

NIGHTCLUB&BAR

CONVENTION / TRADE SHOW

LAS VEGAS CONVENTION CENTER
JUNE 28-30, 2021
NCBSHOW.COM



SPONSORSHIP
OPPORTUNITY:

FOOD FESTIVAL

Join us at this exciting new and must attend opening night party to kick off the Nightclub & Bar Show!

Experience, taste and discuss the leading food and beverage products and brands that are shaping the bar & restaurant industry today and what you can expect for tomorrow.

Free entrance to all Nightclub & Bar Show attendees, exhibitors, speakers and press.

WHERE: Las Vegas Convention Center

WHEN: Tuesday, June 29, 2021
5:30pm-8:00pm

BRAND ACTIVATION SPONSOR

Branded bar manned by your Brand Ambassadors and a staff bartender if serving alcohol (A staff representative is required to serve alcoholic beverages. Sponsor is responsible for providing product through local distributor to venue.)

All Sponsor Levels Include the Following Visibility & Activation:

- > Logo recognition in "Food Festival" email promotion sent to pre-registered attendees
- > Logo recognition in dedicated page on the NCB Show website
- > Logo recognition on signage/banner at Food Festival



SELECT FROM 3 SPONSORSHIP OPPORTUNITIES

Beverage SPONSORS

INVESTMENT:
\$1,750

- Branded bar unit with speed rack, cutting board and ice bin
- Ice provided & Basic Electric
- Choice of location

Food SPONSORS

INVESTMENT:
\$1,750

- 4 ft draped Table, cutting board & Basic Electric
- Sponsors may bring their own equipment/serving area; chefs (if applicable)
- Choice of location

Non-Food or Beverage SPONSORS

INVESTMENT:
\$1,250

- e.g. tech, games, décor, other
- Space in Food Festival to display product/solution
 - Table
 - Choice of location

Must provide high resolution EPS logo no later than Feb. 13

Contact us today and learn more at ncbshow.com/exhibit

COMPANIES A-F,I,T,V

Veronica Gonnello
e: vgonnello@questex.com
p: 1 (212) 895-8244

COMPANIES G, H, J-S, U, W-Z

Jamie Schroeder
Director of Business Development
e: jschroeder@questex.com
p: 1 (617) 219-8379

FOODSERVICE COMPANIES

Fadi Alsayegh
Senior Sales Director
e: falsayegh@questex.com
p: 1 (917) 258-5174

OFFICIAL PRODUCT CATEGORY SPONSORSHIP

INVESTMENT:

\$12,995

with **200 sq ft**
Ready to expo booth

INVESTMENT:

\$7,950

with **100 sq ft**
Ready to expo booth

INVESTMENT:

\$6,900

with **regular 100 sq ft** booth
(no RTE package or lead retrieval)

PRE-SHOW

- Logo recognition as Official Sponsor of NCB Show and Food Festival (food, equipment, safety, glassware, plate-ware, technology, lighting, apparel, disposables etc) included on website and pre-show direct promotions reaching thousands of bar and restaurant professionals
- 1x post on Facebook and Twitter featured on @nightclubbar channels (combined total reach of 37,500+ followers)
- Enhanced listing posted online

ON-SITE/DURING SHOW

- 200 sq ft Ready to Expo booth package including corners, carpet, electric, furniture, 400 lbs material handling, Handwashing station, one (1) lead retrieval device, 4 expo passes
- Category Sponsorship of "Food Festival" - Welcome Kickoff Party
- Logo recognition as Official Sponsor of NCB Show and Food Festival included on all on-site event signage and entrance unit panel
- Products listed on signage on-site

POST EVENT

- Logo recognition as Official Sponsor of NCB Show and Food Festival included in all post event/thank you emails/marketing pieces
- Logo recognition in 1x Email Blast to NCB Show attendees



OFFICIAL DISTRIBUTOR

INVESTMENT:
\$14,995

PRE-SHOW

- Logo recognition as Official Distributor of NCB included on website and pre-show promotions reaching thousands of bar and restaurant professionals
- 1x post on Facebook and Twitter featured on @nightclubbar channels (combined total reach of 37,500+ followers)
- Enhanced listing posted online

ON-SITE/DURING SHOW

- 200 sq ft Ready to Expo booth package including corners, carpet, electric, furniture, 400 lbs material handling, Handwashing station, one (1) lead retrieval device, 4 expo passes
- Exclusive Distributor of “Food Festival” - Welcome Kickoff Party
 - Opportunity to bring your own cooking/culinary education equipment and chefs
- Logo recognition as Official Distributor of NCB and Food Festival included on all on-site event signage and entrance unit panel
- Products listed on signage on-site and NCB website

POST EVENT

- Logo recognition as Official Distributor of NCB and Food Festival included in all post event/thank you emails/marketing pieces
- One custom Email Blast to NCB Show attendees

