

**FOR IMMEDIATE RELEASE:**

Feb. 28, 2018



## **2018 NIGHTCLUB & BAR CONVENTION AND TRADE SHOW DEBUTS ESPORTS AND GAMING PAVILION ON THE EXPO FLOOR**

**Tweet It:** Calling eSports & Virtual Reality fans! The 2018 @NightclubBar Convention will debut the all-new eSports & Gaming Pavilion on the expo floor w/ daily tournaments & demonstrations! Register for your expo pass today: [ncbshow.com/](http://ncbshow.com/)

**LAS VEGAS** – New to the Nightclub & Bar Convention and Trade Show, venue owners and operators will have the opportunity to learn from industry experts about the growth of both eSports and virtual reality environments in the nightclub and bar space, and how to use them to their advantage at the new **eSports and Gaming Pavilion**, located on the expo floor.

The eSports and Gaming Pavilion, a presentation of the Scout Gaming Platform and Creative Works, will feature a fully-equipped eSports Arena and a Virtual Reality Arena, allowing attendees a first-hand experience with all they have to offer. Each day, the eSports and Gaming Pavilion will host a series of eSports tournaments with participants drawn from attendees roaming the expo floor while the Virtual Reality Arena will allow owners a chance to compete in and experience the potential of virtual reality. Harena Data, creator of the Scout Gaming Platform, and Creative Works, companies dedicated to bridging the gap between amateur and professional eSports play, will be on site to show how gaming and virtual reality can be incorporated into a variety of different venues, including nightclubs, bars, and social spaces.

Guests will experience demonstrations and interactive segments with the **Hologate VR** – a four player immersive virtual reality experience – and the **thrill of competitive e-Games**.

In addition, attendees will mix, mingle and learn from a variety of creators and eSports and VR industry leaders, including **Nick Fotheringham**, The Godfather of eSports; **Armando Lanutti**, CEO of Createworks, a leading developer of onsite attractions; **Shawn Smith**, President of Harena Data; and **Bill Dever**, Chief Strategy Officer of Harena Data.

All registered guests must be 21 years and older and can visit the [Nightclub & Bar website](#) to purchase tickets. Sponsor products are of limited supply, so attendees should arrive early for complimentary beverages. To access the full schedule of Nightclub & Bar Show events, visit the Nightclub & Bar Show website [here](#).

###

### **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](http://www.nightclub.com).

**NIGHTCLUB & BAR SHOW MEDIA CONTACT:**

Jaclyn Dadas / Lea Komitzky / Rebecca Baia

Kirvin Doak Communications

[ncbshowpr@kirvindoak.com](mailto:ncbshowpr@kirvindoak.com)

702.737.3100