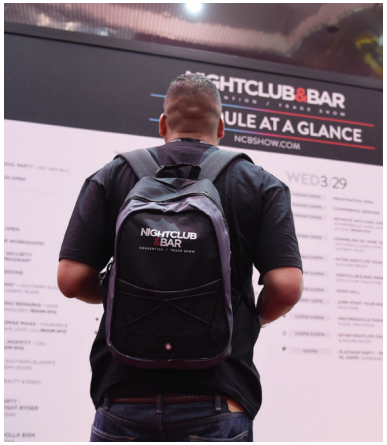
BADGE INSERT SPONSOR

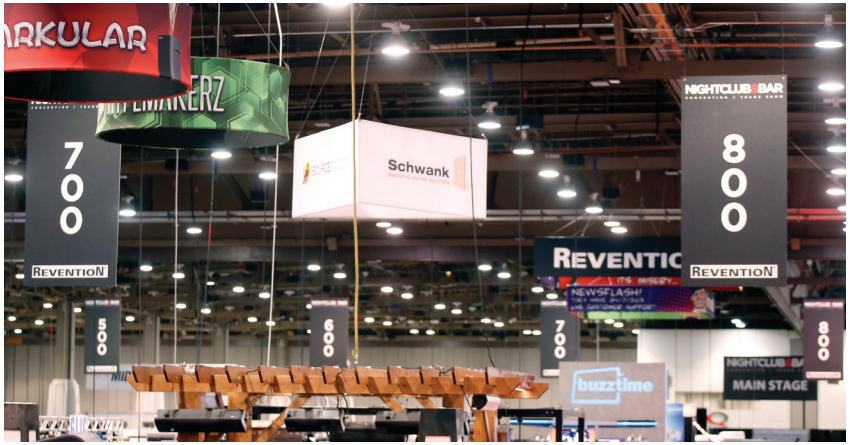
2 sponsorships available/$3,125 each
or $5,200 Exclusive

Sponsor the one item attendees can't enter the show without—their badges! Your logo or message will be prominently visible at the top of the badge holder and be given to every attendee at registration. This is a great way to launch a new product or promote a unique drawing or activity at your booth.

SPONSOR IS RESPONSIBLE FOR PROVIDING INSERT, SHIPPING AND DRAYAGE.

BRANDING





VIP BAG INSERT
Limited availability/$500 each

Get your product, sample or promotional item in the hands of each and every VIP Pass attendee! The highly-coveted VIP Bags are distributed to VIP attendees during registration. These VIP attendees spend the most to attend and are your best investment.

SPONSOR IS RESPONSIBLE FOR PROVIDING INSERT, SHIPPING AND DRAYAGE.

AISLE SIGN SPONSOR
$1,560 - $7,600

Want your corporate logo and booth number seen from anywhere on the show floor? The aisle signs hang above every aisle letting our attendees know where they are at a glance. Why not use this as an opportunity and direct them to your booth. You can sponsor just the aisle sign that corresponds to your booth number or all of the aisle signs.

Package includes:

Inclusion of your corporate logo and booth number on aisle sign(s).

- INDIVIDUAL AISLE SIGN: Total investment, $1,560 for aisle sign that corresponds to your booth number (Limit of 3 per aisle)
- ALL AISLE SIGNS: Total investment, $7,600 for logo on all of the show floor aisle signs per event.

SHOW FLOOR COLUMN WRAPS
5 sponsorships available/$1,500 each

These impactful billboard-style column wraps help your brand stand out on the show floor. Use your functional advertising space to illustrate your brand, promote your product, and drive traffic to your booth. Column wraps vary in size.

SPONSOR IS RESPONSIBLE FOR PROVIDING PRINT READY ARTWORK. SHOW MANAGEMENT WILL PRINT AND WRAP COLUMNS.

METERBOARD SIGN
$1,700 each OR 2 for $2,995 ; Add $415 for double-sided (includes production costs)

Market your company to our audience with these 8’ tall x 3’ wide displays. Be sure that when the buyers are looking around, it’s your company they see first.

