

NIGHTCLUB & BAR

CONVENTION / TRADE SHOW

LAS VEGAS CONVENTION CENTER

June 28-30, 2021

EXPO DATES: JUNE 29-30

NCBSHOW.COM



PAVILION PACKAGE:

THE LAUNCHING PAD

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 Launching Pad provides the opportunity to gain easy, cost-effective exposure in front of this powerful audience of on-premise owners and operators.

[LEARN MORE >](#)

Reach our qualified audience at a lower cost, designed to fit your budget! With 91% of all attendees involved in their company’s purchasing decision, you’re only a handshake away from meeting the client that will propel your company to the next level!

This complete package offers you the following benefits:

- No hassle, ready to go area with display table, carpet, and more
- Pre-Show and On-Site Marketing to Help Drive Attendees to the Pavilion Area
- Saves you Time, Saves you Money – Lets You Focus on Selling Your Brand!



AUDIENCE SNAPSHOT

- 78% Senior Level Buyers
- 91% Purchasing Power
- 50 Countries Represented
- 43% Bar/Pub/Tavern/Lounge/Sports Bar
- 42% Owner/President/CEO/Partner
- 57% Single-Unit Operator Establishments



INVESTMENT:

\$2,075

6X10 BOOTH SPACE

PACKAGE INCLUDES THE FOLLOWING ITEMS:

- 6 x 10 booth space
- (1) 6 ft. Draped Counter table
- Backdrop drape with company sign
- (1) Counter stool
- (1) Wastebasket
- Carpet
- An allotment of (2) Exhibitor Badges Company and Product Listing in the Show Directory
- Dedicated page in Show Directory promoting the pavilion, listing all participants & booth number.*
- Dedicated page on Event Website promoting the New Product Pavilion, listing all participants with company logo and location.

93%

OF EXHIBITORS STATED THE SHOW MET THEIR LEAD GENERATION OPPORTUNITIES*

97%

OF ATTENDEES FOUND AT LEAST ONE NEW PRODUCT THEY WEREN'T FAMILIAR WITH*

“A great meeting of the minds for the nightclub and bar industry - all the industry leaders are here teaching, learning, selling, or buying.”
- Operations Manager, Quiet Pint Tavern

**Data from the 2019 Post Show Summary Report & Survey.*