CHILL LOUNGE SPONSOR
$2,250

The CHILL Lounge is an exclusive area within NxT open to Celebrities and VIP’s only. Your logo will be included on special signage at the CHILL lounge entrance, and promoted in the official show guide and online. Company promotional materials can be distributed in the CHILL Lounge, provided and shipped by the Sponsor. Sponsor’s product may be distributed in the CHILL Lounge for an additional fee.

BRANDING

ENHANCED LISTING
$350

A very economical and effective way to extend your message onsite and online. Upgrade your company profile on the online exhibitor list and in the onsite printed show directory.

Enhanced listing includes:

- Logo recognition on website listing and in printed show directory
- Company description expanded to 750 characters on website and in printed show directory.
- 2 product descriptions on website: product name, 250 character description, 1 image for each product (125x125 pixels)

OPPORTUNITY TO UPLOAD WHITEPAPERS, PRODUCT BROCHURES OR CASE STUDIES

SHOW DIRECTORY AD

Half Page Ad
$1,550 each

Full Page Ad
$2,850 each

Two Page Spread
$4,950 each

ASK US FOR SPEC SHEET!

SPECIAL EVENTS & SHOW FEATURES

EXHIBIT FLOOR TILE SPONSORSHIP

(two sponsorships available)
$2,950

Create your own fun and personalized message to attract buyers from the entrance of the exhibit floor to your booth – print your logo, image, products, puzzle or whatever else you want to grab attention and incentivize operators to stop by. Floor tile size of 24 " x 24" maximum.

Sponsor responsible for supplying and installing floor tiles

KEYNOTE SEAT DROP

1 sponsorship available / $1,950

Receive maximum exposure to all those attending keynotes at the event by providing an item to be distributed, could include literature or a promotional item.

SPONSOR IS RESPONSIBLE FOR SUPPLYING SEAT DROP MATERIAL, SHIPPING AND DRAYAGE. DISTRIBUTED AT KEYNOTE BY SHOW MANAGEMENT.

CONFERENCE SEAT DROP

$520 each

Sponsor to provide a seat drop in one conference session by providing an item to be distributed, could include literature or a promotional item.

SPONSOR IS RESPONSIBLE FOR SUPPLYING SEAT DROP MATERIAL, SHIPPING AND DRAYAGE. DISTRIBUTED AT SESSION BY SHOW MANAGEMENT.

MORNING WORKOUT

Exclusive Sponsorship
$2,950 (for two days)

Morning run or Power Walk + Networking = Sweatworking! Forego the usual handshake and business card exchange. Instead, get a leg up first thing in the morning and beat your competitors as attendees think about your brand even before they have their first cup of coffee.

Sponsorship recognition on NCB Show website, show directory, email promotion pre and post event.

SPECIAL EVENTS & SHOW FEATURES

NIGHTLIFE BRAND ACTIVATIONS

Starting at $2,750/Party Event

Get your brand in the hands of buyers during exclusive nightlife and networking events at Las Vegas's top venues! These private parties are open to Nightclub & Bar Show attendees during private hours with free sponsored product and then opens to the public after private party hours.

- VIP Area for up to 15 invited sponsor guests within venue
- Up to 150 Sponsor Branded Party passes to provide free admission and priority line access for your guests
- Opportunity to provide product activation for (1) party
- Sponsor Logo included on event signage as an Event Brand Sponsor
- Sponsor Logo and link included on dedicated nightlife website page as an Event Brand Sponsor
- Inclusion in any in-venue branding, promotional reels, plasma/video screens, step & repeat

CUSTOM OPPORTUNITIES

LAUNCHING A NEW PRODUCT?

Looking for feedback or doing market research? Nightclub & Bar Show is the perfect place to get the pulse of the industry and to directly engage with the target audience you aim to reach all year.

CONTACT

Contact your sales representative for more information

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